Automotive News

November 7, 1983

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Project Saturn

GM unveils billion-dollar subcompact

In an unusual move, GM last week unveiled what it has called its 'No-Year' subcompact, codenamed Project Saturn, that will be built in the U. S. in the late 1980s. Slightly smaller than a Cavalier, it will incorporate new manufacturing and product concepts including modular construction and space-saving seating. The $1-billion-plus car will appear first as a Chevrolet.

New-car dealer count up by 94 for third quarter

By John K. Teahen Jr.
Managing Editor

For a while at least, the frightful attrition in the ranks of domestic auto dealers has ended.

In the third quarter of this year, the manufacturers showed a net gain of 94 outlets to bring the total to 20,817 on Oct. 1, the quarterly AUTOMOTIVE NEWS census disclosed.

It was by far the biggest gain in the 22 years that AUTOMOTIVE NEWS has been tabulating dealer totals on a quarterly basis, and it was only the sixth time in those 22 years that there has been any upturn at all for a three-month period.

The gain is even more impressive when compared with last year's loss of 303 outlets in the July-September span.

Although quarter-by-quarter figures are not available for years prior to 1962, it is a certainty that 94-outlet advance has not been topped since 1955. That was the last full year that the domestic industry showed a gain — 644 for the 12 months.

Chrysler Corp. led the way in the third quarter with an increase of 73 dealerships. Ford Motor Co. added 30 to its total, and American Motors-Renault was up 13.

There were dips of 25 for General Motors and five for Volkswagen. A change in the number of intercorporate duals brought the gain to 94 for the domestic industry.

All figures in this article and the accompanying tables refer to the net change in the dealer population, both for the individual corporations and car lines and for the domestic industry as a whole.

• The third-quarter bonanza put the industry on the plus side for the first nine months of this year. The Oct. 1 count of 20,817 is up 18 from the 20,799 dealerships in operation on Jan. 1. Once again, it was a gold-star event that hasn't happened since 1955. Last year, the first nine months showed a plunge of 859 locations.

Chrysler Corp. was the big winner with the addition of 161 car outlets, and Ford Motor picked up 40. There were dips of 100 for GM, 35 for AMC-Renault and 24 for VW. Factoring in the change in intercorporate duals gave the industry a gain of 18.

The figures for the 1983 model year were not quite as good as those for the periods mentioned above, but they were eminently acceptable in view of what's been happening in recent seasons.

The latest total of 20,817 domestic dealerships is down 80 from the 20,897 doing business on Oct. 1, 1982.

Another loss, to be sure, but the dip was minimal when compared with declines of 1,643 dealerships in the 1980 model year, 758 in 1981 and 1,267 in 1982.

Chrysler Corp. almost turned things around all by itself with a gain of 169 outlets for the '83 model year. Ford Motor wound up exactly even for the period, and there were drops of 170 for GM, 39 for VW and 26 for AMC-Renault. A change in intercorporate duals made the downturn 80 for the industry.

While the foregoing figures

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U. S. CAR OUTLETS

	Oct. 1, 1983	Oct. 1, 1982
American Motors-Renault	1,554	1,580
Chrysler Corp.	3,798	3,629
Ford Motor Co.	5,454	5,454
General Motors	10,060	10,230
Volkswagen	910	949
TOTALS	21,776	21,842
Minus Intercorporate Duals	959	945
NET DEALERS	20,817	20,897

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breaking news

Steed confirmed

WASHINGTON. — The Senate has confirmed Diane Steed to be the Administrator of the NHTSA, succeeding Raymond A. Peck who left last May. Before joining NHTSA as Peck's deputy, Steed was with the Office of Management and Budget. Also recently confirmed by the Senate is Courtney M. Price as Assistant Administrator for Enforcement and Compliance Monitoring for EPA. Price had been Associate Administrator for Rulemaking at NHTSA.

Flush headlamps

DEARBORN. — All upcoming Ford Motor Co. passenger cars, as well as future

See BREAKING NEWS, Page 8, Col. 1

An unprecedented peek at corporation's high-tech Japan-beater

GM unveils down-the-road 'no-year' small car

By Kathleen Hamilton
Financial Editor

General Motors' much-ballyhooed 'No-Year' car—the high-technology, U. S.-made subcompact that is supposed to beat the Japanese in costs—was unveiled in clay form last week at the GM Technical Center in Warren, Mich.

It was perhaps a unique announcement for GM: Top executives posed with models of a car that is at least three years away from production.

They outlined production, management, engineering and product advances developed for the $1-billion-plus project—advances that are expected to be adopted for other GM cars and result in a major overhaul of GM operations.

GM executives said Project Saturn also will reshape assembly workers' roles and tasks. An "historic" announcement by GM and the UAW is due within weeks, outlining how they will work together, GM President F. James McDonald said.

Chevrolet will get the car first. Initially, it will be a four-door sedan. A coupe and a sports utility vehicle will follow, McDonald said.

Ten inches shorter than J-cars Cavalier, Skyhawk, 2000, Sunbird, Firenza and Cimarron, it will have about the same interior space that they have and weigh 400 pounds less.

The Project Saturn car also will be much cheaper to produce, according to GM Chairman Roger B. Smith. It will cost less than even the GM-Toyota joint venture car, Smith said. It will be marketed downscale from both that car and the Cavalier.

Body panels probably will be both steel and plastic, GM Vice Chairman Howard Kehrl said.

The engine will be a fuel-injected four-cylinder water-cooled gasoline powerplant, with both aluminum heads and block cast using the precise lost-foam technique used by Oldsmobile for its diesel V-6.

The method is expected to reduce machining 40 percent.

Although the GM executives declined to get very specific on the engine program, citing competitive reasons, McDonald said the latest in combustion-chamber advances will help make the engine the most advanced on the market at launch time. Fuel economy is expected to be in the range of 45 MPG city, 60 highway.

Saturn's rear axle will require one-eighth the amount of MIG welding as a conventional rear axle for a front-drive car, saving considerable money, Smith said.

Kehrl outlined plans for two transaxles: A five-speed manual and an electronically controlled four-speed automatic with overdrive that will be "significantly less costly than today's designs."

Both may be built in a single plant for flexibility in case of market shifts, McDonald said.

GM will make use of a second-generation space frame similar to the one first used in the

Continued on Page 8, Col. 1

Local-content measure is passed by House

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—The UAW-backed local-content bill was passed by the House of Representatives last week in much stronger form than last year's measure. The vote was 219 in favor of the measure, 199 against.

The bill appears to have little chance of passage in the Senate.

A crucial moment in the bill's consideration came when Rep. Dan Coats, Indiana Republican, offered an amendment on behalf of the import auto dealers.

The amendment would have substantially weakened the bill by tying its enforcement to the General Agreement on Tariffs and Trade and dismantling the measure if it led to retaliation by foreign nations against U. S. exports.

A similar amendment was added to last year's bill by a single vote. It was widly interpreted as rendering the bill ineffective.

Once the Coats amendment was defeated, the bill sped to rapid approval by the House. The legislators paused only long

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CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY STE800
BETHESDA MD 20814

Makers cling to security blankets with November incentive programs

By Joseph Bohn
Marketing Editor

Auto companies are doing well, but still prefer to hold onto some sales security blankets during November.

GM extended its 12.9 percent financing program through the end of this month. Ford, Chrysler and American Motors followed with similar extensions.

Ford and Chrysler also extended a slew of special incentive programs.

American Motors has a new incentive coming up in December.

General Motors Acceptance Corp. extended its 12.9 percent financing on new '83 and '84 cars and trucks through Nov. 30. The unadvertised rate is available for dealers to use at their discretion.

Ford Motor Credit countered by extending its 12.9 percent offer for a month in five Western States. They are California, Oregon, Washington, Alaska and Hawaii.

At Ford Division, the rate has been extended to cover all new models except Crown Victoria and Mustang, and all new trucks, except Econoline vans and Club Wagons.

Ford Division also extended a salesmen's cash program for 10 days only — to Nov. 10. Under the program, salesmen can earn $75 for each '83 or '84 Escort, Thunderbird or Ranger, '84 Tempo or '83/'84 2WD/4WD F-150 equipped with a manual transmission.

The $75 salesmen's offer on F-150 trucks with manual transmission was extended for the whole month.

An override payment to sales managers, based on what salesmen earn, was dropped, however, effective Nov. 1.

A program paying dealers $500 on '83 Mustangs and $700 on '83 Mustang convertibles (the amounts are $700 and $900, respectively, in five Western states), has also been extended for the whole of November.

Lincoln-Mercury similarly extended a salesmen's cash incentive on '83/'84 Topaz, Cougar and Lynx through Nov. 10. It pays $75 on each model.

Again, dealer cash payments of $500 on '83 Capri ($700 in five Western states; there is no Capri convertible) has been extended for the whole of November.

And 12.9 percent financing, offered through Ford Motor Credit, was extended for five Western states only on all models except the Grand Marquis and the luxury lines. The '84 Capri is included in this extention, which runs through all of November.

Chrysler Credit is also offering 12.9 percent on all new '83 and '84 vehicles through Nov. 30, regardless of contract length. (This is the same as before.)

Chrysler also extended its '83 model closeout program, offering a variety of dealer cash incentives on '83 cars and trucks, to Dec. 31.

For each retail sale or lease of eligible vehicles, dealers get the following amounts: $200 on Omni, Horizon, Turismo, Charger, LeBaron and Dodge 400. The Shelby Charger is worth $400.

Reliant and Aries pay $100. Chrysler E-Class, Dodge 600, New Yorker front drive, Cordoba and Mirada pay $500; Imperial, $700; Scamp and Rampage, $300; Voyager, $400 and Ram 2WD and 4WD, $400.

AMC, like GM and Ford, is offering 12.9 percent on contracts up to 48 months during November through American Motors Credit only. All new '83 and '84 AMC Jeep and Renault vehicles are included.

American Motors has a Dec. 1-31 dealer incentive on Renault Fuego, based on units retailed and delivered. It pays $300 on regular Fuego models and $1,000 on Fuego Turbo models.

Rear-engined sportster

Aragona Motor Vehicles, Mendon, Mass., displayed the Brasilia at the South Florida Auto Show, which opened at the Miami Beach Convention Center. The American-designed, Brazilian-made coupe has an air-cooled rear engine and features leather interior, tinted glass and four-wheel disk brakes. The price is $13,828.

Lean steps down at 56 from high Toyota post

By Matt DeLorenzo
Los Angeles Reporter

TORRANCE, Calif. — Norman D. Lean, who has played a vital role in Toyota's success in this country, retired Nov. 1 as senior vice president and chief operating officer of Toyota Motor Sales, U.S.A.

Lean's retirement came just over a month after the departure of TMS/USA President Isao Makino, who was replaced by Yukiyaso Togo.

Norman D. Lean

"Everybody's got to retire sometime and my view is sooner is better than later," Lean told Automotive News. "I knew I'd be retiring sooner or later, the timing just seemed to be appropriate with this change (of presidents)."

The early retirement came as a surprise since Lean is 56 years old. However, sources inside the company said there were differences between Lean and the new president.

Togo, unlike his predecessor who preferred to work in the background, is likely to take an active and visible role in running the U. S. operation, as he did in his previous position as head of Toyota's Canadian subsidiary.

Togo reportedly has a good command of English and feels comfortable in direct control of the company, as well as acting as chief spokesman.

As a result, no replacement for Lean has been named, nor does it seem likely that one will be named soon.

"It's my understanding in talking with Mr. Togo that he intends to handle all of those operational jobs that I had directly," Lean said.

"I think his intent, at least for the short term, is that that will give him a very good orientation into what's going on. He'll get to know all the senior management very directly and become familiar with all the aspects of the operations."

Other management changes may come around the first of the year, when the company traditionally announces reorganizations and title changes.

The last such announcement was made Jan. 1, 1982, when Lean was named senior vice president and chief operating officer, a promotion from his previous post of vice president-operations.

• Lean joined Toyota in 1969 as national service manager, coming from Ford Motor Co. He became national sales manager in 1972 and was promoted to vice president, general operations, the following year.

Toyota was on a roll in the late '60s and beyond. It sold only 2,986 cars in the U. S. in 1965, rose to 17,423 the following year and was up to 127,018 in 1969 when Lean came aboard.

In 1972, his first as sales chief, sales were 295,915. Toyota's all-time high was 582,204 in 1980. The numbers have tailed off a bit since then because of Japan's export restrictions.

Truck sales have been rising in recent years. They set a record of 144,308 in 1982 and almost matched that total in the

Continued on Page 6, Col. 1

1.85-million Japan cap rapped by both sides

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—Japan's decision to limit its U. S. auto exports for a fourth year at the increased 1.85-million-car level drew immediate criticism from all quarters of the U. S. auto industry last week.

The negative reaction occurred despite a final figure that is substantially below Japan's earlier expressed desire for a 2-million-car quota.

The original three-year arrangement called for an annual ceiling of 1.68 million cars. It expires March 31, 1984.

Upon reaching agreement on the new voluntary restraint number, Susoke Uno, Japanese Minister of International Trade and Industry, and U. S. Trade Representative Bill Brock, described the understanding as a "transitional" measure to ensure full recovery in the American auto industry.

But U. S. and Japanese auto makers appeared worried over how the new agreement, with its 170,000 additional Japanese imports, would be allocated. In the past, the allocation system worked out between MITI and the Japanese car industry was based on historical market shares with little room for flexibility.

Now, with General Motors asking for 290,000 small Japanese imports from Suzuki and Isuzu and with Mitsubishi and Toyo Kogyo pushing for greater U. S. market shares, MITI may have to restructure its quota portions.

GM appeared to be hoping for just such a reapportionment, saying the company's arrangement with Isuzu and Suzuki "should not be penalized by staying with export allocation formulas that are now outdated."

Chrysler Chairman Lee Iacocca responded by again threatening to scrap production plans for the P-car replacement for Omni/Horizon, if GM brings over all of its Japanese imports.

Robert McElwaine, president of the American International Automobile Dealers Assn., said that if GM dealers get the additional Japanese cars, his group would "pursue every avenue open to us under the Sherman Antitrust Act to overturn such a discriminatory apportionment."

Ford Motor Co. Chairman Philip Caldwell said his company is "disappointed to see any increase in Japanese auto exports at a time of continuing high U. S. unemployment and record high U. S. trade deficits with Japan."

Takashi Ishihara, president of the Japan Automobile Manufacturers Assn., said the three-year agreement had already achieved its purpose and that the new agreement should be for one year only. He described the new restraint as "unsatisfactory, but inevitable." Ishihara is also president of Nissan Motor Co.

• But the individual Japanese car companies were divided in their reactions, according to Kyodo News Service of Japan. Toyoo Tate, president of Mitsubishi Motors Corp., said his company is dissatisfied with the new quota, which he said was smaller than expected.

Toshio Okamoto, president of Isuzu Motors, Ltd., also expressed strong dissatisfaction, saying the new restraint would adversely affect Isuzu's plans to supply 100,000 small cars annually to GM.

However, officials of the larger Japanese car companies, which enjoy relatively large shares of the present quota,

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Domestics gain 36 percent; imports up 16 percent

New-car sales surge in October

By Jenny L. King
Staff Writer

New-car sales during the first month of the 1984 model year surged ahead with substantial gains for both domestic and imports.

The U. S. auto makers had their greatest year-to-year gain for a month since June. Imports, though up 16.48 percent, lost several percentage points in shares of the market, dropping to 22.80 percent from 25.66 percent.

Domestic new-car sales in October climbed 36.14 percent, to 664,194 from 487,871. It was their best monthly gain since the 48.01-percent explosion last June, and brought to eight the number of consecutive months in which sales have been up compared with 1982 levels. The chain of 10-day periods with increases was extended to 16.

Imports were up 16.48 percent, to 196,124 from 168,379. The combined total for October of 860,318 was up 31.10 percent from 656,250.

Year-to-date sales for the domestics pulled 18.84 percent ahead of 1982, moving to 5,645,252 from 4,750,466. Import sales for the 10 months were up 8.06 percent, to 2,000,626 from 1,851,404. Industry total this year was 7,645,878, up 15.81 percent from 6,601,870.

Where auto market was in October

	Total Sales	Pct. of Total
SUBCOMPACT	109,071	12.68
COMPACT	143,867	16.72
INTERMEDIATE	252,147	29.31
STANDARD	106,866	12.42
LUXURY	52,243	6.07
IMPORT	196,124	22.80
TOTAL	860,318	100.00

• Ford Motor Co. led the U. S. auto makers in October with a dazzling 41.94-percent sales increase. Ford reported sales of 150,340 this year compared with 105,918 in 1982. General Motors was next-best with a 38.43-percent jump, to 410,177 from 296,317.

Chrysler Corp. sales were up 14.79 percent, to 75,938 from 66,156. American Motors turned in a total of 15,344, up 20.61 percent from its year-ago 12,722. Volkswagen was up 6.19 percent, to 7,176 from 6,758, and

Four-wheel steering, ceramic gas turbine and plenty of other goodies

Japanese idea cars display high-tech at Tokyo show

By John Hartley
Staff Correspondent

TOKYO.—Idea cars, intended to burnish a high-tech image for Japan, were the sensations of the Tokyo Motor Show, with several from Toyota and one each from Nissan and Mazda.

In addition, Nissan's new Bluebird, Toyota's front-drive four-door Corona and Mitsubishi's rebodied Mirage (Colt in the U.S.) made their debuts, while a number of prototypes of cars due to go into production soon—such as the Subaru one-liter front-drive hatchback—were on display.

Although Toyota showed the most idea cars, it was Toyo Kogyo's Mazda MX-02 that produced the most innovative design, featuring steering at both front and rear wheels. And the MX-02, unlike some concept cars, is a practical vehicle with room for five people.

With an overall length of 177 inches and a width of 66.7 inches, it is about the same size as a typical European or Japanese two-liter car. However, the wheelbase is 110 inches, about the same as a typical three-liter car.

The long wheelbase provides plenty of legroom, while with the four-wheel steering the car is easy to park and responds like a small car at higher speeds. The front and rear wheels steer parallel to each other at low speeds and on the opposite locks at high speeds.

• Toyota's FX-1 has a twin-turbo engine and variable valve timing in a sleek coupe body, which like Mazda's MX-02 and Nissan's NX-21 has flush glass.

The FX-1 also features a hydropneumatic suspension with electronic control of damping and spring rate. A number of parts are made of ceramic materials.

Ceramic parts were also to be found in several internal components on an Isuzu 1.8-liter diesel and in a Mitsubishi prototype turbocharger.

Inside the Nissan NX-21 concept car was a ceramic gas turbine engine, with output of 100 HP. The combustor, turbine wheels and housing are all made of ceramic materials. The NX-21 is a low-slung coupe with sharply sloping hood and flush-fitting headlamps.

Toyota also showed an off-road runabout with one front and two rear seats. Also at the Toyota display was the SV-3 mid-engine coupe, due to be launched next year.

Also showing upcoming models were Subaru, which displayed a pre-production version of the one-liter hatchback it will introduce next year, and Daihatsu, which showed its Rugger off-road vehicle, also due to be launched next year.

Mitsubishi introduced its rebodied Colt hatchback and sedan, while Nissan unveiled its Bluebird (Maxima in the U.S.) front-drive model. The Colt is completely new in appearance, while the Maxima is similar in appearance to the old model.

Also on the Mitsubishi stand was the Starion four-wheel-drive rally car, to be marketed next year. The car is powered by a new version of the Sirius two-liter engine with three valves per cylinder and rated at 350 HP.

Iacocca welcomes a new star

Lee A. Iacocca, Chrysler Corp. chairman, introduced the company's new mini-vans at ceremonies last week at the Windsor (Ont.) assembly plant. He's shown with the Plymouth Voyager wagon. Other models are the Dodge Caravan wagon and Dodge Mini Ram, a commercial van.

Iacocca says mini-van 'will make history'

By Jack Walsh
Truck Editor

WINDSOR, Ont. — Chrysler Corp.'s all-new mini-vans — family wagons and a panel van — "will make automotive history," Lee A. Iacocca, chairman, proclaimed last week at production-launch ceremonies in the state-of-the-art Windsor assembly plant.

He predicted the wagons — Plymouth Voyager and Dodge Caravan — will be to the '80s what the Ford Mustang was to the '60s, "vehicles that create extraordinary excitement and buyer interest and force other manufacturers to come up with copycat versions."

Iacocca noted that the Mustang, whose development he led as Ford Division general manager, "became both a sales legend and a classic car in its own time," and he added:

"I feel that our mini-vans will do all of that, too. The design, frankly, is more revolutionary than the Mustang was."

Development of the front-wheel-drive minis cost Chrysler $660 million, compared with $100 million for the Mustang, Iacocca said.

The mini-van, which will be

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Wants GM to inform owners of alleged brake defect

U.S. asks for X-body escrow fund

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The U.S. Government has asked a federal court to require General Motors to inform owners of 1980 X-body cars of the nature of the alleged brake defect and to offer to reimburse them for repairs if it loses the current court case.

Also included in the motion for preliminary injunction is a request that Judge Thomas Penfield Jackson require GM to establish an escrow fund of at least $50 million to reimburse X-car owners for repairs made to fix the allegedly defective brakes during pendency of the suit.

In Judge Jackson's written order of Oct. 19 — when he allowed release of GM documents which NHTSA had subpenaed from the company and which the government maintains is the basis of its defect case — GM was given until Nov. 20 to file its opposition to the government's move for summary judgment, made on Sept. 13.

Oral argument was set for Jan. 11. Involved are some 1.1 million 1980 X-body cars.

Because of delay in GM response and because winter is approaching and corrosion in the front brakes (which may be aggravated by salt on the roadways) is one of the causes of rear brake lockup, the government feels notifying owners is important.

It is asking the court to make GM notify owners of the government allegations, describe the alleged causes so consumers can take remedial action, set up an escrow fund of at least $50 million that might be used and tell owners that GM will pay if

Continued on Page 7, Col. 1

Crain Communications buys city magazine

DETROIT. — Crain Communications, publisher of AUTOMOTIVE NEWS and 18 other special-interest publications, last week acquired Monthly Detroit, a metropolitan magazine with a circulation of about 40,000.

The magazine was purchased for an undisclosed sum from the Cleveland-based City Magazines, Inc. Keith E. Crain, AUTOMOTIVE NEWS publisher and editorial director, will be Monthly Detroit editor-in-chief.

Prinz dies at 54; Daimler-Benz chief

STUTTGART, West Germany. — Dr. Gerhard Prinz, chairman of Daimler-Benz AG, died of a heart attack at his home here Oct. 29. He was 54.

He had been chairman of Daimler-Benz since January, 1980, and had been with the company since 1974 when he joined the board of management and became responsible for the firm's worldwide purchasing activities.

Dr. Prinz was with Volkswagen from 1967 to 1973 and was a member of the VW board responsible for all German and foreign subsidiaries and affiliates. In 1972-'73, he was chairman of the board of Audi NSU Auto-Union AG.

Dr. Prinz was born in Solingen, Germany. He studied law and had a short career as an attorney before being attracted to industry, where he became a management trainee in the German steel industry for the European Coal and Steel Community in 1958.

In 1960, he became the assistant to the board chairman of Kloeckner-Werke in Duisburg. Three years later he joined the German branch of Brown, Boveri & Cie in Mannheim. He was there until 1967, when he went to Volkswagen.

Dr. Prinz served on the supervisory boards of several German companies and was a member of the Foreign Trade and Payments Council advising the German Federal Minister of Economic Affairs.

Peterson says he was threatened with non-renewal; too many orders?

$49-over dealer attacks Fiero allocations

By Richard A. Wright
Assistant Managing Editor

John Peterson, owner of Peterson Motors, a full-line General Motors dealer in Lake City, Minn., and possessor of the highest profile among the 17 so-called "$49-over" dealers in the U.S., is continuing his assault on GM's new-car distribution system and said he has received a non-renewal threat for his troubles.

Peterson said he has received a letter from a GM lawyer accusing him of "engaging in abuse and harassment" of GM employes and informing him that that is grounds for non-renewal of the franchise agreement, or even termination.

While the letter was simply stating corporate policy, Peterson said he regards it as a warning. Peterson's Chevrolet, Pontiac, Buick, Oldsmobile and Cadillac franchise agreements run out in October, 1985.

Factories are not always eager to fill the orders of $49-over dealers, although policy is spotty in this regard, indicating that there probably is no policy at the divisional level.

The 17 dealers in the U.S. currently using the $49-over system of selling new cars—including Peterson—are disciples of Howard Van Bortel, who devised the system while a GM dealer in Palmyra, N.Y., which eventually led to his termination and, he says, a nice settlement from GM.

The system is basically this: The dealer sells all cars at factory invoice price plus $49. Customers see the invoice prices and pick their options. It's all added up and $49 is tacked on.

The dealer makes his profit through two factory policies, the 3 percent holdback, which is included in the invoice price, and the 20-day floorplan subsidy credit, which goes at least partially to the dealer because $49-over dealers carry no inventory of cars. All orders are sold orders.

Van Bortel, who exuberantly admits to being a thorn in GM's side, said he has had numerous inquiries from dealers interested in the program since AUTOMOTIVE NEWS began chronicling Peterson's arguments with Detroit. He said 50 dealers want to meet with him and another 70 have expressed interest.

Actually, Peterson's arguments have been mainly with Oldsmobile and Cadillac, which have consistently refused to build most of his orders. Buick, on the other hand, has built all his orders and, for the most part, so have Chevrolet and Pontiac, with a few exceptions.

One of those exceptions is the Fiero. Peterson said he has sold and ordered 70 Fieros. When he queried Pontiac as to when he could expect them, he was told that under the current distribution setup he could have only

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Automotive World News

Peugeot prepares for the future

Investment in product programs starts paying off

By Richard Feast
European Editor

Peugeot S.A.'s programs during the next five years will result in four new chassis families, three new engines and three manual transmissions.

It is a staggering undertaking, even for a group which a few years ago had 15 platforms, 15 gasoline engines and 11 transmissions.

Outlines of the program were given by the French group's president Jean-Paul Parayre in one of his rare interviews. (It will be published in full in the *Forecast '84* Extra section of AUTOMOTIVE NEWS on Dec. 12.)

The integration program is already well advanced and beginning to pay dividends. Two each of the chassis, transmissions and engines already have appeared, and the PSA group has regained some lost market share in its important French home market.

"We have made a lot of progress," says Parayre, who notes the group's comeback will be taken into countries of its European competitors next year.

In 1984 PSA is aiming for 12.5 percent of the total European market with its Peugeot, Citroen and Talbot brand names, compared with 11.8 percent so far this year.

"We expect an increase in our penetration all over Europe, for two main reasons," says Parayre. "First, the launching of the new range of products this autumn. Second, the merger of the Peugeot and Talbot dealer networks—which was achieved in France at the end of 1982—will be completely achieved in Europe this autumn."

The products to which Parayre refers are the Peugeot 250 lower-medium hatchback and Citroen BX medium hatchback — two of the four chassis which will play a crucial role in PSA's strategy.

The strategy includes finding a solution to two possibly conflicting requirements: While standardizing components, PSA believes it is vital to retain the individual identities of each product line, particularly Peugoet and Citroen.

Says Parayre: "These products are completely different, the customers are different. We need to maintain the image and personality of the products to keep the customers with us.

"A main point for me, a few years ago, was whether or not it was possible to achieve these two goals — to standardize the components and to maintain the images," he adds. Now, with the 205 and BX, I think we have proved that it is possible."

Each line has some engines and transmissions in common. The Citroen's Hydropneumatic rear suspension design is the same as that on the Peugeot 305 station wagon. The only difference is Citroen's springs are hydraulic, while Peugeot's are conventional.

This points to the way PSA models will develop.

Will there be a Peugeot version on the BX chassis and a Citroen model on a 205 chassis, with different bodies and interiors?

While revealing much more than was generally known about PSA model policy, Parayre is reluctant to talk about specific product developments. "That's your deduction. That's a possibility," he replied to the question.

• Products are not the only part of PSA business undergoing a revolution. Recently opened and highly automated plants supply engines and transmissions to the whole group. Only two of the three promised new-generation engines have appeared so far, but they are already on half the group output.

Only last summer the Automobiles Peugeot Division (which now includes the Talbot line) adopted a radical approach to inventory control. With the aid of advanced computer systems it was able to reduce vehicle delivery time from five to three weeks. The customer not only receives the car quicker — but, more importantly, Peugeot is paid quicker. Cutting inventories was a group priority in the long struggle back to prosperity.

The Peugeot system may be common among other auto makers, but it represented a considerable breakthrough for PSA. Parayre says a similar system will be introduced by Citroen Division next year.

Another hurdle still to be leaped is introduction of a common wage policy for the group. PSA grew by acquisition, adopting different wage structures in the process.

It seems that recent management changes involving former Banque Nationale de Paris chief Jacques Calvet are part of this.

Calvet, president of Automobiles Peugeot, takes up a similar title at Automobiles Citroen and relinquishes his position as vice president of the PSA directorship.

Calvet now is in day-to-day charge of the two companies. Parayre, it would seem, is the strategist, Calvet the tactician.

• Jean-Paul Parayre is perhaps Europe's least known car boss. To some extent that stems from the secretive and conservative car group he joined in September 1974 as director in general management.

Parayre, 46, is an engineering graduate of *Ecole Polytechnique*. He held a number of civil service appointments in the highways department, social affairs, industrial and scientific development department. He served briefly in 1974 in management of the Vernes Bank in Paris; his PSA appointment followed.

It was an historic time for what had been a provincial, family-run PSA group. It had just taken on an ailing Citroen — with some prodding from the French government — to become another major force in Europe.

In September 1976 Parayre became director of PSA's Automobile Division; the group has other interests in cycles, motorcycles, machinery and transport. Six months later he became a member of the PSA directorship and at the end of June 1977 he became president.

The acquisition of Citroen had been achieved reasonably successfully, and PSA's ambitions led it to acquire the Chrysler Europe empire (production operations in Great Britain, France and Spain) in the summer of 1978.

PSA was the leading make in Europe at the time, but its troubles were beginning, just as an economic recession was starting.

Retrenchment followed. The original plan to run Talbot (Chrysler) as a separate identity was soon abandoned, and Talbot joined Automobiles Peugeot. The dealer networks now are being merged, and Peugeot and Talbot products are mixed within the factories.

With intense competition in the market place, PSA's diverse, overlapping product lines were squeezed by the opposition. Its market share plunged by one-third, to be overtaken by Renault, Fiat, Ford and Volkswagen.

PSA pulled out of Argentina and closed a Talbot plant at Linwood in Scotland. It disposed of financial interests in commercial vehicle operations of Chrysler to Renault Industrial Vehicles, and recently pulled out its stake in specialist vehicle maker Matra.

Huge annual deficits accumulated — some FF 5.6 billion (around $700 million at today's rates) in the three years ending in 1982. The group expected to break even this year, but labor disputes over planned jobs cuts and French price controls pushed the target to next year.

Those were dark years for the PSA group, when executives seldom spoke to the media. Consequently, the future of the PSA group was taken lightly.

There are signs of change now, prompted in part by improving PSA fortunes in France — and a demise of Renault's — and tangible evidence about its new product direction in the form of the 205 and BX.

Two of PSA's four chassis have bowed. There is no confirmation, but it's believed the third will be a smaller one ar-

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Peugeot S.A. president Parayre: Strategist.

Automobiles Peugeot/Citroen president Calvet: Tactician.

Goal is more U.S. sales

Broader 505 line plays key role

In the large U. S. car market, Peugeot S.A. group's presence is small. It seems like a lot of lost business for PSA, at a time when European rivals such as Daimler-Benz, Volvo and BMW are doing very well.

"Our intention is to increase our sales there (in the U. S.), but to keep the image of a European manufacturer of products of high technology," says PSA president Jean-Paul Parayre.

It indicates the opposite routes taken by the two big French auto makers — Renault (with financial links with American Motors) and PSA — in the largest single national market in the world.

Parayre traces Peugeot's presence in the U. S., from mainly a diesel auto retailer to introduction of the 505 gasoline sedan and station wagon models. "In the short term, our policy is to increase the sales of Peugeot through the 505, by diversifying its range with new versions, new engines and so on.

"With this policy we expect our 1984 sales to increase by 50 percent. The increase is important, the volume is less important, but the move is significant.

"In the medium term we will enlarge the range of cars in the U. S. by launching new models. But that's another story," says the president with a smile.

Is there a future for Citroen in the U. S.? Says Parayre: "Our policy is clear. We have to concentrate our efforts on one range of car and on one image, in order not to spread our money on to too many cars."

PRODUCTION OVERSEAS

FRANCE

Cars

	8 mos., 1983	8 mos., 1982
Peugeot	858,820	807,320
Citroen	363,013	329,720
Peugeot	372,714	340,483
Talbot	123,093	137,117
Renault	1,061,468	883,052
Total	1,920,288	1,690,372

Vans, trucks, buses

CBM	44	69
Peugeot SA	88,570	88,561
Citroen	20,468	18,957
Peugeot	54,822	61,651
Talbot	13,280	7,953
Renault	150,674	146,298
Sovam	50	55
Unic	4,240	3,783
Total	243,578	238,766
Total vehicles	2,163,866	1,929,138

JAPAN

Cars

	7 mos., 1983	7 mos., 1982
Daihatsu	112,968	78,557
Fuji	132,129	117,474
Honda	490,539	513,717
Isuzu	70,408	69,760
Mitsubishi	300,066	357,460
Nissan	1,095,766	1,069,618
Suzuki	70,783	51,153
Toyo Kogyo	522,872	497,369
Toyota	1,414,383	1,357,944
Total	4,209,914	4,113,052

Vans, trucks, buses

Daihatsu	202,699	200,015
Fuji	179,325	174,794
Hino	30,149	38,571
Honda	108,637	87,201
Isuzu	148,897	171,315
Mitsubishi	276,562	228,573
Nissan	385,034	367,925
Nissan Diesel	19,518	22,445
Suzuki	296,878	290,654
Toyo Kogyo	175,121	167,288
Toyota	543,190	553,704
Others	412	501
Total	2,366,422	2,303,723
Total vehicles	6,576,336	6,416,775

UNITED KINGDOM

Cars

	6 mos., 1983	6 mos., 1982
BL	240,679	231,717
Austin Rover	219,079	213,465
Jaguar	14,640	11,258
Range Rover	6,960	6,994
Carbodies	1,142	730
DeLorean	.....	1,287
Ford	174,141	174,515
Lotus	280	294
Reliant	47	43
Rolls-Royce	889	1,339
Talbot	66,773	22,773
TVR	128	60
Vauxhall	68,975	52,761
Others	350	293
Total	553,404	485,846

Vans, trucks, buses

Bedford	25,501	27,515
BL	46,182	44,881
Austin Rover	14,103	9,637
Land Rover	25,729	27,230
Leyland Veh.	6,350	8,014
ERF	777	1,002
Foden	327	363
Ford	55,724	59,751
Hestair Dennis	372	411
Karrier	2,514	3,561
MCW	196	162
Reliant	39	3
Seddon Atkinson	610	901
Others	404	283
Total	132,646	138,833
Total vehicles	686,050	624,679

SPAIN

Cars

	6 mos., 1983	6 mos., 1982
Citroen	64,101	51,261
Fasa-Renault	156,235	149,929
Ford	125,401	122,968
General Motors	109,111	.....
Seat	118,023	127,718
Talbot	30,910	30,009
Total	603,781	481,885

Vans, trucks, buses

CAF	.....	146
Citroen	12,442	21,522
Enasa	7,660	6,608
Fasa-Renault	16,869	15,118
Ford	3,381	3,948
Hispavinsa	1,684	1,686
Land Rover	11,551	6,439
Mercedes-Benz	5,306	8,020
Motor Iberica	9,756	8,903
Seat	13,385	1,150
Talbot	203	.....
Total	82,237	73,626
Total vehicles	686,018	555,511

REGISTRATIONS OVERSEAS

UNITED KINGDOM

Cars

	9 mos., 1983	9 mos., 1982
Alfa Romeo	6,761	7,034
BL	270,676	223,369
Austin Rover	262,849	216,211
Range Rover	2,152	1,996
Jaguar	5,676	5,162
BMW	20,663	19,449
Daihatsu	4,181	3,911
Fiat Auto	41,518	40,470
Ford	430,666	371,140
FSO	3,536	2,509
General Motors	211,118	141,928
Honda	14,781	12,735
Hyundai	2,997	2,243
Lada	15,700	13,557
Lotus	314	334
Mazda	14,969	12,029
Mercedes-Benz	11,228	10,064
Mitsubishi	7,283	7,142
Nissan	79,883	76,451
Panther	78	25
Peugeot SA	87,896	83,121
Citroen	20,821	20,110
Peugeot/Talbot	67,075	63,011
Reliant	75	92
Renault	51,021	53,469
Rolls-Royce	543	697
Saab	7,546	7,514
Skoda	9,265	7,139
Subaru	2,570	2,101
Suzuki	2,667	2,109
Toyota	25,759	22,123
VAG	82,662	74,187
Volvo	50,134	41,739
Zastava	3,436	2,380
Others	4,126	2,896
Total	1,464,052	1,244,011

Vans, trucks, buses

BL	42,171	31,249
Daf	1,971	1,548
Daihatsu	2,898	2,865
ERF	964	999
Fiat Auto	2,845	1,759
Foden	485	405
Ford	67,442	63,744
FSO	470	361
General Motors	28,030	23,756
Hestair Dennis	472	449
Honda	1,993	1,768
Hyundai	865	218
IVECO	2,101	1,749
Karrier	3,569	3,797
Mazda	2,166	1,481
MCW	311	145
Mercedes-Benz	7,827	6,027
Mitsubishi	1,838	893
Peugeot SA	7,181	4,988
Nissan	4,515	3,621
Renault	4,695	3,399
Scania	1,372	1,153
Seddon Atkinson	1,274	1,376
Subaru	1,335	1,479
Suzuki	1,371	625
Toyota	4,288	2,973
VAG-MAN/MAN	7,961	8,384
Volvo	3,355	2,978
Others	770	1,043
Total	206,535	175,232
Total vehicles	1,670,587	1,419,243

SWEDEN

Cars

	9 mos., 1983	9 mos., 1982
Alfa Romeo	562	415
BMW	2,820	2,663
Daihatsu	743	982
Fiat Auto	3,881	3,114
Ford	14,871	15,615
General Motors	14,238	15,155
Honda	2,198	3,137
Lada	1,455	2,118
Mazda	8,893	7,244
Mercedes-Benz	3,339	4,248
Mitsubishi	1,119	1,020
Nissan	4,161	4,130
Peugeot SA	4,468	3,947
Porsche	151	127
Renault	1,626	1,732
Saab	20,545	20,591
Skoda	279	323
Subaru	433	243
Toyota	6,012	5,782
VAG	16,156	18,865
Volvo	41,734	38,840
Others	23	34
Total	149,708	151,068

WEST GERMANY

Cars

	8 mos., 1983	8 mos., 1982
Alfa Romeo	8,600	7,941
Bertone	1,129	393
BL	3,481	2,859
BMW	110,351	92,167
Daihatsu	4,432	3,986
Fiat Auto	71,232	67,094
Ford	207,422	166,528
General Motors	327,495	284,426
Honda	22,929	23,154
Isuzu	659	.....
Lada	5,729	4,465
Mazda	41,682	27,888
Mercedes-Benz	172,991	160,300
Mitsubishi	27,236	24,190
Nissan	32,207	28,648
Peugeot SA	67,484	65,074
Citroen	31,276	28,730
Peugeot	19,409	16,838
Talbot	16,799	17,589
Pininfarina	518	99
Porsche	8,439	7,228
Renault	61,601	63,965
Saab	2,537	1,945
Seat	324	.....
Skoda	1,129	928
Subaru	3,496	2,570
Suzuki	9,530	7,558
Toyota	35,049	27,131
VAG	487,038	451,819
Audi	124,351	87,051
Volkswagen	362,687	364,768
Volvo	10,475	8,190
Others	909	1,051
Total	1,725,688	1,532,004

AUSTRIA

Cars

	8 mos., 1983	8 mos., 1982
Alfa Romeo	2,132	1,967
BL	353	513
BMW	6,598	5,637
Daihatsu	730	219
Fiat Auto	10,513	8,988
Ford	14,803	11,606
General Motors	23,851	20,993
Honda	3,161	2,147
Lada	1,183	1,490
Mazda	19,882	14,026
Mercedes-Benz	5,861	3,449
Mitsubishi	3,317	2,800
Nissan	11,790	8,460
Peugeot SA	10,990	10,691
Citroen	4,871	4,542
Peugeot/Talbot	6,119	6,149
Porsche	393	300
Renault	8,330	8,461
Saab	348	371
Seat	92	.....
Skoda	668	193
Subaru	2,567	1,872
Suzuki	726	584
Toyota	6,194	4,945
VAG	35,141	29,979
Volvo	2,728	2,189
Others	30	99
Total	174,381	141,978

DENMARK

Cars

	8 mos., 1983	8 mos., 1982
Alfa Romeo	240	129
BL	71	414
BMW	1,673	1,429
Daihatsu	1,982	752
Fiat Auto	4,074	3,247
Ford	11,802	10,409
FSO	433	232
General Motors	11,480	9,636
Honda	888	527
Lada	3,652	4,002
Mazda	9,302	6,313
Mercedes-Benz	535	686
Mitsubishi	736	783
Nissan	5,415	2,688
Peugeot SA	5,682	4,453
Citroen	3,151	2,131
Peugeot/Talbot	2,531	2,322
Renault	482	544
Saab	1,449	1,329
Skoda	5,597	5,652
Subaru	200	171
Toyota	7,968	4,357
Trabant	106	1
VAG	3,845	3,902
Volvo	2,769	2,322
Wartburg	756	181
Others	6	13
Total	80,785	64,661

JAPAN

Cars

	7 mos., 1983	7 mos., 1982
Daihatsu	67,568	45,696
Fuji	46,375	45,644
Honda	136,240	135,551
Isuzu	37,168	34,547
Mitsubishi	106,795	146,579
Nissan	506,238	505,403
Suzuki	53,651	40,559
Toyo Kogyo	150,832	143,018
Toyota	741,355	702,049
Imports	20,770	20,561
Total	1,866,992	1,819,607

Vans, trucks, buses

Daihatsu	159,564	153,713
Fuji	120,564	110,426
Hino	21,282	22,258
Honda	97,565	81,364
Isuzu	68,815	73,784
Mitsubishi	180,186	162,387
Nissan	168,196	180,723
Nissan Diesel	11,039	10,999
Suzuki	219,703	217,165
Toyo Kogyo	88,143	87,099
Toyota	219,633	219,132
Imports	.....	1
Total	1,354,636	1,319,051
Total vehicles	3,221,628	3,138,658

FRANCE

Cars

	6 mos., 1983	6 mos., 1982
Alfa Romeo	13,957	13,873
BL	15,615	14,501
BMW	16,049	16,358
Ferrari	82	67
Fiat Auto	47,509	47,965
Ford	75,826	61,242
FSO	1,059	824
General Motors	40,733	24,124
Honda	4,036	4,468
Lada	12,821	11,547
Mazda	6,988	7,494
Mercedes-Benz	7,901	8,342
Mitsubishi	1,891	1,885
Nissan	8,410	7,985
Nuova Innocenti	893	382
Peugeot SA	351,230	337,976
Citroen	143,410	137,975
Peugeot	153,460	133,659
Talbot	54,360	66,342
Porsche	880	777
Renault	374,292	416,757
Saab	368	76
Seat	18	1
Skoda	2,870	1,985
Toyota	6,829	5,779
VAG	62,184	56,202
Volvo	7,139	5,646
Zastava	988	381
Others	91	44
Total	1,060,660	1,056,771

BELGIUM

Cars

	6 mos., 1983	6 mos., 1982
Alfa Romeo	2,664	2,463
Aro	12	6
Bertone	29	5
BL	3,052	3,307
BMW	6,318	7,812
Chrysler	15	41
Daihatsu	1,116	922
Ferrari	16	10
Fiat Auto	11,553	11,757
Ford	15,697	20,002
General Motors	22,440	21,803
Honda	5,711	7,501
Hyundai	601	570
Lada	9,490	10,493
Mazda	6,981	7,217
Mercedes-Benz	5,731	5,235
Mitsubishi	6,158	6,852
Nissan	10,369	7,838
Peugeot SA	27,643	29,062
Citroen	13,545	13,125
Peugeot	8,129	8,945
Talbot	5,969	6,992
Pininfarina	12	.....
Porsche	323	340
Renault	16,539	20,132
Saab	730	598
Seat	174	1
Skoda	1,566	1,292
Subaru	1,343	707
Suzuki	1,629	807
Toyota	13,722	12,659
VAG	24,769	26,820
Volga	151	119
Volvo	4,218	4,293
Wartburg	622	485
Zastava	193	71
Total	201,641	212,249

West German exports drop in first half

West German vehicle makers increased their European business in the first half of 1983 while their exports went into reverse.

The world's second-largest auto industry export machine recorded a decline of 5 percent to $11.76 billion in exports in the first half compared with a year earlier.

With domestic sales bouyant once more, however, (revenue was up 11 percent to $9.92 billion) the industry is aiming at matching 1983 production. That would mean around 4.1 million units and income of $49 billion.

In first-half 1983 West Germany produced 2.19 million vehicles, down 3.2 percent from a year earlier. Exports totaled almost 1.23 million, down 4.9 percent.

German producers slightly improved exports to European destinations to 1.01 million. As a result the country — already with a heavy bias toward European markets — became even more closely involved there.

More than four out of five German exports (82.6 percent) reached other European destinations in the first half of this year. A year earlier the proportion was 78.2 percent.

Shipments to Africa, the Middle East, Asia, Oceania and North, Central and South America were down.

There was a 29 percent decline to 105,000 in vehicles destined for the U. S. As a result, the U. S. slipped to fourth place behind the UK (296,000), France (158,000) and Italy (114,000). No other country received more than 100,000.

Japan received 12,000 German vehicles — three-quarters of all of Japan's imports.

West German vehicle exports by continent

	6 mos., 1983	6 mos., 1982
Europe	1,013,169	1,008,372
Economic Com.	776,431	768,325
Africa	25,469	39,654
N, C & S America	118,342	164,871
Asia (inc. Mid East)	64,973	71,039
Oceania	4,615	5,811
Total	1,227,174	1,290,138

West German vehicle exports by country: 6 months, 1983
(1982 position in parantheses)

1	UK	295,924	(1)
2	France	157,926	(2)
3	Italy	113,590	(4)
4.	U. S.	105,805	(3)
5	Holland	93,952	(5)
6	Belgium/Lux	81,363	(6)
7	Austria	64,319	(8)
8	Switzerland	55,934	(7)
9	Sweden	35,598	(9)
10	Norway	25,087	(10)
11	Denmark	21,067	(12)
12	Spain	19,980	(15)
13	Finland	15,951	(13)
14	South Africa	14,763	(11)
15	Yugoslavia	12,181	(16)
16	Japan	12,025	(17)
17	Iran	10,955	(24)
18	Israel	8,947	(22)

Source: VDA, Frankfurt

The perplexing Jaguar sale

Anybody want to buy an auto company?

By Richard Feast
European Editor

Anybody in Detroit want to buy Jaguar, the British auto firm?

It will be for sale. But the vital facts—which are not widely known, even within the parent BL group—are to whom, when and for how much. Jaguar Cars Ltd. chairman John Egan says enigmatically that the company is worth "either nothing or a helluva lot."

The affair has been thrust into the public spotlight by a number of events. First was the solid return to power for a third term of Prime Minister Margaret Thatcher's Conservative government, totally committed to returning state-owned assets (such as BL, of which Jaguar is part) to private industry.

This was against a background of steadily improving Jaguar fortunes. Three years ago the company was losing two million pounds a week. Today it is producing and selling near record levels and, while its financial position is hidden within the corporate books, it is undoubtedly a prosperous auto maker.

Investments needed to see Jaguar well into the next decade have been made, courtesy of British tax payers. The latest is a $75 million plan to robotize its factories during the next five years.

This follows introduction of the six-cylinder AJ6 engine, only Jaguar's third new power plant since World War II. It is first going into XJ-S coupes and cabriolets, and next year will be the mainstay power unit for an all-new XJ40 sedan.

Jaguar has become very efficient, producing more cars with far fewer people. The story has been well documented. Less well known is that the company is now all-but autonomous with its own R&D, purchasing, financial controls, sales, marketing, product planning and manufacturing.

In other words, it is a salable unit, which it wasn't as part of BL cars with Austin, Morris, Triumph, MG and Rover.

• In mid-September BL's six-month 1983 financial report showed a $2 million sales profit, its first in four years and a sharp contrast to the $90 million-plus loss a year earlier.

Interest, tax and other deductions, however, gave BL a net loss of $73 million in first-half 1983, a third the size of the deficit for first-half 1982. Positive contributors this year were car and component operations, Austin Rover, Jaguar and Unipart. Land Rover Division was in a state of decline and Leyland Vehicles' financial status was horrible.

Austin Rover was probably profitable due to a bouyant UK market and a good market reception given the new Maestro; but the main contributor to car profits likely was Jaguar, although to what degree will not be known until BL's full-year finances are published next March. Then, for the first time, a breakout by divisions is promised.

At this point, analysts are saying Jaguar's value is likely to be as much as 12 times earnings. But how much is that?

All the unknowns are generating a fierce amount of speculation and rumor. Prime among them is a management buy-out backed by local investors.

Other routes could be a private flotation on the Stock Exchange or a straight sale to another group. Plenty of auto makers around the world would like to have the prestigious Jaguar name to bolster their luxury lines: General Motors, Ford, Chrysler, Peugeot, Renault, Fiat and all of the Japanese, for instance. But many could not afford the purchase at present (the European) and many would be politically unacceptable (the Japanese). That leaves the Americans.

Any purchaser would need to have substantial financial reserves. The immediate investment in product (engine and car) and plant (engine factory) have been made. But Jaguar will need plenty of cash to develop its next generation of products. The company undoubtedly is earning money at present from sales, but to a large degree as the result of the dollar/sterling exchange rate.

One Jaguar rival calls selling in the U.S. these days the equivalent of being given a license to print money. With a U.S. presidential election in the offing, the feeling in Europe is the dollar will remain strong; still, swings of a few cents can greatly upset calculations.

With well over half its production going for export in the U.S., Jaguar is aware that it could be hurt by an unfavorable shift in exchange rates. This is one reason for the major sales push into the rest of Europe, in particular to the home country of its two major rivals, Daimler-Benz and BMW.

The final unknown in the Jaguar sale is timing. Most bets are going on spring 1985. The main reason is that the government's busy privatization schedule is dominated by the sale of British Telecom in the fall of 1984 and of British Airways a year later. It would have to fit smaller commitments, such as the Royal Ordnance Factories, Cable and Wireless, British Ports and anything to do with BL, around the big ones.

By next spring, Jaguar's new sedan will not have been launched. The company has not officially said when in 1984 it will be unveiled, but everyone was led to believe it would be early. It now looks more like the latter part of 1984.

The appearance of the new car in fall 1984 will stimulate even greater demand for Jaguar products; after six months the money would be rolling in, the order book would be fat and Jaguar would look all the more attractive.

All of this assumes that XJ40 will not be a dud. Jaguar may be small—just 28,500 cars this year—but it has built an engine line to produce double that, and a second shift could see Jaguar churning out 60,000 a year within five years thanks to the robot plan. By luxury car standards, these are impressive numbers. The vast majority will be XJ40s with the new engine, unveiled a few weeks ago in 24-valve, 3.6-liter form in the latest XJ-S coupe and cabriolet. The models go on sale in the UK toward the end of this year. The European debut will be in January at the Brussels auto show. Two models will head into the U.S. starting next spring.

Next year's XJ40 will be similar in size and styling to current XJ sedans, but will be lighter, and more economical to operate and much cheaper to produce.

New Jaguar XJS with 3.6-liter engine.

Jaguar Cars' world volume up 42 percent

Jaguar Cars' world sales in the first half of 1983 totaled 14,528, 42 percent better than volume a year earlier.

North American sales — all but 200 of them in the U. S. — were 71 percent higher at 7,933.

Six-month sales in the domestic UK market of 3,541 were 8 percent above last year.

In the rest of Europe, Jaguar sold 1,744 cars (36 percent more); the increase in the rest of the world (including the Middle East, Australia and Japan) was of 26 percent to 1,280.

With 14,658 cars built during the first half of 1983, Jaguar production was 25 percent higher than last year. The six-month figure was above annual totals for each of the three years 1979, 1980 and 1981.

Jaguar turns to Japanese for robots

Jaguar Cars is turning to Japanese technology to robotize its low-volume luxury car plants.

The agreement was signed by the UK auto maker; Dainichi Kiko, of Japan, and the British-owned Dainichi Sykes Robotics, Ltd., a company specializing in automated manufacturing systems.

It is believed to represent the first use of robotics by a low-volume manufacturer. This year, Jaguar will build 28,500 units though there are contingency plans to double output to 60,000 within five years.

This new technology agreement is a clear indication of how Jaguar intends to reach such numbers: By purchasing the latest and best in automated, flexible systems.

It represents $75 million worth of orders for Diancho Kiko. Up to a third of the cost could be paid by the government under an innovation grants plan.

Initially, robots will be imported from Japan, but the plan is gradually to transfer manufacturing to Dainichi Sykes' Lancashire factory.

The equipment will be installed in Jaguar's factories over the next five years. The company has three main units: A body plant at Castle Bromwich, an engine factory at Radford and final assembly and trim at Browns Lane, Coventry.

The company has a new six-cylinder engine (AJ6) and will have a new sedan within 18 months (XJ40).

The stream of positive news from Jaguar over the past two or three years is renewing interest in how and when it will be transferred from state ownership under BL to private industry.

Peugeot

Continued from Page 29

riving in 1985, and the fourth will be the biggest one, coming in 1986 or 1987.

Two of the three transmissions and two of the three engines have appeared. The others should show up within a couple years, though PSA will continue with what it calls "one-third of an engine," the V-6 jointly produced by Peugeot and Volvo.

Concentration will be on the Peugeot and Citroen names, though PSA officials insist the Talbot label will remain in the lower and lower-medium end of the market.

It is even believed that production of a "baby" Talbot is a current topic of discussion between PSA and the British government. Talbot UK was bitterly disappointed in not getting the 205 to assemble. The present ambition of the company — which recently returned to profitability — is to produce (along with a French factory) a small car some time from 1985 on.

Discussions between the two parties will result in some sort of decision "by the end of this year," predicts Parayre. Using the UK as a source for European demand, just as it has plans for its Spanish operation, is part of PSA's medium- and long-term consideration, he says.

While PSA's internal structure is being reorganized and reshaped, it is the new-product programs which give PSA most comfort as it looks ahead. "Our knowledge of the future product program is the cornerstone of our confidence in the future," says Parayre. His relaxed manner was that of a man whose major worries are past.

The mid-market Citroen BX (top photo) and lower-medium segment Peugeot 205 (bottom photo) play crucial roles in Peugeot's product strategy.

How Europe's market shares have changed

Group	6 mos., 1983	6 mos., 1982	1982	1981	1980	1979
BL	3.8	3.7	3.9	4.0	3.5	4.1
BMW	3.0	2.8	2.7	2.7	2.5	2.5
Fiat Auto	12.1	12.8	12.3	12.7	11.8	10.0
Ford	12.6	11.9	12.3	12.2	11.1	12.0
General Motors	11.5	9.7	9.6	8.3	8.7	9.6
Japanese (all)	9.9	9.0	9.5	9.6	9.8	7.3
Mercedes-Benz	3.2	3.1	3.2	3.4	3.3	3.0
Peugeot SA	11.8	12.9	12.3	13.1	14.6	17.1
Renault	12.3	14.2	14.4	13.7	14.9	13.5
VW group	12.1	12.4	11.9	12.8	11.8	12.2
Volvo	2.1	1.9	2.0	1.9	1.9	2.0
Total (units)	5.755m	5.483m	10.037m	9.844m	9.967m	10.330m

Approximate new-car market shares, obtained from industry sources, illustrate the decline of Peugeot group since adding Chrysler Europe (1978) and Citroen (1974).

How domestic production was shared

U. S. CAR MODEL-YEAR OUTPUT, '83 VS. '82

	1983 Model Year	Pct. of Output	1982 Model Year	Pct. of Output	Pct. of Change '83 vs. '82
AMERICAN MOTORS	168,726	2.92	70,898	1.30	+ 1.62
AMC Total	26,521	0.46	70,898	1.30	− 0.84
Concord	5,300	0.09	33,693	0.62	− 0.53
Spirit	3,491	0.06	20,182	0.37	− 0.31
Eagle/SX4	17,730	0.31	17,023	0.31	0.00
Renault Total	142,205	2.46	.....	0.00	+ 2.46
Alliance	142,205	2.46	.....	0.00	+ 2.46
CHRYSLER CORP.	737,835	12.79	592,605	10.88	+ 1.91
Plymouth Total	273,489	4.74	247,936	4.55	+ 0.19
Horizon	94,829	1.64	85,356	1.57	+ 0.07
Reliant	174,170	3.02	162,580	2.98	+ 0.04
Caravelle	4,490	0.08	.....	0.00	+ 0.08
Chrysler Total	159,882	2.77	103,310	1.90	+ 0.87
LeBaron	78,970	1.37	103,310	1.90	− 0.53
E-Class	43,305	0.75	.....	0.00	+ 0.75
New Yorker (fwd)	37,607	0.65	.....	0.00	+ 0.65
Dodge Total	304,464	5.28	241,359	4.43	+ 0.85
Omni	101,514	1.76	82,003	1.50	+ 0.26
Aries	136,440	2.37	125,016	2.30	+ 0.07
Dodge 400	28,413	0.49	34,340	0.63	− 0.14
Dodge 600	38,097	0.66	.....	0.00	+ 0.66
FORD MOTOR	1,243,887	21.57	1,162,642	21.34	+ 0.23
Ford Division	783,225	13.58	748,732	13.74	− 0.16
Escort	244,780	4.24	318,418	5.85	− 1.61
Fairmont	80,833	1.40	127,739	2.34	− 0.94
Mustang/Mustang II	120,873	2.10	130,418	2.39	− 0.29
LTD/Granada	155,758	2.70	120,323	2.21	− 0.49
Thunderbird	121,999	2.12	45,142	0.83	+ 1.29
Crown Victoria/Ford	56,736	0.98	.....	0.00	+ 0.98
EXP	2,246	0.04	6,692	0.12	− 0.08
L-M Division	460,662	7.99	413,910	7.60	+ 0.39
Mercury Total	359,594	6.24	328,597	6.03	+ 0.21
Lynx	69,497	1.21	100,113	1.83	− 0.62
Capri	25,376	0.44	36,134	0.66	− 0.22
Zephyr	25,203	0.44	39,092	0.72	− 0.28
Marquis/Cougar	67,358	1.17	56,950	1.05	+ 0.12
Cougar/XR7	75,743	1.31	16,867	0.31	+ 1.00
Grand Marquis/Mercury	95,118	1.66	11,151	1.42	+ 0.24
LN7	699	0.01	2,284	0.04	− 0.30
Lincoln Total	101,068	1.75	85,313	1.57	+ 0.18
Continental	16,831	0.29	23,908	0.44	− 0.15
Lincoln	53,381	0.93	35,069	0.65	− 0.28
Mark VII	30,856	0.53	26,336	0.48	+ 0.05
GENERAL MOTORS	3,511,491	60.87	3,516,326	64.55	− 3.68
Buick Division	808,416	14.01	739,984	13.58	+ 0.43
Skylark	104,647	1.81	144,560	2.65	− 0.84
Skyhawk J	63,152	1.09	47,918	0.88	+ 0.21
Century	127,926	2.22	102,965	1.89	+ 0.33
Regal	228,239	3.96	225,418	4.14	− 0.18
Buick	234,218	4.06	175,052	3.21	+ 0.85
Riviera	50,234	0.87	44,071	0.81	+ 0.06
Cadillac Division	292,814	5.08	235,584	4.33	+ 0.75
Cimarron	19,294	0.33	25,968	0.48	− 0.15
Seville	30,430	0.53	19,998	0.37	+ 0.16
Eldorado	67,416	1.17	52,018	0.95	+ 0.22
Cadillac	175,674	3.05	137,600	2.53	+ 0.52
Chevrolet Division	1,175,200	20.37	1,297,357	23.82	− 3.45
Chevette	169,563	2.94	243,463	4.47	− 1.53
Cavalier	218,588	3.79	195,024	3.58	+ 0.21
Celebrity	105,923	1.84	92,314	1.69	+ 0.15
Camaro	154,381	2.68	178,808	3.28	− 0.60
Citation	92,211	1.60	165,647	3.04	− 1.44
Malibu	117,426	2.02	116,125	2.13	− 0.11
Monte Carlo	96,319	1.67	92,391	1.71	− 0.04
Chevrolet*	220,789	3.83	188,178	3.45	+ 0.38
Corvette	.....	0.00	25,407	0.47	− 0.47
Oldsmobile Division	916,583	15.89	702,340	12.89	+ 3.00
Omega	53,926	0.93	77,469	1.42	− 0.49
Firenza	40,752	0.71	30,108	0.55	+ 0.16
Cutlass	271,892	4.71	194,337	3.57	+ 1.14
Cutlass/Ciera	169,650	2.94	101,320	1.86	+ 1.08
Oldsmobile	340,758	5.91	265,178	4.87	+ 1.04
Toronado	39,605	0.69	33,928	0.62	+ 0.07
Pontiac Division	318,478	5.52	541,061	9.93	− 4.41
Acadian†	11,640	0.20	10,655	0.20	0.00
2000	78,329	1.36	118,859	2.18	− 0.82
1000	25,977	0.45	44,469	0.82	− 0.37
Firebird	74,884	1.30	116,364	2.13	− 0.83
Phoenix	27,493	0.48	49,165	0.90	− 0.42
Bonneville	54,414	0.94	80,440	1.48	− 0.54
Grand Prix	40,165	0.70	80,650	1.48	− 0.78
A6000	5,576	0.09	40,459	0.74	− 0.65
HONDA	33,508	0.58	.....	0.00	+ 0.58
VOLKSWAGEN	73,446	1.27	102,664	1.89	− 0.62
CHECKER	.....	0.00	2,000	0.04	− 0.04
Total Cars, U. S.	5,768,893	100.00	5,447,135	100.00	.....

*—Standard Chevrolet total includes Canadian production.

†—Acadian built for sale in Canada only.

Three states mull seat-belt bills

ANN ARBOR, Mich. — Michigan, Rhode Island and Minnesota are in a dead-heat race to be the first with a compulsory seat belt law.

Diane Steed, administrator designate, NHTSA, said New York requires holders of learner permits to wear belts. That affects about 900,000 drivers at any given time.

That state, too, by administrative action, increased mandated use of restraints to children aged 10 from eight.

Steed told a meeting of car maker technical representatives here that nationally child restraint use stands at about 27 percent. However, she said some 70 percent of those restraints are used improperly. Most mistakes stem from lack of tether use, she said.

She said 40 states and the District of Columbia have child restraint laws. About half those laws were enacted this year, she said.

Car production gains 5.91 pct.; total is 5,768,893

Output rises for '83 model year

By Mary Beth Mayer
Staff Writer

Auto production during the 1983 model year was 5.91 percent higher than the '82 model year, when output was the lowest in 21 years.

The car manufacturers produced 5,768,893 units during the 1983 model run, up from 5,447,135 in the comparable 1982 period. The 1983 total was the second lowest model-year output since 5,407,256 units were completed in 1961.

During the '83 model year, American Motors, Chrysler Corp. and Ford Motor Co. recorded rises in production, while Volkswagen of America and General Motors suffered declines.

Checker Motors ceased production in July, 1982; Honda began building Accords in the U. S. last November.

AMC's addition of the Renault Alliance to its production of homegrown models in Kenosha, Wis., more than doubled the maker's output. AMC's model-year total soared 137.99 percent, from 70,898 to 168,726.

Chrysler Corp. wrapped up the model year with 737,835 cars, 24.51 percent above the previous year's 592,605, but still below the 791,258 cars completed in '81.

Ford, the third auto maker which increased its model-year output, finished with 1,243,887 units, up 6.99 percent from 1,162,642 in 1982. Ford's total was also below its 1981 mark of 1,395,594.

Volkswagen of America plunged to 73,446 cars in the 1983 model run, a 28.46 percent decline from 102,664 built in '82.

Because of production losses at Pontiac and Chevrolet, GM's output fell off slightly in the '83 model year, from 3,516,326 to 3,511,491.

New nameplates for 1983 include Renault Alliance, Chrysler E-Class and New Yorker (FWD) and Dodge 600.

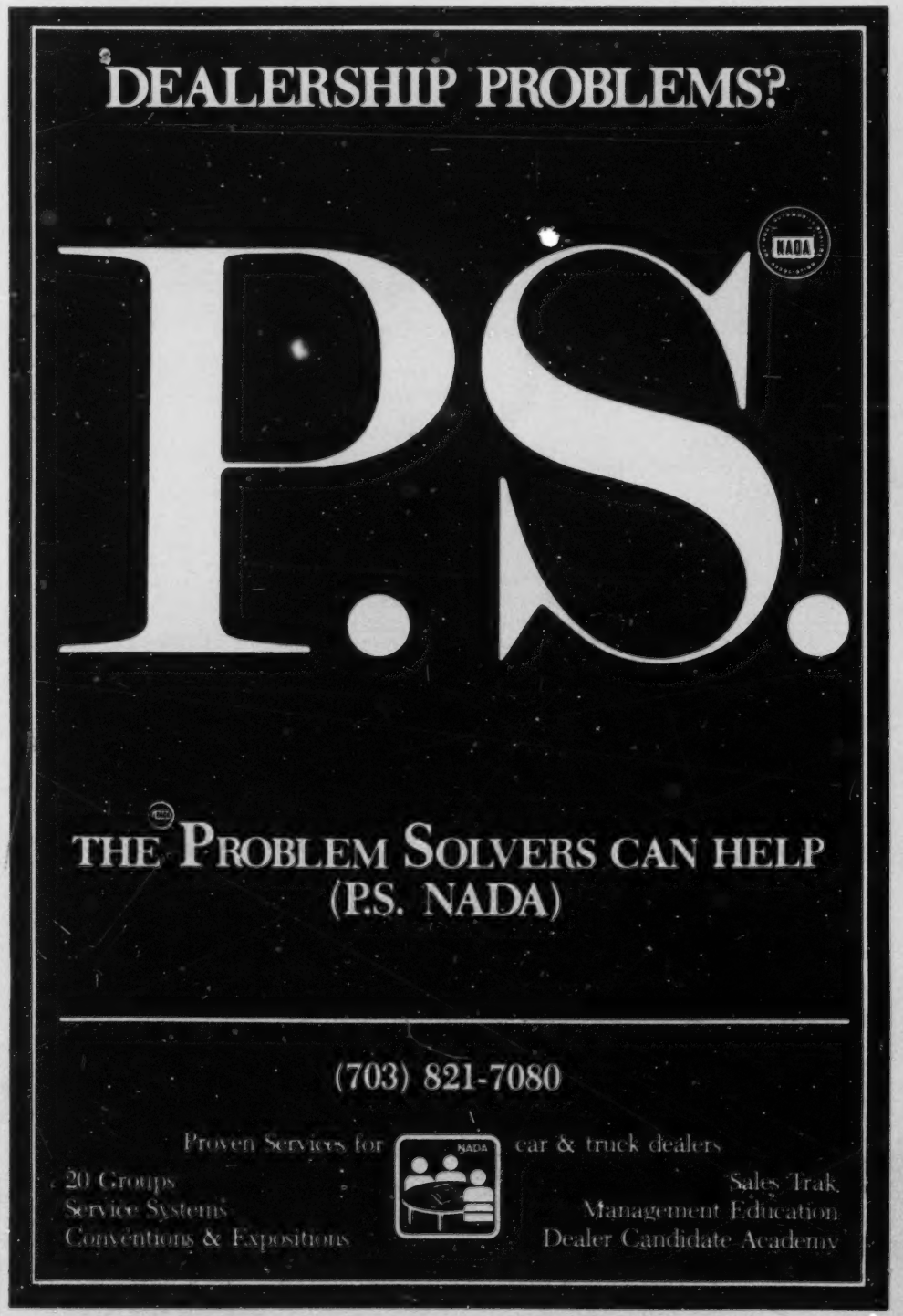
The manufacturers introduced the Ford Tempo, Mercury Topaz and Chevrolet Corvette last spring as '84 models. Production of those cars was not reported for inclusion in the total '83 model-year production.

Chrysler to use Motorola stereo

SCHAUMBURG, Ill. — Motorola, Inc., announced that its C-QUAM AM Stereo broadcasting system will be used next year in the radios Chrysler Corp. builds at its Huntsville (Ala.) electronics plant and installs in its cars and trucks.

Radios equipped with the C-QUAM chip and circuitry are able to receive broadcast signals in stereo from AM stations using the system.

Chrysler-built radios are installed as standard equipment in more than 80 percent of Chrysler's domestic cars and more than 65 percent of the company's trucks.



Division sees its role as THE key factor in auto market

GM electronics unit a hard charger

Continued from Page 18

ity, as well as reduced cost," he said.

Of greater interest to many in the audience were McMillin's remarks on powertrain controls.

Present computers, designed to handle basic engine control functions, are being extended to the limits of their capability. New and more powerful computers are needed, he said.

He touched on how electronic subsystems have been evolving, using the GM custom microcomputer chip set as an example. It has been upgraded and refined with added custom circuits while costing less at the same time.

Used Car Sales
Auction Averages

November to date	$5,161
Month ago	$4,864
Year ago	$4,636

Electronic controls for the first GM throttlebody injection (TBI) in 1982 required three circuit boards. The number required by engine control modules (ECM) was reduced to two in 1983.

"In 1984, a large number of our ECM's will be of a one-circuit-board design with a 38 percent additional reduction in size, a 37 percent added reduction in cost, and a projected 65 percent increase in reliability," McMillin said.

• GM has been highly innovative in its use of body computer systems—as opposed to engine control and comfort and entertainment systems.

In the next few years, body computer systems will be at work in suspension, lighting, steering and theft-deterrent systems. They'll provide only a single function or maybe multifunctional.

For example, an ant theft system might monitor glass breakage, vehicle tilt, hood tampering, ignition disabling, keyboard entry system and siren.

Delco body computers are controlling, or will control, cruising speed, passenger compartment temperature, body diagnostics, vehicle status and other zeal time functions.

"The 1984 Cadillac C-car has the first multifunction body computer system," McMillin said. "While the integration is transparent to the driver, this system is the springboard for follow-on, very visible systems.

"It is a multiprocessor-distributed system, which consists of a body computer module, two display heads, the climate control panel and fuel data center, and the engine control module connected by a bidirectional serial data link," he said.

In the earliest Cadillac throttle body fuel injection systems, a one-direction data link was used. Some data for the engine control system was extracted for use by the engine control system.

In the 1984 Cadillacs, however, a bidirectional system is used with information coming into the body computer being used by engine control and vice versa with engine control data used in the body computer system.

McMillin called the '84 arrangement an evolutionary step in elevating the Cadillac system into some very exciting electronic possibilities in the future.

Model breakdown
Auction Averages

	NOVEMBER TO DATE	OCTOBER	SEPTEMBER
1983	$ 9,838	$10,112	$ 9,960
1982	7,098	7,653	7,529
1981	5,738	6,114	6,179
1980	4,838	5,185	5,193
1979	4,354	4,386	4,513
1978	3,184	3,316	3,405
1977	2,633	2,365	2,523
1976	1,781	1,868	1,811
Overall Average	$ 5,161	$ 5,241	$ 5,190

Connecticut L-M deal building new quarters

MIDDLETOWN, Conn.—Town and County Auto Sales (Lincoln-Mercury) is building a new dealership on land adjacent to its present Newfield St. location.

President Michael Augeri recently received a 25-year award from L-M.

Rowand report

Continued from Page 18

much less expensively than by conventional circuits.

"By 1985 we will save about $2 million a year in this traffic," Roark said.

As volume mounts, costs may be about half what they would be using old-fashioned communications.

"We think the margin of savings will increase further during the '80s, so it's going to be attractive economically as far ahead as we can see," he said.

The new system will allow much faster communication than now is possible.

• Said Roark: "In computer-computer traffic we normally talk in terms of bits-per-second. The fastest data now for the Ford net is 9,600 bits per second. With the satellite, we'll be able to send at 56,000 bits per second and it will be possible to go to 1.5 million bits per second.

"That means we'll immediately be able to transmit data about six times as fast as we can now and, potentially, we could speed it up to 180 times as fast. That will be important as more business becomes oriented to telecommunications.

As an example of that orientation, Roark cited Ford's body and assembly operations where computer functions are being centralized in Dearborn. That will lead to what he called a tremendous amount of traffic between distant points and Dearborn.

Videoconferencing will be another job for the system.

By mid-1984, too, Ford hopes to be videoconferencing with European points via satellite.

The company has been active in videoconferencing in the U.S., but costs have escalated from about $200 an hour a few year's ago to around $1,000 an hour today. Roark said the satellite will slash those costs in half right off the bat and perhaps to as low as $200 an hour eventually.

Accuracy will be enhanced dramatically with digital transmission by satellite compared with analog now. Effective throughput will be enhanced, as they say in the computer game.

Now, because of error, throughput is about at about 80 percent efficiency. With the satellite and digital data transmission, efficiency should jump to 99 percent.

SBS has three satellites in orbit now and will launch two more in the near future. They send data at a rate of 48 million bits a second. It's all digital and the quality is superb, said Roark.

SBS is a joint venture of IBM, Aetna and COMSAT. Its satellites are made by Hughes Aircraft. Intelsat V is made by Ford Aerospace & Communications Corp.

Farish family awarded 25-year dealer pin

WASHINGTON, N. C. — Mrs. R. E. Farish Sr. and R. E. (Bob) Farish Jr. received a silver anniversary diamond pin for 25 years of dealer service from Ford Motor Co.

The Farish family had a Ford-Lincoln-Mercury dealership here from 1954 to 1980. The late Bob Farish Sr. became a dealer in 1954 with Hoell-Farish Motor Co. and later established Bob Farish Motor Co.

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But it faces tough sledding in Senate

Local-content measure is passed by House

Continued from Page 1

enough to add several quick amendments. One requires a study by the Secretary of Transportation into the imbalance between the dollar and the Japanese yen.

Another amendment adds two additional consumer representatives to the U. S. Automobile Advisory Council that would be created by the bill.

• Following passage, sponsor Richard Ottinger, New York Democrat, said the bill will be able to pass the Senate if the U. S. experiences a "continued erosion of our industrial base."

He said Republican senators up for reelection next year would be hard pressed to vote against the bill, but conceded it would be a "difficult task" to win enactment.

Ottinger said the bill had been effective in winning the new voluntary restraint agreement with Japan and that the "House had the wisdom to keep this tool."

UAW President Owen Bieber said the vote "means we may have a small-car industry in this country" and that the bill would be a "proper subject for debate in the upcoming Presidential elections."

Extra push of the local content measure came from the somewhat unexpected hand of Ford Motor Co. It was learned during debate that Ford officials had urged some Congressmen to vote for the bill. Ford's position was that passage would signal the Japanese to address currency imbalance and other unfair trade practices.

The measure cleared the House last year in the final days of the 97th Congress by a vote of 215 to 188. It was brought back again this year, although support for the bill cooled as the auto industry began to reap the benefits of lower interest rates and the general economic recovery.

The bill is designed to curtail job loss from the growing acceptance of import automobiles in the U. S. by encouraging foreign firms to invest in American automobile and auto parts production.

Recently, the bill also has been promoted as a way to keep domestic manufacturers from expanding "outsourcing," or importing foreign made parts for final assembly in U. S. plants.

Chrysler Corp.'s importation of Mitsubishi cars, Ford Motor Co.'s possible importation of Toyo Kogyo made cars and GM's relationship with Isuzu and Suzuki have also been raised by lawmakers as points of concern. Each of the Big Three have expressed interest in increasing their reliance on foreign built cars as a way to broaden their product mix.

This is particularly true in the case of the subcompact. Auto industry analysts say it has become increasingly difficult for the U. S. industry to make a profit on the sale of small cars here.

Under the bill, manufacturers selling more than 100,000 cars in the U. S. would be required to use specific levels of American-produced content. This content could include advertising and insurance, as well as jobs and materials.

Content requirements would range to 30 percent for the 1985 model year, 60 percent for 1986 and 90 percent for 1987 and beyond.

The exact percentage of domestic content required of a manufacturer is determined from a scale of U. S. sales that starts at 100,001 cars and increases to 900,000 cars, after which the requirements level off.

Domestic-content requirements would be phased-in over a three-year period beginning with the 1985 model year. The bill sets domestic content levels at the higher number of either the domestic-content ratio a car maker achieved in model year 1984, reduced by 10 percent, or the percentage specified in a table published by the Democratic study group of the House.

Since the UAW first kicked off the bill during the recession of 1982, local content has been a controversial issue. It has been supported primarily by Democrats from the big auto industry states, including Ottinger, of New York, who twice introduced the bill, and Michigan's chairman of the House Energy and Commerce Committee, John Dingell, whose committee had important jurisdiction over the measure.

The measure is opposed by the White House and is conceded to have no chance for passage in the Senate at this time.

• Argumens in the House prior to the vote drew on a broad range of issues. But, the primary concern was whether the bill would result in more or fewer jobs in the U. S.

Proponents' arguments centered foremost on America's trade relationship with Japan and the Japanese auto industry. Pro-local-content legislators argued that a major source of U. S. unemployment was reflected in the ballooning U. S. trade deficit. They claimed that the deficit flowed in big part from a one-way auto trade with the Japanese.

Ottinger said the U. S. trade deficit is estimated to be $70 billion this year. According to William Ford, Michigan Democrat, half of that deficit will result from U.S. trade with Japan.

Under provisions of the domestic content bill, Japan would clearly be most affected. The Japanese have firmly opposed the bill and have said that a domestic content law could drive them out of the U. S. market altogether.

Both Nissan and Honda have assembly facilities in the U. S. and have indicated they might shut down these plants if the domestic-content measure is enacted.

Of considerable irritation to sponsors of the measure, is the lack of success of U. S. automotive products in the Japanese market.

While quoting figures on the degree of Japanese auto influence on the overall trade situation in the U. S., Congressmen such as Pennsylvania Democrat Joseph Gaydos were disturbed that less than one percent of autos sold in Japan are foreign-made. Gaydos said fewer than 35,000 foreign cars made it to Japan last year.

• Arguments for the bill that were based on Japanese penetration of the U. S. market came from the view that the auto industry is vital to the national economy. Supporters belittled opponents' claims that the U. S. is moving toward a service economy and that the need for an industrial base is diminishing.

Ottinger said 180,000 auto workers are jobless and that 600,000 workers in the parts industry were still unemployed.

Opponents of the legislation cited studies by the Congressional Budget Office, Wharton Econometrics, the Commerce Department and others that concluded the local-content bill would result in a net job loss in the U. S., if other nations retaliate with trade restrictions of their own.

The Wharton study estimated that by 1991 there would be a net gain of 58,000 jobs in the auto industry with the bill. However, this would be offset by an estimated loss of 423,000 jobs in other sectors of the economy. Domestic-content foes said the result of the bill would be akin to the Smoot-Hawley Tariff Act of 1930, which economic historians partially blame for the Great Depression.

Last year, MVMA and its member auto makers except Chrysler, were opposed to any domestic-content legislation. This time around, although General Motors has opposed the bill, the situation is less clear.

Last April, Chrysler Vice Chairman Gerald Greenwald endorsed such a bill, but cited it as the least desirable alternative.

Recently, when it became apparent that the bill would come up about the same time as a decision on the Japanese "voluntary" auto restraints, Chrysler Chairman Lee Iacocca endorsed passage of domestic content — and so told the Michigan Congressional delegation — as a way of sending a signal to the Japanese that Chrysler is "serious" about trade problems.

American Motors and Ford Motor Co. have taken similar positions, although no Big Three company — all of which have foreign partners — thinks content legislation is a "good" solution.

Since the bill appears to have no chance in the Senate, endorsement in the House is viewed by the companies as relatively harmless.

NADA also opposes the measure. After House passage last week, the dealer association said it will "continue to vigorously oppose a domestic content law because it will be devastating to both consumers and the retail automobile industry" because of higher prices.

What may have counted most heavily against auto industry protection were the record-breaking third-quarter profits turned in by Detroit only days before the House vote. This was a popular theme of the debate, even though those profits came after one of the worst slumps in the auto industry's history.

Although the margin of passage in the Democrat-controlled House was slim and its outlook in the Republican-controlled Senate is generally considered much less good, Senator Don Riegle, Michigan Democrat, has urged hearings as soon as possible.

The Senate bill has only 14 sponsors, not counting Riegle and Senator Carl Levin, Michigan Democrat.

U. S. FRANCHISES

	Oct. 1, 1983	Oct. 1, 1982
AMERICAN MOTORS-RENAULT		
AMC	1,426	1,475
Renault	1,329	1,315
CHRYSLER CORP.		
Chrysler	2,824	2,644
Dodge	2,678	2,473
Imperial	409	430
Plymouth	2,765	2,562
FORD MOTOR CO.		
Ford	4,626	4,630
Lincoln	1,530	1,473
Mercury	2,637	2,585
GENERAL MOTORS		
Buick	2,940	2,905
Cadillac	1,595	1,575
Chevrolet	5,150	5,220
Oldsmobile	3,160	3,135
Pontiac	2,960	2,940
VOLKSWAGEN	910	949

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New-car dealer count up by 94 for third quarter

Continued from Page 1

are encouraging — increases for the quarter and nine months and relative stability for the model year — it's too early to declare that a new era of dealer increases is underway.

The industry has been losing dealers for 28 years, and one big quarter doesn't signal a complete turnaround.

Chrysler Corp. is coming back strong from the decimation its dealer ranks suffered during the recession and its own financial travail. Ford Motor is moving upward, and GM dealer losses have lessened during recent quarters. But it would be wise to wait and see for a few more quarters.

The 1983 model year brought franchise gains for 10 of the 15 makes of domestic cars. Three Chrysler Corp. lines showed the biggest increases — 205 for Dodge, 203 for Plymouth and 180 for Chrysler. Lincoln added 57 locations, and Mercury picked up 52.

At GM, there were franchise additions of 35 for Buick, 25 for Oldsmobile and 20 apiece for Pontiac and Cadillac. Renault was up 14.

Franchise declines were reported for Chevrolet, down 70; AMC, down 49; Volkswagen, down 39, and Ford, down 4. Imperial was down 21. Although Imperial has been dropped, the franchises will remain in effect until the end of this calendar year.

For Chrysler Corp., the 1983 model year was a case of going from good to better in dealer totals. The company was up every quarter with gains of 8, 27, 61 and 73 for a total of 169. Its total of 3,798 compares with 3,629 when the '83 season began.

Franchise totals on Oct. 1 were: Chrysler, 2,824; Plymouth, 2,765; Dodge, 2,678, and Imperial, 409.

In addition to its 3,798 car dealerships, Chrysler Corp. has 8 that handle only Dodge trucks. They are not included in the corporation's car-dealer total or in the Dodge car-franchise total.

Ford Motor Co. opened the '83 model year with 5,454 car dealerships and, wondrously, closed the model year with exactly the same number. Ford lost 40 dealers in the first quarter of the model year and 11 in the second. Then it gained 21 in the third and 30 in the fourth to break even.

The latter number was Ford's biggest quarterly upturn in the 22 years for which such data is available.

Latest franchise counts are: Ford, 4,626; Mercury, 2,637, and Lincoln, 1,530.

Ford Motor has another 103 dealerships that handle only Ford heavy-duty trucks. They are not included in the company's car-dealer total or in Ford Division's car-franchise total.

At GM, dealer losses lightened as the model year moved along — 70 in the first quarter (last October-December), 50 in the second and 25 in both the third and fourth. The current total of 10,060 compares with 10,230 a year earlier.

GM franchise figures on Oct. 1 were: Chevrolet, 5,150; Oldsmobile, 3,160; Pontiac, 2,960; Buick, 2,940, and Cadillac, 1,595.

AMC-Renault had 1,554 dealerships on Oct. 1, down from 1,580 a year earlier. After gains of 9 and 1 in the first two quarters of the model year, there was a loss of 49 in the third quarter and a gain of 13 in the fourth. About 1,200 AMC-Renault points handle both makes.

Franchise totals on Oct. 1 were 1,426 for AMC and 1,329 for Renault.

There were 910 VW dealers on Oct. 1, down 39 for 12 months. After dips of 15 and 14 in the first two quarters of the model year, VW trimmed its losses to 5 in each of the next two periods.

Chrysler plant recalls workers, will hire 1,200

ST. LOUIS.—Chrysler Corp.'s nearby Fenton plant has recalled all its laid-off workers and is now seeking 1,200 new employes to man the second shift at Plant No. 2.

The company has adopted a new method of selecting workers. Present workers will refer friends and relatives for these new jobs.

Hiring for the Plant No. 2 second shift is expected to be finished by late November and training would start shortly thereafter. In mid-January, the second shift would be fully operational, and two plants will be employing approximately 8,200 people.

A company spokesman said that the new workers are required for assembly of the full-size rear-wheel-drive Chrysler Fifth Avenue, Dodge Diplomat and Plymouth Gran Fury.

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Domestics gain 36 percent; imports up 16 percent

New-car sales surge in October

Continued from Page 2

Honda's October, 1983, total was 5,219.

GM increased its share of the domestic market to 61.76 percent from 60.74 percent during the month. Ford was up to 22.63 percent from 21.71 percent. Chrysler earned 11.43 percent compared with 13.56 percent a year earlier. AMC had 2.31 percent, down from 2.61 percent. VW came away with 1.08 percent, down from 1.38 percent, and Honda had 0.79 percent of the current year's October market.

Buick and Oldsmobile claimed record sales in October and all U. S. makes were up except Lincoln and AMC. Buick was up 43.69 percent, to 96,080 from 66,868, shattering sales records for any month in its history (June, 1973, was the former best with sales of 92,546 reported). Oldsmobile's 104,741 units were third best for any month and greater than the previous October record of 104,676 notched in 1978.

Chevrolet reported a 29.64-percent sales increase, Cadillac was up 26.46 percent and Pontiac sales mushroomed 66.51 percent. Ford was up 41.28 percent, Mercury was up 64.74 percent and Lincoln was off 10.70 percent.

Chrysler was up 34.03 percent, Dodge was up 13.03 percent and Plymouth was up 1.32 percent. AMC was off 53.64 percent, Renault Alliance/Encore was up 77.48 percent and VW was up 6.19 percent.

October import sales included records for the month for BMW, Jaguar, Mitsubishi and Volvo. BMW was up 20.66 percent, Jaguar was up 30.25 percent, Mitsubishi celebrated its first complete year on the market with a 171.15-percent sales surge and Volvo was up 57.30 percent.

Among the major Japanese imports, Toyota was up 32.71 percent, Nissan was up 4.02 percent, Honda was up 12.69 percent, Mazda was up 6.62 percent and Subaru was down 12.53 percent.

• European import results included a 38.43-percent gain for Saab, a 29.77-percent climb for Volkswagen, a 26.60-percent gain for Porsche, a 2.42-percent gain for Mercedes and a 12.17-percent decline for Audi.

While imports were subdued to 22.80 percent of the total October market from their year-ago 25.66-percent share, U. S. intermediates claimed 29.31 percent, compacts had 16.72 percent, subcompacts had 12.69 percent, standards had 12.68 percent and luxury models picked up 6.07 percent.

Excluding imports, intermediates took 37.96 percent, compacts 21.66 percent, subcompacts 16.42 percent, standards 16.09 percent and luxuries 7.87 percent.

Late-October domestic sales were up 26.52 percent, to 236,895 from 187,238. All major auto makers reported increases.

Ford was up 33.47 percent, GM was up 25.04 percent, Chrysler was up 9.84 percent, AMC was up 53.20 percent and VW was up 6.36 percent.

Ford earned 23.61 percent of the market for the period, GM had 52.84 percent, Chrysler held 12.09 percent, AMC had 2.91 percent, VW had 1.47 percent and Honda had 1.08 percent.

With nine selling days in the period both this year and last, the daily selling rate was up 26.52 percent, to 26,322 from 20,804. The daily rate for the month this year was 25,546 compared with 18,764 in 1982. There were 26 selling days each time.

U. S. CAR SALES BY MARKETING UNITS

	Oct., 1983	Oct., 1982	10 Mos., 1983	10 Mos., 1982
Chevrolet	119,136	91,898	1,117,130	1,043,561
Ford	101,781	72,043	866,487	765,545
Oldsmobile	104,741	77,367	844,778	661,746
Buick	96,080	66,868	715,891	599,255
Toyota	53,789	40,532	461,300	441,307
Pontiac	58,677	35,240	449,760	396,233
Nissan	35,112	33,754	446,314	389,105
Honda	37,504	28,650	335,424	308,161
Mercury	39,983	24,271	340,818	272,879
Dodge	33,479	27,504	311,287	259,884
Plymouth	26,973	24,436	267,335	256,525
Cadillac	31,543	24,944	246,230	198,788
VW of America	17,430	15,800	188,074	182,155
Chrysler/Imperial	25,101	18,896	219,928	148,104
Mazda	14,578	13,673	147,688	135,641
Subaru	12,045	13,770	132,912	125,229
AMC-Renault	17,657	15,838	187,135	117,327
Lincoln	8,576	9,604	85,260	74,035
Volvo	6,748	4,290	76,469	64,262
Mercedes-Benz	5,678	5,541	59,149	53,120
BMW	4,562	3,781	47,703	41,813
Saab	1,999	1,444	21,750	15,136
Isuzu	1,505	1,631	17,263	12,405
Fiat	.....	784	5,002	14,111
Peugeot	1,142	1,191	12,132	12,041
Jaguar	1,128	866	12,370	7,746
Mitsubishi	3,186	1,175	26,385	1,175
DeLorean	.....	251	355	2,830
Alfa Romeo	185	208	3,651	1,752
TOTAL	860,318	656,250	7,645,878	6,601,870

IMPORTED CAR SALES

	Oct., 1983	Oct., 1982	10 Mos., 1983	10 Mos., 1982
Alfa Romeo	185	208	3,651	1,752
Audi	3,017	3,435	37,637	38,086
BMW	4,562	3,781	47,703	41,813
Conquest/Challenger	752	712	13,029	12,357
Plymouth Colt	3,[illegible]	1,596	28,842	32,772
Dodge Colt	3,[illegible]0	1,572	32,453	33,716
DeLorean	.....	251	355	2,830
Fiat	.....	570	4,489	13,136
Honda	32,285	28,650	297,807	308,161
Isuzu	1,505	1,631	17,263	12,405
Jaguar	1,128	866	12,370	7,746
Lancia	.....	214	513	975
Mazda	14,578	13,673	147,683	135,641
Mercedes-Benz	5,678	5,541	59,149	53,120
Mitsubishi	3,186	1,175	26,385	1,175
Nissan	35,112	33,754	446,314	389,105
Peugeot	1,142	1,191	12,132	12,041
Porsche	1,566	1,237	18,084	10,976
Renault	2,313	3,116	28,726	32,112
Saab	1,999	1,444	21,750	15,136
Conquest/Sapporo	696	800	10,686	10,840
Subaru	12,045	13,770	132,912	125,229
Toyota	53,789	40,532	461,300	441,307
Vista	1,350	.....	1,424	.....
Volkswagen	5,671	4,370	61,495	54,712
Volvo	6,748	4,290	76,469	64,262
TOTAL	196,124	168,379	2,000,626	1,851,404

Borg-Warner eyes joint venture with Clark Equipment

CHICAGO. — Borg-Warner Corp. and Clark Equipment Co. are exploring a joint venture to manufacture and market manual transmissions and clutches.

James F. Bere, chairman of Borg-Warner, and James R. Rinehart, chairman and president of Clark, emphasized that discussions are in preliminary stages and that no definite agreement has been reached.

Elements Borg-Warner might contribute to the joint venture include: Warner Gear at Muncie, Ind.; automotive clutch sales and engineering facilities in the U. S.; Borg & Beck do Brazil; the company's investment in Borg & Beck de Mexico, and Michigan Powdered Metal Products, in Livonia, Mich.

For Clark, elements might include its sales, engineering, warehousing and light-assembly facilities for manual transmissions at Kalamazoo, Mich.; the transmission business and plant of Equipamentos Clark Ltda., Brazil, and its investment in Transmissiones y Equipos Mecanicos, S.A., Mexico.

$49-over dealer attacks Fiero allocation plan

Continued from Page 3

eight for the entire 1984 model run.

Peterson said he was told that allocation of the Fiero is based on historical sales of Firebird. "The Fiero is not a Firebird," Peterson said. "It's an entirely new car. Why not base distribution on '66 GTO sales?"

Other dealers say that basing allotments of hot-selling cars, such as the Fiero, on previous sales history is the only fair method. Peterson argues it should be based on present sales, and orders should be filled as they are received.

Peterson said he has sold orders, with customers waiting for cars, while Minneapolis-area dealers are advertising that they have plenty of Fieros on their lots to choose from.

He said one of his customers, upon hearing that he probably would not get the Fiero he had ordered from Peterson, contacted Pontiac headquarters to complain.

Peterson said the customer noted that there were plenty of Fieros sitting on lots in the city and expressed anger that his order could not be filled. He was advised to buy one of those cars off the lot.

The customer refused, Peterson said, because the car would cost him $1,379 more.

DOMESTIC CAR SALES

	Oct. 21 to Oct. 31	Same Period, 1982	October, 1983	Same Month, 1982	Jan. 1 to Oct. 31	Same Period, 1982
Renault Alliance	.....	.....	8,112	7,204	109,463	14,041
Renault Encore	.....	.....	4,674	.....	8,325	.....
RENAULT	5,860	3,000	12,786	7,204	117,788	14,041
Spirit	.....	.....	84	793	4,189	14,593
Concord	.....	.....	117	1,643	11,244	27,063
Eagle	.....	.....	2,357	3,082	25,188	29,518
AMC	1,034	1,500	2,558	5,518	40,621	71,174
AMERICAN MOTORS*	6,894	4,500	15,344	12,722	158,409	85,215
Horizon	2,409	1,813	6,486	4,040	46,338	39,938
Turismo	1,284	1,445	3,701	3,646	31,119	33,689
Reliant	4,897	5,805	11,862	13,564	135,361	122,068
Plymouth	100	267	282	790	14,322	17,218
Total Plymouth	8,690	9,330	22,331	22,040	227,140	212,913
Laser	1,157	.....	2,686	.....	3,611	.....
LeBaron	.....	.....	.....	.....	.....	912
LeBaron K	2,808	2,871	7,748	7,330	68,768	.....
Cordoba	85	538	272	1,481	10,120	13,588
New Yorker 5th Ave.	1,417	2,440	3,575	6,578	64,593	52,621
E-Class	1,183	895	3,293	3,339	30,781	3,339
New Yorker E	2,756	.....	7,527	.....	40,902	.....
Total Chrysler	9,406	6,744	25,101	18,728	218,775	145,907
Total imperial	.....	77	.....	168	1,153	2,197
Omni	2,086	1,348	5,681	3,266	41,470	33,214
Charger	1,671	1,513	4,537	3,732	39,462	34,694
Daytona	838	.....	2,062	.....	2,864	.....
Aries	3,339	4,745	9,134	11,445	101,132	91,869
600 Cpe./400	650	1,099	1,749	2,583	25,690	23,523
Diplomat	383	547	943	1,948	21,651	22,451
Mirada	70	248	225	625	4,186	6,439
Dodge 600	1,516	431	4,175	1,621	28,593	1,621
Total Dodge	10,553	9,931	28,506	25,220	265,048	213,811
CHRYSLER CORP.	28,649	26,082	75,938	66,156	712,116	574,828
EXP	245	215	543	1,962	18,141	32,110
Escort	10,600	10,864	27,375	23,945	275,090	285,427
Mustang	4,625	4,397	11,336	12,116	97,267	101,453
Tempo	8,319	.....	23,077	.....	94,063	.....
Fairmont	.....	.....	4,005	.....	11,008	37,521	109,916
Granada	.....	.....	1,292	.....	3,712	3,751	86,812
Thunderbird	5,224	1,081	14,143	3,333	106,572	39,171
LTD '83	6,267	3,056	16,436	6,262	132,625	6,454
Ford Crown Victoria	3,375	3,555	8,871	9,705	101,457	104,202
Ford Division	38,655	29,165	101,781	72,043	866,487	765,545
LN7	297	232	347	494	4,498	10,820
Lynx	2,411	2,363	6,630	5,312	68,641	83,320
Topaz	2,612	.....	6,832	.....	28,577	.....
Zephyr	.....	.....	1,126	.....	3,183	11,583	35,503
Cougar/Monarch 7	.....	.....	531	.....	1,770	906	38,28
XR-7	3,683	351	9,718	1,071	70,755	14,367
Capri	916	1,146	2,340	3,124	19,179	25,743
Marquis '83	2,490	1,284	6,634	2,993	53,677	2,991
Mercury Grand Marquis	2,646	2,376	7,482	6,326	82,997	61,848
Total Mercury	15,055	9,409	39,983	24,271	340,818	272,879
Continental	206	823	647	2,143	10,969	18,871
Lincoln	1,796	1,516	7,019	4,767	51,892	32,847
Mark VI	225	997	910	2,694	22,399	22,317
Total Lincoln	2,227	3,336	8,576	9,604	85,260	74,035
L-M Division	17,282	12,745	48,559	33,875	426,078	346,914
FORD MOTOR	55,937	41,910	150,340	105,918	1,292,565	1,112,459
Skyhawk	2,968	1,592	7,132	3,922	83,088	36,874
Skylark	3,462	4,485	10,682	10,911	87,220	121,852
Century FD	7,188	3,578	20,207	8,130	123,225	76,217
Regal Sedan/Coupe	9,010	7,863	25,486	21,799	203,429	188,895
LeSabre	6,020	3,904	16,167	10,973	128,177	91,160
Electra	3,362	2,253	9,445	6,235	67,651	48,349
Riviera	2,582	1,808	6,961	4,898	43,101	35,908
Buick Division	34,592	25,481	96,080	66,868	715,891	599,255
Cimarron	582	511	1,850	1,125	16,119	10,210
Seville	1,305	991	4,098	2,413	26,702	18,712
Cadillac	5,736	5,660	17,382	15,513	144,716	123,990
Eldorado	2,543	2,290	8,213	5,893	58,693	45,876
Cadillac Division	10,166	9,452	31,543	24,944	246,230	198,788
Chevette	4,792	6,334	13,924	15,056	148,104	197,193
Cavalier	9,278	3,861	25,857	8,769	210,247	98,254
Citation	2,223	5,410	6,323	12,373	80,123	156,495
Camaro	5,837	4,040	17,107	10,654	149,354	150,745
Celebrity	7,100	3,937	18,354	9,461	139,113	75,578
Malibu	676	3,369	2,425	8,426	83,672	92,648
Monte Carlo	3,778	3,199	10,946	8,355	85,359	82,857
Chevrolet	7,948	6,440	21,792	17,371	197,835	170,857
Corvette	961	554	2,408	1,433	23,323	18,434
Chevrolet Division	42,593	37,144	119,136	91,898	1,117,130	1,043,561
Firenza	1,155	940	3,827	2,423	38,149	21,985
Omega	925	2,054	3,423	5,331	43,835	61,525
Cutlass Ciera	6,867	4,422	22,827	12,297	155,225	88,677
Cutlass/Supreme	11,100	8,576	36,601	28,739	279,949	238,180
Olds 88	6,187	5,307	20,686	15,335	194,316	151,211
Olds 98	3,876	3,226	12,772	9,851	99,569	72,076
Toronado	1,429	1,231	4,605	3,391	33,735	28,102
Oldsmobile Division	31,539	25,756	104,741	77,367	844,778	661,746
Fiero	2,579	.....	7,059	.....	9,074	.....
1000	940	1,237	2,775	3,067	29,592	42,855
2000/Sunbird	2,707	1,555	7,278	3,903	72,568	46,732
Phoenix	495	1,431	1,625	3,358	21,508	41,026
Firebird	3,045	2,382	8,487	6,064	74,922	84,807
6000	3,685	2,175	10,264	5,532	74,758	41,004
Bonneville	2,727	2,382	8,231	6,710	71,552	64,086
Grand Prix	2,726	2,478	8,604	6,606	76,973	71,547
Parisienne	1,587	.....	4,354	.....	18,813	4,176
Pontiac Division	20,491	13,640	58,677	35,240	449,760	396,233
GENERAL MOTORS	139,381	111,473	410,177	296,317	3,373,789	2,899,583
VOLKSWAGEN	3,481	3,273	7,176	6,758	70,858	76,381
HONDA	2,553	.....	5,219	.....	37,617	.....
DOMESTIC TOTAL	236,895	187,238	664,194	487,871	5,645,252	4,750,466
IMPORT TOTAL	.....	.....	196,124	168,379	2,000,626	1,851,404
INDUSTRY TOTAL	.....	.....	860,318	656,250	7,645,878	6,601,870

*—AMC does not issue a breakdown for ten-day periods.

Month's total is 690,735

October car output best since '79

By Mary Beth Mayer
Staff Writer

In October, the domestic auto makers built 690,375 units—the highest total for that month since 1979, when 783,843 were finished.

October's total was the best for any month since June, 1981, when 712,524 cars were completed, and it led the year-ago month's sum of 415,197 by 65.65 percent.

Gains in output last week by Buick, Chevrolet and Oldsmobile partially offset production losses at Chrysler, which was crippled by a walkout of 3,200 workers at the auto maker's Twinsburg (O.) stamping plant.

The Twinsburg plant is Chrysler's sole supplier of such essential parts as roofs, doors and underbodies. The strike started last Tuesday (Nov. 1) and was still in effect at press-time.

So far, Chrysler's Belvidere (Ill.), Jefferson Ave. (Detroit) and Newark (N. J.) plants have been shuttered by the strike. Chrysler said that its two manufacturing units in St. Louis would close last Friday (Nov. 4), but would resume operations today (Nov. 7).

Chrysler estimated its auto output last week at 9,140, which was 62.75 percent below the 24,536 units built the previous week.

Last week, the U. S. auto makers scheduled 158,712 units, trailing the 163,947 built the week before by 3.20 percent, but 44.41 percent ahead of the year-ago week's 109,903.

Breakdown for the week by company was: General Motors, 62.47 percent; Ford Motor Co., 25.45 percent; Chrysler, 5.76 percent; American Motors, 3.59 percent; Volkswagen of America, 1.63 percent, and Honda, 1.10 percent.

So far this year, 5,690,371 cars have been completed, thus leading the year-ago output of 4,425,511 by 28.59 percent.

Fourteen auto assembly points worked overtime last week.

Seven GM facilities worked last Saturday (Nov. 5). Working two shifts were Arlington (Tex.), Doraville (Ga.), Fairfax (Kans.), Flint (B-D and G lines) and Janesville (Wis.). Baltimore and Pontiac P-line worked one shift Saturday.

Working extra daily and Saturday hours for Ford last week were Chicago, Edison (N. J.), St. Louis and Wayne (Mich.). Ford's factories at Atlanta, Kansas City and Lorain (O.) put in extra daily hours only.

This week, Ford plans extra daily hours at Chicago, Edison, Lorain, St. Louis and Wayne. Chicago and Wayne are also scheduled to work this Saturday (Nov. 12).

Porn publisher is arrested in DeLorean tape hearing

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — The DeLorean drug-trafficking case took a bizarre turn here last week as the focus shifted from the former auto maker to the publisher of what is considered a pornographic magazine.

Larry Flynt, publisher of Hustler, found himself in U. S. District Court last week under arrest after he refused to comply with a subpena issued by Judge Robert M. Takasugi.

Takasugi ordered Flynt to appear and turn over an audio tape that purports to show that DeLorean was threatened by government informant James Timothy Hoffman when the former auto maker attempted to pull out of the drug deal that led to charges here.

Flynt did not turn over the tape nor did he reveal where he got it. Takasugi ordered Flynt to return to court Nov. 14 when the hearing on the tape and its source will continue.

• Flynt was hauled into court by more than a dozen U. S. marshals after the publisher defied the judge's order to appear early last week. He said he feared for his life and said he would answer any of the court's questions if Takasugi would come to his Bel Air mansion.

Takasugi denied the "change of venue" and ordered Flynt arrested. It was also reported that Flynt would appear before a grand jury investigation into how he obtained videotapes of the government sting operation.

It was the airing of the videotapes that caused the indefinite postponement of DeLorean's trial.

Truck production reaches 5-year peak for October

October truck output reached 241,463, making it the best month of production in more than four years, since 292,897 units were assembled in June, 1979.

Last month's sum was the best for October since 1978, when 364,473 trucks were finished. Last October, 141,422 trucks were completed.

Last Thursday (Nov. 3), the makers built the 2-millionth truck of 1983, as truck production for the week was targeted at 57,504. The total for the week was 275 units over the 57,229 finished the week before and more than double the year-ago period's 26,725.

General Motors had three truck plants working last Saturday (Nov. 5). GM's Pontiac No. 5 and St. Louis points were on two shifts Saturday, while Janesville (Wis.) worked one shift.

Ford had its Kansas City, Norfolk (Va.) and Twin Cities (Minn.) facilities working extra daily hours last week, while its Lorain (O.) and Wayne (Mich.) points were on both daily and Saturday overtime.

October output in Canada is highest since '80

Canadian car and truck manufacturers produced more vehicles last month than in any October since 1980.

The car makers assembled 81,755 units in October, making it the highest month of production since 100,357 were built in June. It was the best showing for October since 88,333 cars were finished in 1980.

The truck manufacturers built 54,872 units last month, marking their highest monthly production total since 55,243 were completed in June, 1982. It was the top sum for October since 1980, when 55,943 trucks were built.

The car makers estimated last week's production at 21,208, up 4.27 percent from the 20,340 the previous week, but 46 units under the 21,254 completed in the year-ago period.

So far this year, 811,245 cars have been assembled, up 10.63 percent from 733,347 in the year-ago period.

Truck output last week was targeted at 10,638, off 22.74 percent from 13,768 the week before, but 23.06 percent ahead of 8,645 assembled in the year-ago week.

Chrysler Corp.'s Windsor Pillette Rd. plant worked only the first two days of last week due to a parts shortage caused by a strike at the company's Twinsburg (O.) stamping plant.

So far, there have been 3,347 T-115 minivans built at Chrysler's other Windsor facility.

U. S. CAR PRODUCTION

	Week Ended Nov. 5, 1983	Week Ended Nov. 6, 1982	Week Ended Oct. 29, 1983	Oct. Total	Jan. 1 to Nov. 6, 1982	Jan. 1 to Nov. 5, 1983
AMERICAN MOTORS	5,700	3,932*	5,486	20,528	81,951*	163,738
AMC Total	.....	809*	.....	.....	46,128*	4,071
Concord	.....	.....	.....	.....	.....	4,068
Eagle	.....	.....	.....	.....	.....	3
Renault Total	5,700	3,123*	5,486	20,528	35,823*	159,667
Alliance	3,700	3,123*	3,578	13,388	35,823*	135,400
Encore	2,000	.....	1,908	7,140	.....	24,267
CHRYSLER CORP.	9,140	15,219	24,536	102,309	514,087	746,833
Plymouth Total	2,260	5,665	7,998	33,394	207,406	262,043
Horizon	700	2,281	3,317	13,666	67,925	99,244
Reliant	1,500	3,311	4,459	18,714	138,378	157,982
Caravelle	30	73	184	818	1,103	4,512
Gran Fury	30	.....	36	196	.....	305
Chrysler Total	2,950	2,533	7,249	29,203	98,501	185,915
LeBaron	700	1,364	1,838	7,812	86,527	72,914
Laser	650	.....	1,863	6,121	.....	12,938
Chrysler	700	1,169	2,100	10,057	11,974	92,930
Fifth Avenue	900	.....	1,448	5,213	.....	7,133
Dodge Total	3,930	7,021	9,289	39,712	208,180	298,875
Omni	800	2,241	3,361	14,227	63,700	108,516
Aries	1,500	3,567	3,536	14,765	109,102	119,427
Daytona	1,000	.....	1,114	4,863	.....	10,251
Dodge 400	.....	551	.....	.....	27,093	18,478
Dodge 600	600	662	1,202	5,509	8,285	41,613
Diplomat	30	.....	76	348	.....	590
FORD MOTOR	40,384	26,041	40,709	161,239	940,470	1,304,903
Ford Division	26,258	15,987	27,871	112,246	589,497	845,844
Escort	9,038	6,079	8,504	32,789	234,585	237,460
Fairmont	.....	3,336	.....	.....	106,949	23,728
Mustang	3,333	1,892	3,445	14,576	108,812	100,559
LTD/Granada	4,694	4,680	4,997	18,775	104,003	150,130
Thunderbird	3,513	.....	3,874	17,609	29,326	163,263
Crown Victoria/Ford	1,719	.....	2,301	9,319	.....	80,891
EXP	.....	.....	59	223	5,822	1,407
Tempo	3,961	.....	4,691	18,955	.....	88,406
L-M Division	14,126	10,054	12,838	48,993	350,973	459,059
Mercury Total	12,053	7,642	11,035	44,516	268,311	371,316
Lynx	1,732	1,424	1,242	6,708	72,804	63,946
Capri	687	327	680	2,791	29,742	21,335
Zephyr	.....	1,029	.....	.....	34,182	8,601
Marquis/Cougar	2,036	1,723	1,864	7,436	47,906	63,840
Cougar/XR7	4,004	.....	3,965	13,645	10,580	108,401
Gr. Marquis/Marquis	2,483	2,939	1,919	7,670	71,545	80,034
LN7	.....	.....	.....	.....	1,552	290
Topaz	1,111	.....	1,365	6,216	.....	24,869
Lincoln Total	2,073	2,412	1,803	4,477	82,662	87,743
Continental	380	482	333	856	17,060	9,953
Lincoln	524	1,447	448	1,120	39,500	54,155
Mark VI/VII	1,169	483	1,022	2,501	26,102	23,635
GENERAL MOTORS	99,148	64,691	89,269	390,641	2,819,157	3,351,645
Buick Division	22,011	15,435	17,631	80,775	656,775	758,100
Skylark	3,336	3,723	.....	8,236	125,191	91,659
Skyhawk J	2,510	1,025	2,346	6,651	58,818	62,150
Century	3,649	1,379	4,620	18,819	98,047	143,602
Regal	4,905	4,126	3,623	18,436	180,015	206,808
Buick	6,331	4,195	5,788	22,882	157,816	209,810
Riviera	1,280	987	1,254	5,751	36,888	44,071
Cadillac Division	6,748	6,916	7,456	32,459	205,759	261,668
Cimarron	585	413	452	2,101	7,211	17,365
Seville	740	590	769	3,516	19,150	29,762
Eldorado	1,417	1,272	1,462	6,697	48,710	62,984
Cadillac	4,006	4,641	4,773	20,145	130,688	151,557
Chevrolet Division	34,096	16,899	30,845	132,133	903,745	1,111,188
Chevette	4,521	5,107	4,130	17,425	189,970	175,978
Cavalier	8,324	1,782	7,810	35,056	79,995	257,576
Celebrity	5,391	.....	5,741	22,618	58,477	139,911
Camaro	4,865	4,925	4,903	19,480	194,090	164,962
Citation	1,936	.....	.....	4,232	145,277	74,604
Malibu/El Camino	418	2,628	630	2,474	107,819	97,740
Monte Carlo	4,804	1,956	4,156	16,351	68,284	99,491
Chevrolet	3,092	501	2,782	11,277	37,319	77,801
Corvette	745	.....	693	3,220	22,514	23,125
Oldsmobile Division	24,511	19,828	22,017	96,210	668,498	863,855
Omega	1,724	1,620	.....	3,015	68,813	47,208
Firenza	1,830	1,122	1,690	4,824	39,783	39,721
Cutlass	7,136	6,097	7,044	30,240	181,762	257,425
Cutlass/Ciera	5,600	3,448	4,5[illegible]	21,118	106,541	181,207
Oldsmobile	7,263	6,657	7,7[illegible]	32,733	242,296	302,562
Toronado	958	884	9[illegible]	4,280	29,303	35,732
Pontiac Division	11,782	5,613	11,32[illegible]	49,064	384,380	356,834
Acadian†	.....	134	394	1,372	9,425	12,895
2000	2,784	.....	2,753	12,568	34,516	93,428
1000	791	488	939	3,971	32,712	36,198
Firebird	2,835	2,422	2,822	11,314	116,085	84,551
Phoenix	508	802	.....	1,094	42,340	21,799
G. Prix/Bonneville	1,916	1,767	1,723	7,845	118,960	82,041
Parisienne	848	.....	714	3,291	.....	9,588
Fiero	2,100	.....	1,975	7,609	.....	16,334
6000	.....	.....	.....	.....	30,342	.....
HONDA	1,750	25*	1,400	5,621	25*	41,951
VOLKSWAGEN	2,590	.....	2,547	10,037	67,658	81,301
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	158,712	109,908	163,947	690,375	4,425,511	5,690,371

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 5, 1983	Week Ended Nov. 6, 1982	Week Ended Oct. 29, 1983	Oct. Total	Jan. 1 to Nov. 6 1982	Jan. 1 to Nov. 5, 1983
CHEVROLET	19,752	12,095	18,680	76,694	577,976	704,880
DODGE	3,900	2,402	4,230	15,444	109,419	120,921
FORD	20,775	5,618	21,472	96,800	600,341	783,521
GMC	6,404	4,060	6,363	26,131	201,826	222,253
INTERNATIONAL	1,178	.....	1,175	5,241	39,880	43,306
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	3,245	1,500*	3,062	12,539	75,039	85,206
NISSAN	1,200	.....	1,197	4,204	.....	9,662
AM GENERAL	50	50*	50*	210*	2,080*	2,130*
MISCELLANEOUS	1,000	1,000*	1,000*	4,200*	48,000*	42,600*
Total Trucks, U. S.	57,504	26,725	57,229	241,463	1,662,664	2,016,558

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 5, 1983	Week Ended Nov. 6, 1982	Week Ended Oct. 29, 1983	Oct. Total	Jan. 1 to Nov. 6, 1982	Jan. 1 to Nov. 5, 1983
CHRYSLER CORP.	896	4,191	3,696	12,750	90,373	108,117
FORD MOTOR	3,360	96	3,419	14,174	115,309	118,418
GENERAL MOTORS	6,248	4,096	6,521	27,425	208,900	220,493
INTERNATIONAL	134	262	132	523	9,206	4,771
Total Trucks, Canada	10,638	8,645	13,768	54,872	423,790	451,799
N. American Trucks	68,142	35,370	70,997	296,335	2,086,454	2,468,357

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Nov. 5, 1983	Week Ended Nov. 6, 1982	Week Ended Oct. 29, 1983	Oct. Total	Jan. 1 to Nov. 6, 1982	Jan. 1 to Nov. 5, 1983
AMERICAN MOTORS	720	1,219	729	2,688	27,015	24,491
CHRYSLER CORP.	.....	5,368	.....	.....	141,560	104,365
FORD MOTOR	7,188	5,022	6,834	25,806	249,116	224,096
GENERAL MOTORS	13,065	8,465	12,552	52,361	306,829	449,341
VOLVO	225	180	225	900	8,827	8,952
Total Cars, Canada	21,208	21,254	20,340	81,755	733,347	811,245
N. American Cars	179,920	131,162	184,287	690,375	5,158,833	6,501,616
N. American Trucks	68,142	35,370	70,997	296,335	2,086,454	2,468,357
North American Cars and Trucks	248,062	166,532	255,284	986,710	7,245,287	8,969,973

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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59th year—$40 per year, $1.00 per copy

Domestic makers open '84 with 286 models, down 10

By John K. Teahen Jr.
Managing Editor

Eleven nameplates disappeared, four new ones were added and the domestic auto industry wound up with 286 models to start the 1984 selling season.

The total is down from 296 offered in the 1983 model year, an AUTOMOTIVE NEWS tabulation shows.

The present total will grow in the coming months. Still to appear are the front-wheel-drive C-cars from General Motors, the Oldsmobile 98, Buick Electra and Cadillac DeVille. GM will call them '85 models, but they will be part of the '84 sales picture if they arrive next spring as anticipated.

Other makers can also be expected to add a model here and there to their current ranges.

It is unlikely, however, that the total will grow as much as it did last year. The makers opened the '83 model year with 271 selections, and the count rose to 296 later on.

Ford Motor Co. was a big contributor to the '83 expansion. Its Tempo, Topaz, Thunderbird and Cougar lines all were late starters.

The current 286 models consist of 144 for GM, 81 for Ford Motor, 42 for Chrysler Corp., 15 for American Motors-Renault and 4 for Volkswagen.

(Only U.S.-built Renault and VW models are included. Honda makes one model in the U.S., but it is not included here because Honda also imports that model.)

At the end of the '83 model year, the domestic list showed 137 models for GM, 93 for Ford, 43 for Chrysler, 16 for AMC-Renault and 7 for VW.

Thus, GM shows the only gain for '84, an increase of 7. Ford is down 12, and there have been dips of 3 for VW and 1 each for Chrysler and AMC-Renault.

• Discontinued nameplates played a major role in the decline in the number of models for '84. As noted, 11 nameplates have faded from the scene.

American Motors dropped Spirit, Concord and Eagle SX-4. Chrysler Corp. dumped Cordoba, Mirada, Imperial and Dodge 400. Fairmount Futura, LN7 and Zephyr have disappeared from the Ford list, and GM got rid of Malibu.

New to the scene are Chrysler Laser, Dodge Daytona and Pontiac Fiero on the sporty side and Renault Encore, the hatchback version of Renault Alliance. In addition, Lincoln has updated a name because of a body change: Mark VII replaces Mark VI.

At AMC-Renault, the six new Encores just about balanced the seven models in the three lines that were dropped. Laser, Daytona and an expanded Dodge 600 series did the same at Chrysler.

Tables on Page 79.

In addition to discounting three lines, Ford Motor added and dropped models here and there throughout its lineup for a net dip of 12.

At GM, the major additions were the Fiero coupes plus station wagons for the A-cars—Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Ciera and Buick Century.

Volkswagen dropped the Rabbit LS two-door hatchback and the Rabbit GL two-door and four-door hatchback.

For '84, the five domestic makers have added 41 models and dropped 51 for a net dip of 10.

• The AUTOMOTIVE NEWS new-model analysis includes all the models the domestic manufacturers are pricing and/or merchandising individually. It does not include engine options. For example, a Chevrolet Caprice Classic four-door sedan is one model even though it is available with a V-6 gas, a V-8 gas or a V-8 diesel engine.

The current 286 models consist of 105 four-door sedans, 133 two-doors, 11 convertibles and 37 four-door station wagons. (The two-door total includes hatchbacks, which some makers list as three-door models.)

The final count for '83 was 113 four-door sedans, 137 two-doors, 9 convertibles and 37 four-door wagons.

By market class, the 286 are divided into 63 subcompacts, 79

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MODELS: 1942-1984

Number of models offered by U.S. auto makers, 1942 to 1984:

1942	276	1965	348
1946	160	1966	368
1947	182	1967	370
1948	201	1968	368
1949	205	1969	365
1950	243	1970	375
1951	243	1971	341
1952	224	1972	297
1953	210	1973	304
1954	240	1974	302
1955	216	1975	325
1956	232	1976	294
1957	245	1977	275
1958	263	1978	259
1959	239	1979	268
1960	244	1980	252
1961	269	1981	278
1962	296	1982	307
1963	336	1983	296
1964	336	1984	286

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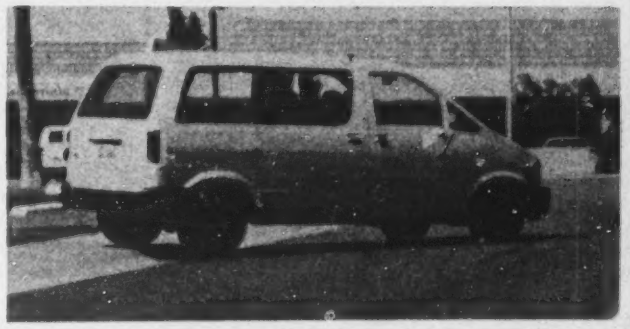
Van wars

Chevy, Ford to compete with Chrysler

Chevrolet and Ford Motor Co. are both grooming new rear-drive downsized vans as spring, 1985, competition for Chrysler's 1984 front-drive Caravan/Voyager models. Chevy's M-van (above) and Ford's Aerostar will have standard four-cylinder engines with V-6 options. Aerostar will also have an optional 2.3-liter Mitsubishi-built turbodiesel. Aerostar will be built at Ford's St. Louis plant. Note Aerostar's elongated A-pillar window.



Sales rate outruns stock buildup; 1,224,092 units on hand Nov. 1

U.S.-built new-car inventory dips to 48 days

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory continued to climb during October, but not as fast as the sales rate did, and the industry opened November with a 48-day supply, down from 55 days a month earlier.

The inventory totaled 1,224,092 on Nov. 1, compared with 1,195,755 a month earlier. A year ago, the inventory totaled 1,293,704 on Nov. 1, a 69-day supply.

Shortages were widespread, particularly among standard and luxury lines, although the shortest of all was Pontiac's hot-selling new Fiero.

All corporate makers except General Motors increased their inventories during October. GM's decline in unit count, coupled with an increased sales rate, slashed its supply from 54 days to 42 days.

GM's 42-day supply was particularly short of standard and luxury units. Among smaller cars, the J-bodies were relatively short and Fiero was leanest in industry at a meager 17 days.

Ford Motor Co. opened November with a 58-day supply, unchanged from Oct. 1. Ford

Table on Page 80.

was shortest of standard Ford, Mercury and Lincoln models.

Chrysler Corp. had a 54-day supply, down from 58 days a month earlier even though the company's unit count rose slightly during the month. Chrysler's stock was quite well balanced, as it has been for some months now.

American Motors had a 76½-day supply Nov. 1, quite evenly balanced between its Renault and AMC lines, and up a bit from 73 days a month earlier.

Volkswagen of America had a 68-day stock of U.S.-built Rabbits, down from 82 days Oct. 1, while Honda had a 22-day supply of U.S.-built Accords, up from 12 days a month earlier.

The Nov. 1 domestic new-car inventory was divided this way: GM, 54.23 percent; Ford Motor Co., 27.24 percent; Chrysler Corp., 12.97 percent; AMC, 3.68 percent; VWoA, 1.52 percent, and Honda, 0.36 percent.

A month earlier, the domestic new-car inventory was divided as follows: GM, 56.31 percent; Ford Motor Co., 26.11 percent; Chrysler Corp., 12.52 percent; AMC, 3.43 percent; VWoA, 1.34 percent, and Honda, 0.29 percent.

Each market segment opened November with a lower days-supply figure than a month earlier, but the biggest decreases were in intermediate and standard.

The industry had a 59-day supply of subcompacts, a 55-day supply of compacts, a 47-day stock of intermediates, a 36-day supply of standards and a 47-day supply of luxury cars.

A month earlier the days-sup-

Continued on Page 80, Col. 4

breaking news

Sierra milestone due in December

LONDON.—Ford of Europe will build its half-millionth Sierra during the week beginning Dec. 12. Production began at the end of June last year.

Hyundai to invade Canada in January

TORONTO.—Hyundai Auto Canada, Inc., will begin selling the Korean-made Hyundai Pony in Canada in January. Plans call for heavy advertising support, with a market target of 5,000 cars the first year.

Help on duty for Indian auto

MADRAS, India.—The Department of Heavy Industry has issued a certificate of fuel efficiency for the Dolphin passenger car, making it eligible for a concessional rate of import duty. The car is assembled in Bangalore from CKD kits shipped by Reliant Motor in the UK.

Service Index climbs again
Page 2

NEWSPAPER

Democrats pushing for legislation

Industrial policy drive is launched

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — Industrial policy legislation is beginning to take shape for what promises to be an election-year drive for passage.

Democrats in the House and Senate began circulating industrial policy reports last week, urging legislation on a number of draft proposals. House Banking Committee chairman John J. LaFalce, New York Democrat, introduced an industrial policy bill he has worked on throughout much of this year.

Congressional Republicans and the White House oppose industrial policy, along with some Democrats. The Reagan Administration is concentrating instead on its National Productivity and Innovation Act of 1983 which would encourage joint research and development by relaxing some antitrust rules.

LaFalce's bill was introduced in association with a Democratic report from his economic stabilization subcommittee, titled Forging an Industrial Competitiveness Strategy. The report follows lengthy subcommittee hearings, chaired by LaFalce, on industrial policy issues.

A separate report on industrial policy from the House Democratic Caucus is also expected soon. This report may be more in line with a study released by the Senate's Democratic Caucus, which last week called for industrial policy measures less sweeping than the LaFalce proposals.

LaFalce has asked for the creation of a Council on Industrial Competitiveness which would coordinate the government's industrial policy. The council would be charged with analyzing existing policies, gathering data and building cooperation between business, labor, government and academia.

A Bank for Industrial Competitiveness would also be established under the LaFalce proposal, with the purpose of financing older industries that are in need of modernization, and providing capital to new, innovative firms that cannot obtain private backing.

According to the report, an Advanced Technology Foundation would also be created to fund applied commercial research in the same way the government funds defense research. Discoveries made through the research process would be made available to all U. S. firms, the report said.

The Bank for Industrial Competitiveness is perhaps the most controversial aspect of the plan. The bank would initially be funded by $8.5 billion from the U. S. Treasury. Beyond this amount, the bank would have to obtain funds from private financial markets.

The bank would make market rate loans, rather than subsidized grants, and any below-market-rate loans would have to be made from the bank's own earnings, according to the report.

Also recommended was the creation of a market for industrial mortgages, where loans would be secured by plants and equipment.

• The Senate Democratic Caucus proposal is less dramatic in comparison with the House banking report.

Drafted by a group headed by Senator Edward Kennedy, Massachusetts Democrat, the plan would establish a presidential advisory council of leaders from business, labor and government. The council would gather data, review policy and suggest actions to aid older, basic industries and new, high-technology companies.

Under the proposal, industries seeking government assistance would first have to get the council's approval of a plan to increase competitiveness through new investment, worker training, wage concessions or other measures.

The LaFalce report said an industrial policy would integrate issues such as the General Motors/Toyota joint venture, the fourth year of voluntary restraint on Japanese auto shipments and the decision as to whether passive restraints should be required in all passenger vehicles.

The report said industrial policy was needed to develop a "common sectoral policy toward the automobile industry."

But auto industry witnesses who have appeared before LaFalce's committee have differed on the need for an industrial policy and on what form an industrial policy should take.

General Motors has taken a firm stance against the need for an industrial policy, while Ford Motor Co. and American Motors have taken a cautious approach. Chrysler Corp. has been more supportive of the idea by calling its government-assisted turnaround an "ad-hoc" industrial policy.

But the overwhelming sentiment among the domestic car manufacturers seems to be that the government should better enforce current trade laws and pressure foreign nations — especially Japan — to follow U. S. "free trade" practices more closely.

An urgent need for government action on international currency alignment seems to top the auto industry's wish list. This approach will "level the playing field," proponents argue.

But continuing employment problems in the wake of the recession and auto industry reorganization have made the UAW responsive to industrial policy proposals. However, the union still insists its local-content legislation must be the cornerstone of an industrial policy for the auto industry.

Californian makes commuter car

The Morton 3 commuter car, made by Morton Car Co., San Leandro, Calif., is powered by an air-cooled rotary gas engine. Fuel economy is 35 MPG and the car's top speed is 80 MPH, the company said. John O. Morton, pictured above, said that production will be 200 units the first year, with a goal of 2,000 yearly. The car will be sold for $6,000 and can be produced in a small factory with a crew of 12 at two units a day.

Service Index notches another monthly gain

By Francis J. Gawronski
Service Editor

The service and parts business in new-car dealerships continued strong in September as the rate of growth topped 15 percent for the fourth time in the last five months.

According to the Automotive News Service Index, service and parts volume in September amounted to 115.3 percent of that recorded by dealers in the same month of 1982.

The growth rate of shop business showed a gain of 15.1 percent in May, 15.6 percent in June, 7.8 percent in July, and 15.5 percent in August.

Although September's growth rate slowed slightly, it marked the seventh consecutive month in which new-car dealers' service-parts business has shown an increase over the comparable year-earlier period.

Also, for the fifth consecutive month, all five indicators used in the Service Index recorded healthy increases, led by sales of all parts and accessories, up 20.6 percent over the volume attained in the year-earlier month.

Shop parts sales, those used on both customer-paid and warwanty work, jumped 17.9 percent above the volume registered last year, while gross profit on all labor, parts and accessories — the most important indicator from the dealer's viewpoint — was up 16.8 percent above last year's gross.

Total labor sales (customer-paid and warranty) topped last year's volume by 12.2 percent, while repair orders written were up 6.6 percent. In August, ROs were up 12.8 percent over the year-earlier figure, the best showing since July, 1978, when orders showed a 16.9 percent increase over number the year year before.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

Because of the increase recorded in September, service and parts business for January-September rose to 109.2 percent of the year-ago volume, compared with 108.4 percent escalation for the January-August period.

Gross profit showed a gain of 11.0 percent for the nine-month period, followed by sales of all parts and accessories, up 10.9 percent, and shop parts sales, up 10.4 percent.

Total labor sales advanced 8.3 percent, while repair orders written were up 2.7 percent over the year-ago figure.

SERVICE INDEX
115.3*

	Sept., '83 vs. Sept., '82	9 mos., '83 vs. 9 mos., '82
Gross Profit on All Labor and P&A Sales	+16.8%	+11.6%
Repair Orders Written	+ 6.6%	+ 2.7%
Total Labor Sales (Customer & Warranty)	+12.2%	+ 8.3%
Shop Parts Sales (Customer & Warranty)	+17.9%	+10.4%
Sales of All Parts and P&A	+20.6%	+10.9%

*—Survey by Automotive News shows that dealers' service and parts business in Sept., 1983, was 115.3 percent of business in Sept., 1982. Service business in the nine months of 1983 was 109.2 percent of business in the corresponding period in 1982.

European-built Merkur is reported for L-M

DETROIT. — Lincoln-Mercury last week termed "speculative" a newspaper report outlining the division's plan to introduce a new line of European-built models beginning next fall under the Merkur (Mare Koor) name.

The first model, a version of Ford of Europe's rear-drive Sierra XR4, will bow as a 1985 model called the Merkur XR4Ti, according to the Detroit Free Press. "Merkur" is the German word for Mercury, the Latin god of commerce.

The XR4Ti will be powered by Ford's 2.3-liter turbocharged and fuel-injected four-cylinder engine, mated to a five-speed transmission. Price will be about $16,000.

The second Merkur model, to be introduced in the spring of 1986, as a 1987 model, will be a version of Ford of Europe's new Granada model, being developed under the Scorpio codename.

Scorpio, also designated DE1, will be a rear-drive four-door sedan that seats five passengers. In the U. S., it may be powered by a new 3.0-liter V-6 engine, coupled to a four-speed automatic overdrive transmission. It may be named the Merkur XR6i.

The Merkur sedan will be priced at about $22,000.

Both models are intended to be Lincoln-Mercury's direct competition to popular European models.

Additionally, the newspaper reported that Ford Division's Special Vehicle Operations unit is developing a high-performance turbocharged Thunderbird model for 1985 or 1986.

It's a jungle out there

Albert Guibara, a sculptor in California (where else?) has created this Hippomobile, based on a 1971 Mustang convertible. The body is fashioned from copper and brass. A sculpted bird hides the rear-view mirror, and the tail switches from side to side to reveal the gas-tank inlet. Equipped with a special sound system, the Hippomobile broadcasts genuine hippopotamus grunts and noises as it moves along. The car will be offered for sale at the Custom Car and Hot Rod Show at Long Beach, beginning Nov. 18.

Would clear up open-end lease status

House eyes bill to bar taking TRAC as a sale

By Miles Moore
Washington Reporter

WASHINGTON. — Representatives and spokesmen for the auto leasing industry argued before a House subcommittee on behalf of a bill that would permanently prevent the Treasury Department from classifying open-end leases as conditional sales.

If passed, H.R. 1607 would ensure that terminal rental adjustment clauses (TRACs) would not be taken into account in determining whether motor-vehicle leases are to be considered leases or conditional sales for tax purposes.

"The bill would settle a controversy that many members (of Congress) thought should never have arisen," said Rep. Sam M. Gibbons, Florida Democrat and sponsor of the bill, before the House Subcommittee on Select Revenue Measures.

Under TRACs, the lessee performs all maintenance and repairs and pays the lessor a monthly fee to cover such items as depreciation, insurance, license, registration and sales tax.

At the end of the lease — usually two or three years — if the leased vehicle is worth less than "Blue Book" value, the lessee pays the difference to the lessor. If it is worth more than "Blue Book," the lessor makes up the difference to the lessee.

According to the leasing industry, the open-end or TRAC lease has been in widespread use since the 1950s, with the lessors taking the tax advantages accruing from ownership. But in 1979, the Internal Revenue Service declared that open-end leases were to be considered conditional sales, giving the tax breaks to the lessees.

In 1982, Congress passed the Tax Equity and Fiscal Responsibility Act, which among other things stated that TRAC leases could not automatically be considered conditional sales until the IRS issued a final regulation saying that they could. The IRS published a proposed regulation in October, 1982, but has not yet issued a final rule.

• Passing H.R. 1607 would merely be showing favoritism to motor-vehicle lessors over lessors of airplanes, ships and other equipment, said Mikel Rollyson, the Treasury Department's deputy tax legislative counsel.

Rejecting the bill could have dire consequences for both auto lessors and auto manufacturers, the bill's proponents argued.

"Enactment of H.R. 1607 is necessary to prevent the IRS from continuing a course of action that would force motor-vehicle lessors to change the efficient way they have been doing business for more than 30 years," said A. Samuel Penn, president of the American Automotive Leasing Assn.

The need to change lease contracts in the event of the Treasury Department's victory would mean a significant short-term disruption in the auto leasing industry, according to two former deputy assistant secretaries of the Treasury — Dr. Gerald M. Brannon, now an economic consultant with the law firm of Piper & Marbury, and Dr. Emil M. Sunley, now director of tax analysis with Deloitte Haskins & Sells.

Under the conditional sales, the federal government would lose $50 per automobile, according to Sunley.

Conversely, passage of H.R. 1607 would grant the Treasury a small revenue gain — approximately $91 million in 1984-88, Brannon and Sunley said.

The House Ways and Means Committee has not yet scheduled a markup session for H.R. 1607. The Senate Finance Committee also has not scheduled markup on 1607's companion bill, S. 1161, on which hearings were held last June.

Making its mark

The first U. S. showing of the Mark VII for the public was a main event at the Boston Automobile Show. Joining in the festivities are, from left: B. J. Coughlan, Lincoln-Mercury general marketing manager; Al Kalish, chairman of the New England L-M Dealer Assn., and Robert L. Rewey, L-M general sales manager.

$70 million, says company, but what about public confidence?

Chrysler strike cost hard to assess

By Marjorie Sorge
Labor Editor

The six-day strike at Chrysler Corp.'s Twinsburg (O.) stamping plant cost the company about $70 million as it forced five assembly plants to close the first week of November, company sources said.

It also put another dent in the company's consumer confidence armor which Chrysler has worked so hard to shine.

The strike called by UAW Local 122 was settled Nov. 5 and a new contract was ratified by 804-293 on Nov. 6. The 3,200 workers covered by the pact returned to work Nov. 7 and all Chrysler plants were operating by Nov. 9.

The contract made changes in mandatory overtime schedules, relief time and health and safety regulations and added more janitors to the workforce.

"We pride ourselves in not taking things sitting down," said Paul Jeunnette, financial secretary of the local. "We hope we've stopped Chrysler from doing things at other plants — the takeaway sessions are over."

Jeunnette also said he believes the $70 million loss is "fictitious" and whatever money was lost can be made up.

"Nobody here wants to put the company out of business," he said. "We want to work, but we want a safe place to work."

Jeunnette also said he thought the strike "momentarily hurt Chrysler's public relations image with potential buyers, but that would be overcome.

• Thomas W. Miner, Chrysler industrial relations vice president, has said the strike was "costly and unnecessary."

According to one company source, the strike was caused by one man — Bob Weissman, president of the local. The source said Weissman told the company earlier he "would strike us when the time is right and they had us at their mercy."

Chrysler is currently working hard to increase output of its new Dodge Daytona and Chrysler Laser sports cars and is aiming at a January introduction of its new T-115 vans, the Dodge Caravan and Plymouth Voyager.

According to Jeunnette the production pace picked up about eight months ago and the Twinsburg plant has been working seven days a week during that period. Overtime was one of the major issues in the strike.

A Chrysler official said the plant did not work that much overtime until early September, and even then only about 90 percent of the workers in the press and assembly operations worked.

He said the company never had any trouble getting people to work the extended shifts.

Under the new agreement, 20 percent of those who work two weekends in a row will have the third weekend off if they want.

In the 1977 national contract, Chrysler and the UAW agreed to voluntary overtime for any plant that desired it. Twinsburg rejected the idea. According to Jeunnette, there was no problem with overtime then.

• Although plants could change from mandatory to voluntary overtime if they desired as long as they didn't flip-flop back and forth, Twinsburg chose to keep the mandatory situation. According to Jeunnette, workers there felt that accepting voluntary overtime might take work away.

Other provisions of the new agreement include an additional 12 janitors (the local wanted 42 more), the reinstatement of five people and records cleared and full back pay for six others previously disciplined.

In addition, the local maintained the 36-minute-a-day break time granted to production workers more than 20 years ago. Jeunnette said the company had taken away 12 minutes in some areas of the plant and was threatening to do the same in the entire operation.

In the health and safety area, presses leaking oil or spraying oil will be shielded by something other than cardboard umbrellas after five days, probably sheet metal.

U. S. says '84 autos are worth $110 more

WASHINGTON. — The value of quality changes for '84 domestic cars included by the government in its wholesale price index averaged $91.87 at the auto maker's level and $110.08 retail, according to the Bureau of Labor Statistics' annual assessment.

These are about half the average increase of $183.65 wholesale and slightly less than the average $221.70 retail increase in the sticker price.

BLS based its assessment on a review of manufacturer data of 17 similarly equipped '83 and '84 models used in the government's Producer Price Index, in its Consumer Price Index (used for living cost adjustments) and in the International Price Program.

The $110.08 retail value of the quality changes breaks down as follows:

1.—Better fuel economy and emissions control both currently and in anticipation of future requirements—$58.89.

2.—A negative adjustment of $12.09 because the federal bumper standard was relaxed from 5-MPH to 2.5-MPH impact speed.

3.—Other changes such as changes to standard equipment and changes for improved rust prevention—$63.28.

Separately, the Labor Department reported that the passenger-car wholesale index was 1.7 percent higher in October than in October, 1982.

Powers Design joins Zoe in production

LOS ANGELES.—Powers Design International, Newport Beach, Calif., will supervise all engineering, new-model design and production of Zoe Motors' Zoe Zipper passenger vehicles, utility vans and an expanded line of 3-wheel specialty vehicles to be ready for production in 1984.

Ronald Powers, president of Powers Design, will join Zoe Motors as senior vice president, new model design and production.

Attendance increases at Hawaii Auto Show

OAHU, Hawaii. — The Hawaiian Auto Show drew an estimated 170,000 to 175,000 people during the three-day exhibition, up more than 10 percent from last year.

You say you wanted out?

Nissan NX-21, flapped its huge gullwing doors on display stand at the Tokyo Motor Show. It has a gas turbine mounted between the rear wheels. Other show pictures and story on Page 60.

Isuzu, Mazda offer incentives for truck sales

Isuzu and Mazda are offering new incentives on trucks.

Isuzu's "Holiday Domo" program runs from Nov. 1 to Dec. 31 and covers '83 and '84 trucks. Dealers earn $150 on every '83 standard pickup sale and $50 on the '84 version.

They also earn $600 on '83 2WD Deluxe diesel pickups and $250 on '84s. Again, they earn $400 on '84 2WD Deluxe gasoline models and $150 on the '84 versions.

Finally, they earn $250 on the '83 4WD Deluxe gas and diesel pickups and $150 on the '84 versions. A special LS model luxury pickup earns $250 for the '83 and $150 for the '84.

Mazda Central is running a Nov. 1-Dec. 31 "Truck Treasure" incentive for sales managers on '84 pickups.

Mazda East still has its Sept. 1-Dec. 31 dealer incentive on trucks, paying $100 to $400 for various levels of accomplishment.

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59th year — No. 4995

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If U. S. makers import their small cars from Japan

Bidwell warns of huge job losses

By Kathleen Hamilton
Financial Editor

TROY, Mich. — About a half-million U. S. jobs will be lost if U. S. makers — led by General Motors—import their small cars from Japan, according to Bennett E. Bidwell, Chrysler Corp. executive vice president.

U. S. makers must keep trying to become competitive with the Japanese auto makers and, in order to do so, some of the rules of the game must be changed, Bidwell told his audience at the Michigan State University Annual Greater Detroit Management Confefernce here.

Abandoning the auto industry would mean a "lost generation" of permanently unemployed workers, Bidwell said. The problem could last more than a single generation, he said.

"Who are high-tech America's biggest customers? The car companies," he said.

"With a computer in every car and two computers in some. With more robots than any other industry. With more CAD-CAM facilities than anybody. The three biggest customers of IBM are, in order, GM, Ford and Chrysler."

High-tech America can't sell its computer chips to China or Korea, Bidwell said.

• U. S. truck makers are already competitive with the Japanese; it will take a little longer for cars, he said.

Despite the fact that six of the last 10 years have been recessionary ones, the U. S. auto industry has doubled its average fuel economy, met tough emissions and safety standards, converted to front-drive, designed cars with new sizes and shapes, automated factories, improved quality and kept prices below the general inflation rate, Bidwell said.

He cited a number of services which led the nation's industries in price increases during the last 15 years, reminding his audience that the U. S. is supposed to be most competitive in services.

"Don't put the whole productivity rap on manufacturing," he said. "It seems to be raising its prices less than service industries in general."

U. S. car makers need help from Washington to compete in the international market, he said. Taxation and exchange-rate policies give the Japanese an advantage of nearly $1,000 per car, he said.

If GM decides it cannot compete with what totals a $2,000-per-car Japanese advantage, Ford Motor Co. and Chrysler will have to follow GM and import small cars.

"Combined, we'd all bring in a million-and-a-half or so," meaning job losses in supplier industries as well as in auto manufacturing.

"We've got a $600 million small-car program scheduled for 1986 in our Belvidere (Ill.) plant, and it's a helluva car," Bidwell said. "We'd like to build it. It researches like gangbusters.

"But we don't have that kind of money lying around in loose change just to prove a point," Bidwell said.

Footprints on ceiling

A technician at Goodyear's proving grounds near San Angelo, Tex., prepares to photograph the tread of an Eagle VR50 high-performance radial. A camera in the under-the-track lab photographs a tire's footprint as it is driven through water.

THE CANADIAN AUTOMOTIVE MARKET

Sales Units (000)	1982	1981	1980	1979	1978	1977
CANADIAN MARKET						
General Motors	279	475	554	690	560	553
Ford (Excl. Overseas)	149	212	240	346	341	340
Chrysler	127	132	144	201	224	253
American Motors	40	41	35	28	28	38
Total Domestic	595	860	973	1,265	1,153	1,184
Toyota	67	71	50	20	30	39
Honda	56	63	47	33	45	51
Nissan	46	45	32	21	28	32
Mazda	23	34	18	8	7	10
Subaru	7	9	6	3	3	1
Total Japanese	199	222	153	85	113	133
Percent—Japanese to Total	25%	21%	14%	6%	9%	10%
EXPORT MARKETS						
General Motors	533	548	518	482	558	496
Ford	323	268	321	377	505	481
Chrysler	225	131	100	151	217	284
American Motors	43	37	32	34	22	50
Total	1,124	984	971	1,044	1,302	1,311
SALES REVENUE $ (Millions)						
General Motors	$ 9,570	$10,416	$ 9,451	$ 9,410	$ 7,721	$ 6,115
Ford (Excl. Overseas	4,847	4,528	4,418	5,320	5,292	4,468
Chrysler	3,628	2,452	1,993	2,554	2,874	3,119
American Motors	543	515	471	522	321	254
Total Domestic	$18,588	$17,911	$16,333	$17,803	$16,208	$13,956
Toyota (3/31)	$ 601	$ 407	$ 196	N.A.		
Honda	604	535	378	237		
Nissan (3/31)	407	303	167	144		
Mazda	202	N.A.	N.A.	N.A.		
Subaru	N.A.	75	42	14		
Total Foreign	$ 1,814	$ 1,320	$ 781	$ 395	N.A.	N.A.
NET PROFIT (Loss) AFTER TAX $ (Millions)						
General Motors	$ (72)	$ (10)	$ 55	$ 247	$ 203	$ 181
Ford (Excl. Overseas)	(174)	(214)	(86)	(12)	13	49
Chrysler	17	(55)	(195)	(89)	(31)	10
American Motors	(21)	(4)	(27)	20	(1)	(4)
Total Domestic	$(250)	$(283)	$(253)	$166	$184	$236
Toyota	$ 9	$ 14	$ 2	N.A.		
Honda	26	14	12	2		
Nissan	6	18	4	(7)		
Mazda	N.A.	N.A.	N.A.	N.A.		
Subaru	N.A.	2	1	—		
Total Foreign	$ 41	$ 48	$ 19	$ (5)		
TOTAL ASSETS $ (Millions)						
General Motors	$ 2,752	$ 3,431	$ 2,662	$ 2,223	$ 1,625	N.A.
Ford (Excl. Overseas)	952	1,097	1,163	1,331	1,214	1,193
Chrysler	680	760	646	821	843	805
American Motors	118	86	59	68	41	44
Total Domestic	$ 4,502	$ 5,374	$ 4,530	$ 4,443	$ 3,723	$ 2,042
Toyota (3/31)	$ 119	$ 148	$ 72	N.A.		
Honda	170	163	108	88		
Nissan (3/31)	137	70	53	90		
Mazda	42	N.A.	N.A.	N.A.		
Subaru	N.A.	10	10	4		
Total Foreign	$ 468	$ 391	$ 243	$ 182		
SHAREHOLDERS' EQUITY $ (Millions)						
General Motors	$ 804	$ 875	$ 886	$ 831	$ 744	N.A.
Ford (Excl. Overseas)	242	331	461	541	580	614
Chrysler	(36)	(53)	2	196	380	324
American Motors	35	26	22	30	11	12
Total Domestic	$ 1,045	$ 1,179	$ 1,371	$ 1,598	$ 1,715	$ 950
Toyota	$ 35	$ 27	$ 13	N.A.		
Honda	69	44	30	18		
Nissan	36	32	14	8		
Mazda	N.A.	N.A.	N.A.	N.A.		
Subaru	N.A.	4	2	—		
Total Foreign	$ 140	$ 107	$ 59	$ 26		
CAPITAL EXPENDITURES $ (Millions)						
General Motors	$ 324	$ 1,065	$ 760	$ 319	$ 161	$ 300
Ford (Incl. Overseas	230	208	330	214	202	116
Chrysler	100	76	64	46	70	60
American Motors	11	10	15	7	12	9
Total Domestic	$ 665	$ 1,359	$ 1,169	$ 586	$ 445	$ 530
Nissan	1	1	—	—		
Chrysler	11.0	10.0	10.3	11.8	13.7	15.3
Toyota	3	—	—	—		
Honda	5	1	—	—		
Nissan	1	1	—	—		
Mazda	N.A.	N.A.	N.A.	N.A.		
Subaru	N.A.	N.A.	—	—		
Total Foreign	$ 9	$ 2	—	—		
AVERAGE EMPLOYMENT (000)						
General Motors	36.5	43.1	42.6	42.3	41.4	39.7
Ford Excl. Overseas)	12.9	12.4	12.7	16.2	18.7	17.9
Chrysler	11.0	10.0	10.3	11.8	13.7	15.3
American Motors	2.9	1.9	1.3	1.4	1.4	1.7
Total Domestic	63.3	67.4	66.9	71.7	75.2	74.6
Toyota	.3	.3	N.A.			
Honda	.3	N.A.	N.A.			
Nissan	.2	.2	.2			
Mazda	.1	N.A.	N.A.			
Subaru	N.A.	N.A.	N.A.			
Total Foreign	.9	.5	.2			

Source: Chrysler Canada, Ltd.

Michigan enacts law to restrict warranty audits

By Roger Rowand
Engineering Editor

LANSING. — Legislation considerably tipping matters in favor of dealers in dealer-manufacturer relations has become law in Michigan.

It lessens factory rights in matters of warranty work audits and reopening of closed dealerships and includes a feature that's being called dealer severance pay.

While somewhat similar legislation has been passed in about 30 other states, the fact that Michigan is the auto makers' home turf adds a dash of irony to the action here.

The new legislation is in addition to conventional business laws covering selling agreements. Those close to the scene here say its provisions all are favorable to the dealer.

For example, under the new rules, the time allowed for a manufacturer to institute a warranty work audit is reduced to 15 months from 24 months, except in claims known to be fraudulent. With fraud, there is no time limitation.

Too, if a dealer closes up shop, voluntarily or with action by the manufacturer, the manufacturer must pay the dealer up to $20,000, or a year's rent. The amount will be equal to the dealership's annual fair rental value. That's being called dealer's severance pay.

Another provision of the new legislation calls for a significant change in rules covering reopening of points.

Formerly, if a point reopened within two years the new owner did not need to go through the full drawn-out regulatory procedure required in opening a new point. With the new rules, however, the time period is reduced to one year.

That, in effect, will tend to reduce the number of new dealerships offering competition to existing dealerships, some of those on the scene said.

As elsewhere, Michigan saw many dealerships close during the recession. Now, with better times, it is expected the factories will want to reopen points as quickly as possible.

Another part of the Michigan legislation relates to manufacturers' sales and service promotions. It requires payment of dealer claims within 10 days of their approval by the manufacturer. There previously had been no time requirement.

Seattle may get new stricter emission tests

SEATTLE. — New and stricter motor-vehicle emission tests are being proposed by Ron Holcomb, Washington Department of Ecology.

The new standards, if adopted by the department, would become effective next year and, according to Holcomb, "nearly 25 percent of the vehicles operated in the Seattle area would fail to meet the new requirements."

Vehicle emission testing began in Seattle in January, 1982.

"The major change," Holcomb said, "would be a designation of parts of Spokane as being out of compliance with U. S. clean air standards. In addition, we will tighten the standards for the Seattle area to get the greatest possible reduction of pollution."

August total is 246,080

Import registrations up; market share drops

By Jenny L. King
Staff Writer

Registrations of new imported cars were up 14.84 percent in numbers but fell 2.34 percentage points in market penetration during August compared with 1982, as domestic registrations outpaced them in the early months of what seems to be a real recovery from the four-year recession.

According to figures compiled by R. L. Polk & Co., import registrations this August climbed to 246,080 compared with 214,290 in 1982, an increase of 14.84 percent and almost 32,000 units. Import market penetration fell to 31.82 percent from the record 34.16 percent set a year ago.

Gains by a few scattered individual makes were sandwiched between shrinking shares for the major importers. For example, Toyota was down 0.95 percentage points, Nissan was off 0.16 percentage points, Honda was down 1.18 percentage points, Mazda was off 0.92 percentage points and Volkswagen was down 1.11 percentage points.

Renault Alliance, counted as an import by Polk, earned 3.42 percent of the August import market in its first year on sale in this country. Subaru gained 0.09 percentage points. Volvo was up 0.07 percentage points and Mercedes was up 0.07 percentage points.

Ten imports combined to represent 86.58 percent of the market this August, down from the top 10 taking 89.42 percent in 1982.

Year-to-date market penetration through August was unchanged from the preceding year: 29.75 percent. In straight numbers, registrations were up 15.66 percent for the eight months, to 1,731,826 from 1,497,322.

Toyota dropped 2.24 percentage points, Honda (which includes imported and U. S.-built cars) was down 1.56 percentage points, Mazda was off 0.21 percentage points, Subaru was down 0.39 percentage points and VW dropped 1.25 percentage points.

Nissan climbed 0.34 percentage points, Volvo was up 0.17 percentage points, Mercedes was up 0.08 percentage points and BMW was off 0.01 percentage points. Renault Alliance moved into the top 10 with 4.93 percent of the market and taking seventh place in the rankings. Audi was bumped from tenth place into the others category.

Ten imports took 87.92 percent of the year-to-date import market, down from 90.18 percent in 1982.

In an August-to-August comparison, Japanese penetration of the U. S. market dropped to 73.97 percent this year from 79.13 percent in 1982. West German-built cars were up to 10.18 percent from 9.27 percent, Swedish products had 4.47 percent this year compared with 4.23 percent and U. S. cars went to 8.42 percent from 4.12 percent.

• Following are totals by country of manufacture:

	August, 1983	August, 1982
Japan	182,016	169,566
West Germany	25,056	19,870
United States	20,715	8,832
Sweden	11,007	9,064
France	4,982	4,626
Great Britain	1,434	914
Italy	731	1,146
Ireland	139	272
TOTAL	246,080	214,290

For the first eight months of 1983, Japanese imports claimed 73.36 percent of the market, down from 78.05 percent. German cars had 9.75 percent, down from 9.81 percent. The U. S. climbed to 9.30 percent from 4.34 percent.

	8 mos., 1983	8 mos., 1982
Japan	1,270,404	1,167,709
West Germany	168,772	146,829
United States	160,990	64,988
Sweden	81,041	63,940
France	32,923	33,198
Great Britain	10,225	6,221
Italy	6,863	11,159
Ireland	608	2,278
TOTAL	1,731,826	1,497,322

Registrations of new imported pickup trucks leaped 38.69 percent in August, to 51,907 from 37,429. The major makers and results included:

	August, 1983	August, 1982
Toyota	19,042	13,993
Nissan	15,725	8,291
Mazda	6,797	3,912
Dodge Ram 50	3,440	.....
Ford Courier	.....	2,428
Others	6,903	8,805
TOTAL	51,907	37,429

Eight months truck registrations showed 1983 12.94 percent ahead of 1982: 310,345 vs. 274,789.

	8 mos., 1983	8 mos., 1982
Toyota	109,037	91,111
Nissan	84,178	60,306
Mazda	43,269	23,760
Dodge Ram 50	18,797	.....
Ford Courier	.....	21,369
Others	55,064	78,243
TOTAL	310,345	274,789

New officers for Detroit dealers

New officers of the Detroit Auto Dealers Assn. are, from left: Robert Sellers, Bob Sellers Pontiac-GMC, Inc., Farmington, treasurer; Lou LaRiche, Lou LaRiche Chevrolet, Inc., Plymouth, vice president; Robert Brent, Warren Chrysler-Plymouth, Inc., Warren, president; David Fischer, Suburban Motors Co., Inc., Troy, secretary, and Daniel Hayes, executive vice president.

NHTSA cancels wheel survey for lack of bids

WASHINGTON.—NHTSA has canceled a planned "wheel experience survey" in which it hoped to obtain information on problems with the structural integrity and other features of vehicular wheels.

The agency sought a contractor to get information directly from field reports of failures of all types of wheels, including original equipment and aftermarket, foreign and domestic, plain and custom.

According to an agency spokeswoman, however, NHTSA received only one bid on the contract, and that bid was unsatisfactory.

The proposal has been relegated back to its originator, Jonathan White, of the agency's Enforcement Division. It is not known whether NHTSA will solicit bids again at a later date.

High luxury series also join '84 lineup

Subaru adds 4WD turbo models

Subaru has added a turbocharged four-wheel-drive hardtop, a four-wheel-drive sedan and a High Luxury series to its 1984 lineup.

The Japanese maker now offers four-wheel-drive on every body style.

The GL Hardtop joins the GL Station Wagon and GL BRAT to become the third Subaru offered with Turbo-Traction, a combination of Subaru's On-Demand 4-Wheel Drive system (with automatic transmission and lock-up torque converter) and the company's new fuel-injected turbocharged 1.8-liter engine.

The horizontally-opposed water-cooled powerplant produces 95 horsepower and 123 pounds-feet of torque. The normally aspirated 1.8-liter engine yields 73 horsepower and 94 pounds-feet of torque.

The Turbo-Traction hardtop model offers air conditioning, power brakes and steering, tilt steering wheel, AM/FM four-speaker radio and an adjustable suspension system.

The new four-wheel-drive sedan includes automatic transmission with lock-up torque converter, as well as increased standard equipment.

Subaru's new High Luxury models are offered in the two-door hardtop and the four-door sedan body styles.

Those front-wheel-drive models are offered with choice of metallic silver, metallic dark gray or "extra" black exterior colors with blacked-out exterior trim. A velour-gray cloth is used inside. Four-window versions have high-back rear seats. The rear bench seat has a folding center armrest.

Standard High Luxury includes air-conditioning, power windows, power mirrors, power steering, cruise control, sunroof and a digital dashboard with a trip computer. High Luxury models also have an electronic radio with seek and scan functions, coupled with six speakers.

The front-wheel-drive line — two-door, four-door, hatchback, and wagons in DL and upscale GL trim — has received minor improvements, such as an upgraded sound system in DLs and a cargo-area light on GL hatchbacks.

New gear ratios and torque-converter stall speeds are used on automatic transmission vehicles and gear ratios have been revised on one manual transmission model.

25-year dealer

John (Red) Elson, right, Elson Ford, Inc., Sidney, O., receives a 25-year plaque from R. E. Jones, Ford Division Cincinnati District sales manager.

3 named to posts at Saginaw Steering

SAGINAW. — Homi K. Patel has been named manufacturing manager of Saginaw Steering Gear Division plants 4, 5, 6 and 7. He replaces Thomas C. Angers, who now is director of manufacturing operations for Allison Gas Turbine Operations, Indianapolis.

Patel formerly was manager of the Delco Products plant in Rochester, N.Y. In other Saginaw Steering changes, John W. Skelley, formerly assistant sales manager, was named manager of manufacturing engineering, and John S. Stiles was named sales manager. Stiles will continue to be responsible for international and aftermarket sales.

IMPORT REGISTRATION SHARES IN U. S.

	AUGUST					EIGHT MONTHS				
	Regis., August, 1983	Percent Share of Market	Regis., August, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 8 Mos., 1983	Percent Share of Market	Regis., 8 Mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Toyota	55,376	22.51	50,271	23.46	— 0.95	372,278	21.50	355,472	23.74	— 2.24
Nissan	49,841	20.25	43,739	20.41	— 0.16	354,184	20.45	301,053	20.11	+ 0.34
Honda	36,301	14.75	34,126	15.93	— 1.18	258,355	14.92	246,780	16.48	— 1.56
Mazda	15,156	6.16	15,181	7.08	— 0.92	114,309	6.60	102,005	6.81	— 0.21
Subaru	14,530	5.91	12,465	5.82	+ 0.09	97,728	5.64	90,235	6.03	— 0.39
VW	12,874	5.23	13,590	6.34	— 1.11	92,665	5.35	98,771	6.60	— 1.25
Volvo	8,419	3.42	7,173	3.35	+ 0.07	85,363	4.93	.....	.....	.....
Alliance	8,068	3.28	.....	.....	.....	62,961	3.63	51,877	3.46	+ 0.17
Mercedes	6,778	2.75	5,312	2.48	+ 0.27	47,566	2.75	42,401	2.83	— 0.08
BMW	5,700	2.32	.....	.....	.....	37,153	2.15	32,284	2.16	— 0.01
Champ	.....	.....	4,930	2.30	.....	.....	.....	29,373	1.96	.....
Colt	.....	.....	4,829	2.25	.....	.....	.....	.....	.....	.....
Others	33,035	13.42	22,674	10.58	+ 2.84	209,164	12.08	147,071	9.82	+ 2.26
TOTAL	246,080		214,290			1,731,826		1,497,322		
Share of U. S. Total		31.82		34.16	— 2.34		29.75		29.75	.....

Registrations for Oklahoma not available.

Subaru adds 4WD sedan for '84

With the addition of this new four-wheel drive four-door sedan, Subaru now offers all-wheel-drive on each of its body styles. Subaru has also added a new turbocharged four-wheel-drive hardtop to its '84 line.

U. S. cuts lead of Japanese in auto production

Japan's margin as the world's leading vehicle producer was cut back substantially by the U. S. in the first half of 1983.

Figures from France's CSCA — the country's equivalent of the MVMA — indicate that Japan's six-month production total amounted to almost 5.58 million vehicles, 2.5 percent above the same period last year.

Meantime, U. S. output grew by almost a fifth to over 4.43 million units. Japan's lead of 1.1 million compared with 1.7 million a year earlier.

In addition to stronger domestic demand, U. S. production figures reflect export demand for U. S. cars. Volume rose nearly 43 percent to 288,000 in the six months.

CSCA figures cover production, exports and registrations in six of the world's leading vehicle-producing countries — France, Italy, Japan, UK, U. S. and West Germany.

German production and exports were down, despite increased demand in the domestic market. UK volume was up, due entirely to cars, but exports dropped, mainly on account of the commercial vehicle business.

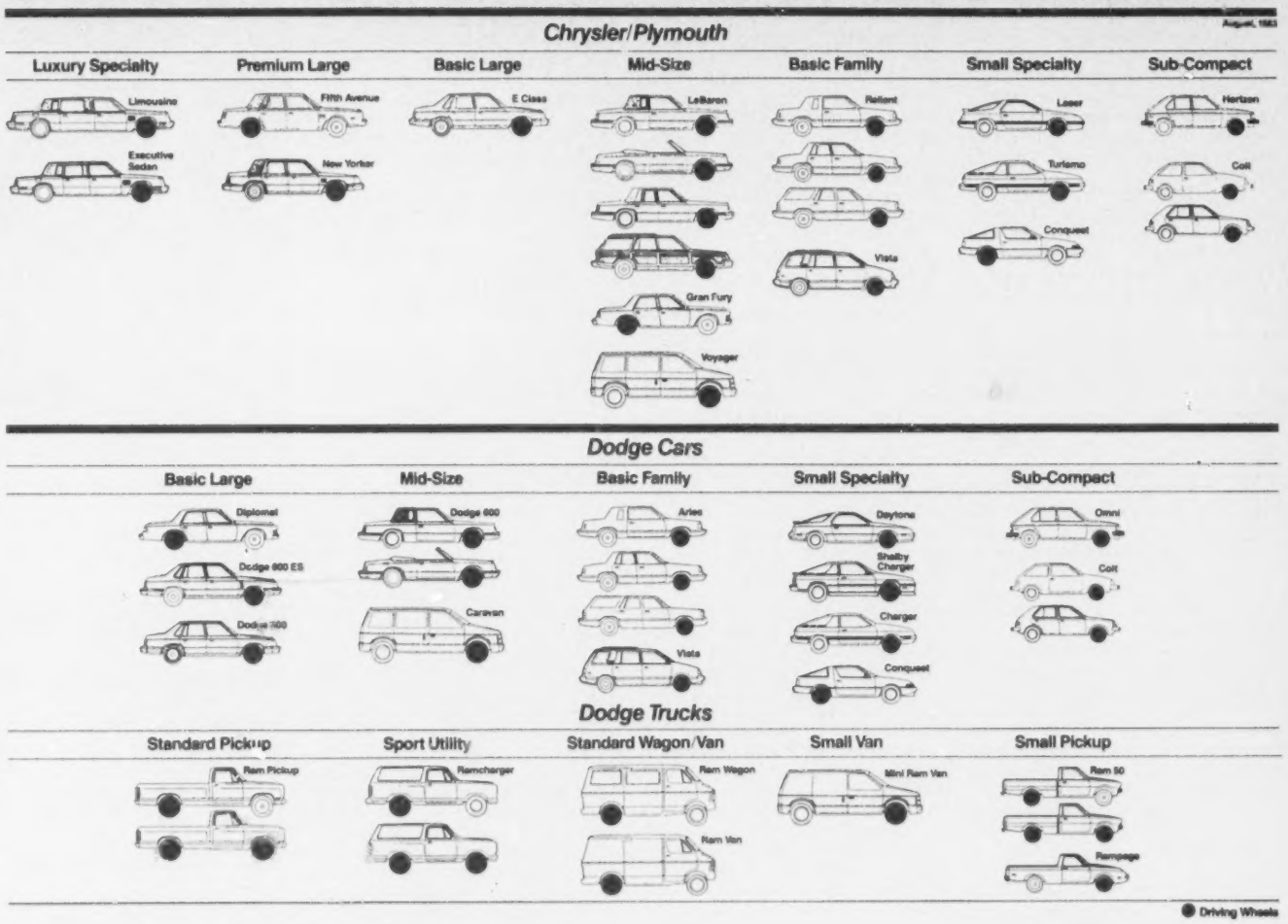
France gained in production and exports despite a weak domestic market. The picture was similar for Italy.

Vehicle production and exports

Country	6 mos., 1983	6 mos., 1982
Production		
Cars		
France	1,615,169	1,418,272
Italy	731,957	717,957
Japan	3,566,662	3,485,284
UK	553,404	485,846
U. S.	3,276,286	2,637,003
West Germany	2,044,819	2,107,297
Commercial vehicles		
France	206,073	201,888
Italy	91,342	84,193
Japan	2,012,246	1,958,322
UK	132,646	138,833
U. S.	1,155,542	1,061,451
West Germany	150,007	160,862
Exports		
Cars		
France	832,474	761,267
Italy	278,341	249,377
Japan	1,956,449	1,943,340
UK	118,857	127,064
U. S.	287,826	201,681
West Germany	1,132,501	1,183,245
Commercial vehicles		
France	76,348	74,360
Italy	55,601	46,585
Japan	917,187	948,361
UK	34,165	53,453
U. S.	73,439	73,522
West Germany	94,673	106,893

Source: CSCA, Paris

CHRYSLER CORPORATION 1984 PRODUCT LINE-UP



The Chrysler four dozen

Company is marketing 48 body/drive-wheel combos

Illustrated above is Chrysler Corp.'s 1984 model product line.

Being marketed by the company are 48 products, listed by the company's market designations, body style and driving-wheel system (front- or rear-wheel drive).

Included are 21 Chrysler/Plymouth cars, 17 Dodge cars and 10 Dodge trucks. Import models are included.

As shown, the only rear-wheel-drive cars offered by the company are the Chrysler Fifth Avenue, Plymouth Gran Fury, Dodge Diplomat and imported Conquest small-specialty car.

The company is marketing only two FWD trucks, however, the new Dodge Mini Ram Van and the Rampage.

The newest products from the company are the all-new Chrysler Daytona and Dodge Laser sports car, and the Plymouth Voyager and Dodge Caravan van/wagons.

Extensive aerodynamic styling went into the new models. The Daytona and Laser models have lower drag coefficients than any other Chrysler production car. The Voyager and Caravan have 40 percent less drag characteristics than earlier vans and wagons.

Coliseum Motor Co., Casper, Wyo., has observed its 70th anniversary as a Dodge dealership. Presenting a plaque to dealer Robert M. Robertson, center, are Don Neely, left, Chrysler Corp.'s Denver zone business management manager, and Jerry Novelly, zone manager. The dealership began in 1913 when Robertson's father negotiated an agreement with the Dodge brothers.

Mall

Continued from Page E-47

has become an automotive pioneer," Lataif said. "It's an innovative merchandising technique that provides a showcase of our new products and technology in an exciting and convenient location for shoppers.

"The location of this showroom allows Bill Currie Ford to reach the 25,000 shoppers who visit the shopping mall daily — shoppers who might not otherwise be exposed to our products."

Added Kess Evans, vice president and general manager of Bill Currie Ford: "We're taking cars to where the people are, offering them the convenience and comfort of a mall setting.

"This full-service showroom will be more informational and casual than the traditional car dealership. We want mall shoppers to come in and ask questions, ranging from car maintenance to technical product information, without feeling obligated. Besides car and truck sales, the mall location also will handle trade-in appraisals, financing, insurance and leasing, and will feature a racing and car care center."

He explained that maintenance and repair work will be performed at Bill Currie Ford's main dealership facility, about a mile from the mall.

Bill Currie Ford Center will employ 10 people—a seven-person sales staff and three management employes. "All sales personnel are new to our organization," Evans said. "They were specially selected and trained in a new program that is more technically oriented. This intensive training has given the sales people a solid background in all phases of Ford product design and engineering."

The showroom can accommodate seven vehicles and has a huge backlit projection screen for showing films.

In conjunction with the grand opening there also is a mall display of Ford's space activities and three Ford concept cars — the aerodynamic Probe IV, the Quicksilver and the Ghia Brezza.

On hand as Bill Currie Ford officially opened Ford Division's first U. S. dealer showroom to be located in an enclosed shopping mall: Assisting in the ribbon-cutting festivities, left to right: Louis Lataif, Ford vice president; Kess Evans, general manager, Bill Currie Ford; Phil Benton, vice president, sales operation, Ford North America; Bill Currie III, and W. E. Currie, Bill Currie Ford.

Beefing up backshop merchandising

Mazda manual helps dealer service

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — While the value of a strong parts and service operation to a dealer's overall profit picture is well known, the tools needed to build up that area are harder to define.

One tool that has been used for years by dealers in the salesroom but has yet to make its way to the back of the shop is merchandising.

Dealers can be considered masters of merchandising new and used cars, but when it comes to applying those skills to the service area, many times they fall short of the mark.

It isn't necessarily the fault of the service or parts manager — their primary function is to serve the customer, not try to sell them, as it is on the showroom floor. However, there are a number of techniques used to sell cars and to keep people interested and coming back to buy their cars at a particular dealer that can be used with similar results in the parts and service arena.

In order to help dealers apply these techniques in this area, Mazda Motors of America (Central) has developed a merchandising manual to help dealership personnel develop specific programs to boost sales in parts and service.

The manual is part of a program called Mazda Full Circle Service. The idea is to get Mazda owners to depend on their dealers to provide parts, service, accessories and their next car.

According to the manual, "effective merchandising can reinforce in the customer's mind the image of Mazda's dependability. It can help bring new and old customers back again and again. It can result in increased parts or accessory orders and more profitable maintenance and repair work."

The manual is also designed to give dealers ideas on how to build traffic by attracting new customers (not necessarily Mazda owners) for tuneups; retain Mazda owners; convert customers from buying at the competition, and encourage add-on and impulse sales.

The manual is divided into six sections, each dealing with a specific aspect of merchandising. One of the first sections deals with the selling environment.

It covers basic day-to-day merchandising at the point-of-sale for both parts and service departments. It gives tips on signage, basic sales procedures and sales-building techniques.

It also explains how to set up a self-service section in the parts department and offers guidelines on merchandising to insurance adjustors in the service department.

Another section deals with merchandising techniques, offering suggestions on sales-building special offers to customers as well as display and merchandising materials available from Mazda.

The section on advertising shows how dealers can use that medium to build traffic. It also explains how to prepare an ad budget, design ads, deal with advertising agencies and details the importance of direct-mail programs.

There is also a section on merchandising to the wholesale trade. The manual suggests that dealers get involved with selling parts to local body shops, independent repair shops and new and used car dealers. The section has a number of specific ideas for special offers and special services to wholesale customers including the need for a fulltime person to work commercial accounts.

Another section deals with incentives for extra performance from service and parts department personnel. The last section deals with the economics of merchandising. It lays out procedures and formulas for planning merchandising, promotion and advertising as well as setting sales objectives and goals.

Tom Diebert, parts manager for Tom Scott Mazda, Nampa, Id., has used a number of ideas in the manual.

"It's a good help mate," he said. "I've revamped the display area and I'm running weekly specials in conjunction with the service department." Diebert said he is also conducting a direct mail program that has proven quite successful.

"We're in the process of redoing the showroom and we'll be getting more space when that happens," Diebert said. "We'll go to a self-service area then.

"It's a good tool," Diebert said of the manual. "It's not something you leave in the file cabinet. You take it out and skim through it now and then."

Ray Jacobs, service manager at Martin Mazda, Woodland Hills, Calif., agrees. "I was happy to see that it covers the whole spectrum including parts. It teaches basic things like telephone techniques and face-to-face selling — we can use the manual both as a source of ideas and as a training tool for counter personnel."

Jacobs said his dealership has tried a number of ideas found in the manual even before they got the book with varying degrees of success. One idea, coupon specials, didn't work very well.

"We were considering doing that before we got the manual in," he said. "We had a very poor return."

Jacobs said part of the problem may have been the mailing list they were provided. It wasn't updated and consequently, many of the cars had been sold to other parties and many of the people who did come in were driving older vehicles. Part of the goal of the specials was to get recent buyers back in to build dealer loyalty.

One idea that has worked out very well is the development of a wholesale parts trade.

"We agree with the manual on that one," Jacobs said. "Ninety percent of the wholesale parts are handled by the parts manager. We had the manager deliver some parts personally to new accounts so they know who he is. Our wholesale parts business is up 18 to 23 percent."

Jim Lackey, parts manager at Haus of Mazda, Wichita Falls, Kan., also points to the wholesale parts trade as one of the better ideas in the book.

"It has helped my wholesale business quite a bit," he said. "I've hired another person and my monthly sales have gone from $30,000 to $44,000 to $45,000 a month. I do some out of town parts business, so I'm going to advertise out of town."

Lackey said his dealership is a dual and notes that the book offers some good general ideas that can be adapted to the other franchises.

"You may have thought about these ideas, but you never thought about them to the depth that they break it down. I really wasn't after the (wholesale) trade, but once they pointed it out, it worked out well."

"Actually, there is nothing new in the manual," Doug Wheeler, parts manager at Flannagan's Mazda, Missoula, Mont., said. "It reinforces what you've learned. It's good to go back through it from time to time. After the daily work routine, you get blase'."

Wheeler feels that the whole concept of Mazda Full Circle Service is important. "The logo is going to become a strong selling point for us," he said. "We're developing more loyal customers."

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MARKET SHARES

8 Months
1983 vs. 1982

Make	1983 Market Share	1982 Market Share	Pct. Pt. Change '83 vs. '82
Chevrolet	14.73	15.94	−1.21
Ford	11.36	11.77	−0.41
Oldsmobile	10.72	9.81	+0.91
Buick	9.12	8.94	+0.18
Toyota	6.40	7.07	−0.67
Nissan	6.08	5.98	+0.10
Pontiac	5.69	5.97	−0.28
Honda	4.44	4.91	−0.47
Mercury	4.33	4.14	+0.19
Dodge	3.52	3.21	+0.31
Cadillac	3.17	2.92	+0.25
Chrysler	3.11	3.28	−0.17
Plymouth	2.83	2.10	+0.73
Mazda	1.96	2.03	−0.07
Subaru	1.68	1.79	−0.09
Volkswagen	1.59	1.96	−0.37
Alliance	1.47	.....	.....
Volvo	1.08	1.03	+0.05
Lincoln	1.03	1.01	+0.02
Mercedes	0.82	0.84	−0.02
BMW	0.64	0.64	.....
AMC	0.63	1.12	−0.49
Audi	.....	0.58	.....
Other Imports	3.59	2.92	+0.67
Misc. Dom.	0.01	0.01	.....
TOTAL	5,821,235	5,031,804	

Based on new-car registration figures from R. L. Polk & Co. Registrations not available for Oklahoma, delayed for New Mexico.

Chevrolet tops $2 million in scholarship gifts

WARREN, Mich.—The Chevrolet Scholarship Program has passed the $2 million mark in donations to college and university scholarship funds at televised football and basketball games.

The program, which began in 1971, currently has the ABC, CBS and TBS television networks chose the most valuable player of each team in the networks' televised National Collegiate Athletic Association football games.

Chevrolet then honors these players by contributing $1,000 to their school's general scholarship fund. In 1981, Chevrolet broadened the program to include NCAA basketball.

Chevrolet estimates it will award more than 230 scholarships in football alone this season for the highest single-season contribution level in the program's history.

The networks also choose a Coach Of The Year in each of the NCAA's four divisions, and Chevrolet contributes $2,500 in scholarship money to the general scholarship fund of each coach's school.

Riviera appoints Dorn to sales post

HILLSBORO, Ore. — Riviera Motors, Inc., has appointed Syd Dorn vice president and general sales manager of the wholesale division. He formerly was Eastern zone manager for Peugeot.

Riviera Motors is the Volkswagen distributor for Oregon, Washington, Idaho, Montana and Alaska.

TOP CARS

U. S. registrations for the first eight months of 1983. Registrations not available for Oklahoma, delayed for New Mexico.

1983 Position		Make	1982	Position
1—	857,203	Chevrolet	801,915	— 1
2—	660,966	Ford	591,989	— 2
3—	624,243	Oldsmobile	493,395	— 3
4—	530,742	Buick	449,948	— 4
5—	372,278	Toyota	355,472	— 5
6—	354,184	Nissan	301,053	— 6
7—	331,045	Pontiac	300,990	— 7
8—	258,355	Honda	246,780	— 8
9—	252,260	Mercury	208,484	— 9
10—	205,313	Dodge	161,547	—11
11—	184,737	Cadillac	146,702	—12
12—	180,978	Chrysler	164,735	—10
13—	164,635	Plymouth	105,827	—13
14—	114,309	Mazda	102,005	—14
15—	97,728	Subaru	90,235	—16
16—	92,665	Volkswagen	98,771	—15
17—	85,363	Alliance	.....	....
18—	62,961	Volvo	51,887	—18
19—	59,988	Lincoln	50,907	—19
20—	47,666	Mercedes	42,401	—20
21—	37,153	BMW	32,284	—21
22—	36,818	AMC	56,218	—17
		Audi	29,373	—22
		Other		
	209,164	Imports	147,071	....
	481	Misc. Dom.	1,825	
	5,821,235	TOTAL	5,031,204	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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Idea cars seize spotlight in Tokyo

Japanese polish high-tech image

Continued from Page 60

(Cd) of 0.22, says Toyo Kogyo.

Under the hood is a 16-valve, four-cylinder, 1.3-liter engine rated at 100 HP at 6,800 RPM. To improve low-speed running, there is variable valve timing, and also dual induction. In the dual induction system, the area of the port is reduced at low speeds to speed up gas flow — a similar system, developed by Yamaha and Toyota is already in use on Toyota's four-valve-per-cylinder engines.

• Toyota made the biggest splash with concept cars — there was the advanced FX-1, the TAC-3 leisure vehicle, and the SV-3 mid-engined coupe which is in fact a prototype of a car due to go into production next year.

The FX-1 is a long, low two-seater coupe, clearly inspired by Toyota's collaboration with Lotus, in that it has a backbone chassis and wishbone suspension front and rear, as pioneered by Lotus.

A smooth wedge shape, the FX-1 has a sloping nose with "slit beam" headlamps which are very shallow, and an outlet from the radiator in the hood — another idea that was pioneered by Lotus. The bumpers are made in RRIM plastics, and the glass is all flush fitting, including the long fastback panel, which terminates at the rather high tail. So shallow is the angle of the fastback, that rear visibility would be a problem. Nevertheless, the Cd is low at 0.25.

To ease access, the doors not only hinge, but also swing outward on arms. Under the hood, there is Toyota's 24-valve, two-liter, six-cylinder engine specially modified. First, it has twin turbochargers to improve low-speed response, and to boost the power output to around 200 HP. Then, it is designed to run on either three or six cylinders, the system being similar to that developed by BMW. There are also camshafts with variable valve timing to improve low-speed performance.

Futuristic hydro-pneumatic suspension with self-leveling is also adopted, as is a four wheel anti-skid system. There are new materials, in the shape of ceramic pistons in the brake calipers, ceramics to insulate the exhaust, a steel-plastics-steel sandwich hood and fiber-reinforced metal connecting rods in the engine.

• Not surprisingly, there is a combination LCD instrument panel, with a CRT to give information on any problems in the car, or to indicate which mode is operating — for example, whether the engine is on three or six cylinders. Such instrument panels were to be found in displays on many stands, with Mitsubishi and Honda showing complex navigation systems in which maps could be called up from a computer to be shown on a CRT.

Toyota was showing a number of modified autos, such as a Hi-Lux leisure vehicle, but there was also a special show vehicle in the form of TAC-3, an off-road fun car, with three seats — a centrally mounted driver's seat and two seats behind. Based on the running gear of the Tercel 4WD, the TAC-3 is an open car aimed at rough road use, especially in tropical countries.

More exciting, though, is the SV-3, the mid-engined coupe Toyota will start to produce next year. The engine is mounted transversely behind the driver and passengers, and the car is based on standard mechanical units.

In this case, the engine is Toyota's 1.6-liter, 16-valve, 130-HP unit from the Corolla coupe, mated to a front-wheel-drive transaxle. Suspension is struts all around, and the body has squarer, more angular lines than the Fiero, with concealed headlamps.

• So what was Nissan's answer? It produced the NX-21, intended to show the form of the next century. Thus, it is powered by a small ceramic gas turbine developing 100 HP — at present, the engine is but a mock-up — mounted between the rear wheels.

Evidently styled in Nissan's California studio, the NX-21 is a low four-seater coupe, with a curved sloping nose and a high tail. It has a large glass area, and headlamps that slope back at a very sharp angle. The Cd is quoted as 0.25.

With an overall length of 178 inches, the NX-21 rides on a very long 117.5-inch wheelbase, and is only 50 inches high. It is 70.5 inches wide. Unusually, there are huge gull-wing doors, while there is a CRT in the instrumentation.

Among the interesting prototype engines was a Toyota two-liter, four-cylinder, 16-valve unit, which might go into a front-drive sedan, and an Isuzu 1.8-liter turbocharged diesel with a number of ceramic components — including piston crowns, cylinder liners and cylinder roof, combustion chamber, valves and turbine rotors, Mitsubishi was also showing two turbochargers with ceramic turbine rotors.

Meanwhile, Mitsubishi was showing its new Sirius Dash engine, which has three valves per cylinder. There are two inlets, one operated all the time, and one operated at over 2,500 RPM only. The engine is turbocharged to develop 200 HP, but with this three-valve system, it is claimed that good performance is obtained at low speeds. This engine, boosted to 350 HP, is being used in the Starion four-wheel drive rally car, also on show.

• Apart from the Toyota SV-3, prototypes of cars to be introduced soon by Subaru and Daihatsu were in display. Subaru's J-10 is one more entry in the one-liter class, which is becoming more congested, with the arrival of the Suzuki Cultus, now on sale in Japan.

The J-10 is typical in most respects — 141 inches long, 59 inches wide, and with a 92-inch wheelbase. Styling of the three-door hachback on show was neat but unoriginal, although the car is different — it has four-wheel drive.

The three-cylinder engine is mounted transversely at the front, and the drive is taken from the rear of the transaxle to the rear wheels. Of course, not all J-10s will be four-wheel drive.

Daihatsu's Rugger is similar to its Taft four-wheel drive off-road vehicle, apart from being about 4 inches longer, and from being completely restyled. It has simple rectangular styling, which is a tremendous advance on the Taft.

Mitsubishi chose the show to

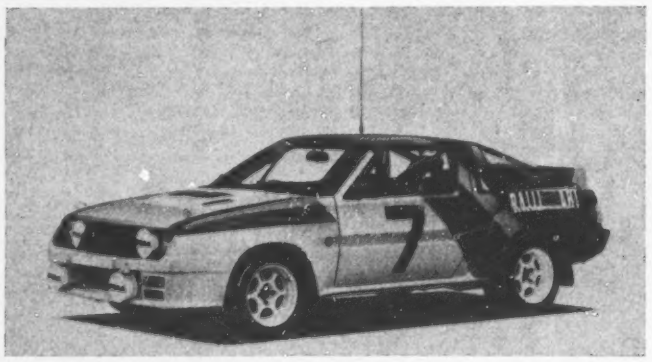
Continued on Page 68, Col. 1

Mini-sized off-roader

Toyota's TAX-3 is a four-wheel-drive, three-seat prototype.

Another turbo

Latest in the line of Japanese turbo cars is this one-liter Daihatsu Charade displayed at the Tokyo Motor Show.



For a rally, really

Also unveiled at the Tokyo Motor Show was Mitsubishi's 350-HP four-wheel-drive Starion for rallies. Its engine has three valves per cylinder.

Norwegian government hikes taxes on new cars 10 pct.

By Richard Feast
European Editor

OSLO. — Passenger-car retailers in Norway are scaling down their year-end expectations following the announcement from the government that car taxes are to be raised.

Earlier expectations of 120,000 units for the year have been revised to around 100,000. The change is going to have serious repercussions for importers and dealers.

The 10 percent hike in car taxes adds an additional 5 percent to retail prices. Car buyers will be paying approximately 60 percent in taxes on a new car, making Norway one of the highest taxed countries in Europe in this respect.

For example, the pre-tax price of a Mercedes-Benz 190—around $12,000—jumps to $25,000 with taxes.

The announcement took the industry by surprise because the Norwegian budget only two days before had made no mention of the increase.

It had raised the tax on gasoline — from the beginning of December it will cost the equivalent of $2.75 a gallon. These twin events are the cause of the industry's concern.

Next year, revenues from car taxes will be higher than from any other single source. They will be the equivalent of 60 percent of the total revenues from Norway's considerable North Sea oil business.

In the eight months to the end of August, new-car sales in the country were down 3.3 percent at 74,900. The total last year was approximately 115,600.

Ford (15 percent) and General Motors (13.7 percent) were market leaders through the end of August. But the combined Japanese makers had a strong share of nearly 37 percent, led by Mazda with 13 percent.

THE AUTOMOTIVE AFTERMARKET, 1981-1988

Retail Sales in Millions of Current Dollars:	1981	1988
Service receipts, excluding parts	$ 26,783	$ 55,740
Replacement parts, excluding labor	23,460	44,462
TBA & chemicals	18,479	32,011
Motor oil for car use	2,802	3,861
Subtotal: Automotive aftermarket excluding motor fuel	$ 71,524	$136,074
Motor fuel for car use	90,426	197,267
TOTAL	$161,950	$333,341

Source: Frost & Sullivan, Inc.

Saab plans 17-pct. boost in passenger-car production

NYKOPING, Sweden.—Saab-Scania AB will increase its passenger-car production capacity 17.65 percent from its current annual rate of 102,000 to 120,000, beginning in 1985.

The company's board of directors said that it has approved a heavy investment program for the Saab Car Division assembly plants in Trollhattan and Arlov.

Worldwide Saab sales have climbed from 67,400 units in 1980 to an estimated 93,000 in 1983, the company said.

At Saab's main plant in Trollhattan, the capacity of the body shop and the paint shop will be increased from 75,000 to 90,000 units.

The final assembly capacity will be increased at both plants. In Arlov, which receives fully built-up painted body shells from Trollhattan, the assembly capacity will be raised from 15,000 to 22,000 units.

Together with Saab's Uusikaupunki plant in Finland, Saab's total available capacity will be 120,000 cars. The increased capacity will become available in 1985 and will require the addition of some 300 workers.

Saab-Scania AB also announced that consolidated sales during the first eight months of 1983 amounted to $1.6 billion, an increase of 9 percent from the same period last year.

During the first eight months of 1983, sales of Saab cars grew 39 percent worldwide, and 48 percent in the U. S., the company said.

Sales of the Scania Division's trucks, buses and industrial engines declined 11 percent.

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factories list auction dates

American Motors

Nov. 1—High Point Auto Auction, High Point, N. C.

Nov. 2—Central States Auto Auction, Mason City, Ia.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Columbus, O.

Nov. 3 — Minneapolis Northstar Auto Auction, Shakopee, Minn.

Nov. 4—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Nov. 8 — D-A Auto Auction, New Stanton, Pa.

Nov. 9 — Metro Milwaukee Auto Auction, Caledonia, Wis.; Central States Auto Auction, Mason City, Ia.; Kansas City Auto Auction, Kansas City, Mo., and Columbus Fair Auto Auction, Columbus, O.

Nov. 10—Evansville Auto Auction, Evansville, Ind.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Nov. 15 — High Point Auto Auction, High Point, N. C., and Aptco Auto Auction, Taylor, Mich.

Nov. 16—Central States Auto Auction, Mason City, Ia.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Columbus, O.

Nov. 17—Minneapolis Northstar Auto Auction, Shakopee, Minn.

Nov. 18—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Nov. 22—D-A Auto Auction, New Stanton, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Nov. 23 — Metro Milwaukee Auto Auction, Caledonia, Wis.; Central States Auto Auction, Mason City, Ia.; Kansas City Auto Auction, Kansas City, Mo.; Columbus Fair Auto Auction, O., and Evansville Auto Auction, Evansville, Ind.

Nov. 29—High Point Auto Auction, High Point, N. C., and Aptco Auto Auction, Taylor, Mich.

Nov. 30—Central States Auto Auction, Mason City, Ia.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Columbus, O.

Chrysler Corp.

Nov. 1—Hatfield Auto Auction, Hatfield, Pa.; Baltimore Washington Auto Exchange, Baltimore, Md.; D-A Auto Auction, New Stanton, Pa., and Portland Auto Auction, Portland, Ore.

Nov. 2 — Harrisonburg Auto Auction, Inc., Harrisonburg, Va.

Nov. 3—Northway Exchange, Clifton Park, N.Y., and Fredericksburg Auto Auction, Fredericksburg, Va.

Nov. 4—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Nov. 8—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa., and Baltimore Washington Auto Exchange, Baltimore, Md.

Nov. 9 — Metro Milwaukee Auto Auction, Caledonia, Wis.; Harrisonburg Auto Auction, Harrisonburg, Va., and South Seattle Auto Auction, Kent, Wash.

Nov. 10 — Indianapolis Auto Auction, Indianapolis, Ind.; Clanton's Auto Auction, Darlington, S. C., and Fredericksburg Auto Auction, Fredericksburg, Va.

Ford Motor Co.

Nov. 9—Lakeland Auto Auction, Lakeland, Fla.

Nov. 10—Skyline Auto Exchange, Fairfield, N. J.

Nov. 15—South Seattle Auto Auction, Kent, Wash.

Nov. 16—Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Nov. 22—Aptco Auto Auction, Taylor, Mich.

Nov. 30—Concord Auto Auction, Acton, Mass.

Used Car Sales

Auction Averages

November to date	$5,132
Month ago	$5,331
Year ago	$4,612

Model breakdown

Auction Averages

	NOVEMBER TO DATE	OCTOBER	SEPTEMBER
1983	$ 9,306	$10,112	$ 9,980
1982	7,193	7,653	7,629
1981	5,771	6,114	6,179
1980	4,998	5,185	5,193
1979	4,253	4,396	4,613
1978	3,370	3,316	3,405
1977	2,527	2,365	2,523
1976	1,726	1,868	1,811
Overall Average	$ 5,132	$ 5,241	$ 5,199

Lee Tire & Rubber marks 100th anniversary this year

VALLEY FORGE, Pa. — In 1883, John Elwood Lee began winding bandages and making silk for surgeon's ligatures on his mother's sewing machine.

This year, the firm which sprung from Lee's medical supply activity — now called Lee Tire & Rubber Co. — is observing its 100th anniversary.

With the advent of the automobile, Lee saw the great potential in automobile tire manufacture. He began experimenting with tire production, and in 1910 built a new plant on the edge of Conshohocken (about 20 miles from Philadelphia) to produce JELCO automobile tires. Lee formed Lee Tire & Rubber Co. of Pennsylvania, Inc.

Lee pioneered the practical puncture-proof tire — an item that soon became popular with early motorists because of the hazardous road conditions of the era.

Before 1920, the trade name JELCO was dropped and "Lee of Conshohocken" was substituted. Henry Ford prompted the change because he thought a tire name that suggested jelly might hamper sales.

In 1914, Lee died and the next year Lee Rubber & Tire Corp. was formed.

In 1923, the company purchased Republic Rubber Co., of Youngstown, O., which produced Lee's line of mechanical rubber goods, industrial hose, belting and other items using rubber and plastic raw materials.

In 1965, Goodyear Tire & Rubber Co. purchased the Lee name and assets and established a wholly owned subsidiary, Lee Tire & Rubber Co.

The parallels between the Lee company today and the one that took root a century ago are few.

Market conditions and other business considerations have taken the firm from a purveyor of medical goods to a one-time producer of a host of domestic molded rubber goods such as door stops to today's line of truck, farm and passenger tires.

Ford nixes JELCO

When Lee Tire & Rubber Co. first produced tires, around 1911, they were called JELCO tires — for J. Ellwood Lee, the company's founder. JELCO was dropped when Henry Ford suggested the jelly-like name did not inspire confidence. This ad appeared April 15, 1912, in Country Life in America.

Goodyear changes abandoned plant into design center

AKRON.—Goodyear's 5-year, $125 million transformation of a 67-year-old abandoned tire plant into a development center ended as some 700 engineers and technicians moved into the facility.

The renovated building houses both experimental and race tire production and all tire design and engineering functions.

Goodyear said that in its new facility, engineers can conceive, design and build a tire and then walk to the testing laboratories or an 83-acre test track to get initial confirmation on the design.

"The goal of the Technical Center," said Fred Kovac, vice president of tire technology, "is to create a perfect environment and teamwork atmosphere for the development of tires for every transportation requirement of the future."

Delco Products opens sales office in Tokyo

DAYTON. — Delco Products Division of General Motors has opened a sales office in Tokyo, its first in Japan.

Allan Su, manager of Far East sales and formerly in the division's Detroit office, has been named manager of the new Tokyo office.

Import of cars with clean-air certification to be overhauled

EPA reviews gray-market rules

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — Rules governing clean air certification of gray-market cars will be reviewed by the EPA in coming weeks.

The agency is contemplating an overhaul of current gray-market regulations in the face of growing compliance problems.

The agency published proposed regulation changes on the importation of nonconforming motor vehicles and motor vehicle engines earlier this year. Those regulations and public comments on them will be reviewed by the agency at two workshops.

The first workshop is scheduled for Nov. 29 at EPA headquarters here. The second will be held Dec. 7 at the Holiday Inn Embarcadero in San Diego.

Current law restricts the importation of automobiles and engines that do not conform to federal emission requirements.

Nonconforming vehicles can be conditionally imported, if a bond is posted with U.S. Customs and the vehicle is then brought into conformity with EPA emission requirements.

This can be done by modifying the vehicle to make it identical to one certified for sale in the U.S., or by successfully testing the car by the Federal Test Procedure at an EPA-approved laboratory.

• EPA's proposed rule changes would abolish the modification and testing options, as well as ban the importation or nonconforming vehicles in most cases.

One important exemption would be allowing an individual to import one gray-market vehicle for personal use and not for resale, if the car is more than five model years old. The vehicle would not have to meet federal emission standards.

The agency also proposed clarification of the definition of a racing vehicle and suggested modifying procedures and restrictions applicable to several other exemption categories.

Racing cars may now be imported free of emission restrictions, if they are used only for racing and testing purposes.

Comments in favor of the proposed changes have come primarily from car enthusiasts because the revision would allow the importation of exotic makes not available in the U.S.

But foreign and domestic manufacturers, as well as dealer organizations, have objected to the changes. They cite adverse air quality impacts, loss of sales by U.S. dealers and the inequity of requiring domestic vehicles to meet federal emission requirements while allowing the importation of foreign vehicles that do not.

• According to the EPA, the approximate number of nonconforming vehicles imported annually has increased from 1,500 in 1980 to 5,000 in 1982. In 1983, EPA estimates 8,400 gray-market vehicles will be imported.

As gray-market imports have increased, so have questions surrounding their certification under emission standards.

The EPA has reported an increasing number of allegations concerning falsification of test data and on vehicle modifications that are not safe or durable. Violations of various state laws and regulations have also been reported.

The EPA said that if the allegations are true, lawful gray-market participants will be placed at a competitive disadvantage. The agency said consumers may also be adversely affected if they buy imports that are unsafe or do not pass emission inspections.

Another problem is the increasing sale of nonconforming vehicles imported by "nonresidents." Nonresidents may currently import cars for personal use for up to one year. The vehicle may not be resold. However, the resale prohibition is being increasingly violated, according to the EPA.

The agency is also considering a change in the "small-volume" certification process.

Currently, importers for resale are considered "manufacturers." Manufacturers whose U.S. sales are less than 10,000 units per year may certify their vehicles under the "small-volume" certification procedure.

The EPA has published a series of issues and questions to be addressed by its gray-market workshops. The EPA lists Stanley B. Durkee, of the Investigation/Imports section as contact for the gray-market issue. His telephone number at EPA headquarters is (202) 382-2496.

1984 U.S. MODELS BY MAKE

	4-Door Models	2-Door Models*	Convertibles	4-Door Wagons	1984 Totals	(Final 1983 Totals)
AMERICAN MOTORS-RENAULT**	6	7	0	2	15	(16)
AMC Concord	0	0	0	0	0	(3)
AMC Eagle	1	0	0	2	3	(3)
AMC Eagle SX-4	0	0	0	0	0	(2)
AMC Spirit	0	0	0	0	0	(2)
Renault Alliance	3	3	0	0	6	(6)
Renault Encore	2	4	0	0	6	(0)
CHRYSLER CORP.	18	15	4	5	42	(43)
Chrysler Fifth Avenue	1	0	0	0	1	(1)
New Yorker/E Class	2	0	0	0	2	(2)
Executive Sedan/Limousine	2	0	0	0	2	(2)
Cordoba	0	0	0	0	0	(1)
Laser	0	2	0	0	2	(0)
LeBaron	1	1	3	1	6	(6)
Dodge Diplomat	1	0	0	0	1	(2)
Aries	2	2	0	2	6	(6)
Charger	0	3	0	0	3	(3)
Daytona	0	2	0	0	2	(0)
Dodge 400	0	0	0	0	0	(3)
Dodge 600	2	1	1	0	4	(2)
Mirada	0	0	0	0	0	(1)
Omni	2	0	0	0	2	(2)
Imperial	0	0	0	0	0	(1)
Plymouth Gran Fury	1	0	0	0	1	(1)
Horizon	2	0	0	0	2	(2)
Reliant	2	2	0	2	6	(6)
Turismo	0	2	0	0	2	(2)
FORD MOTOR CO.	26	41	3	11	81	(93)
Ford LTD Crown Victoria	1	1	0	2	4	(3)
Escort	4	5	0	3	12	(10)
EXP	0	3	0	0	3	(5)
Fairmont Futura	0	0	0	0	0	(3)
LTD (Int.)	2	0	0	1	3	(3)
Mustang	0	7	3	0	10	(8)
Tempo	3	3	0	0	6	(6)
Thunderbird	0	4	0	0	4	(3)
Lincoln	3	0	0	0	3	(3)
Continental	3	0	0	0	3	(3)
Continental Mark VII/VI	0	4	0	0	4	(7)
Mercury Grand Marquis	2	2	0	1	5	(5)
Capri	0	3	0	0	3	(5)
Cougar	0	3	0	0	3	(2)
LN7	0	0	0	0	0	(4)
Lynx	4	4	0	2	10	(11)
Marquis (Int.)	2	0	0	2	4	(4)
Topaz	2	2	0	0	4	(4)
Zephyr	0	0	0	0	0	(4)
GENERAL MOTORS	53	68	4	19	144	(137)
Buick LeSabre-Electra	4	4	0	1	9	(10)
Century	3	3	0	2	8	(6)
Regal	2	3	0	0	5	(6)
Riviera	0	2	1	0	3	(3)
Skyhawk	2	3	0	2	7	(7)
Skylark	2	3	0	0	5	(5)
Cadillac	4	2	0	0	6	(6)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	1	0	2	(1)
Seville	1	0	0	0	1	(1)
Chevrolet Impala-Caprice	2	1	0	1	4	(3)
Camaro	0	3	0	0	3	(3)
Cavalier	3	2	1	2	7	(8)
Celebrity	1	1	0	2	4	(2)
Chevette	2	2	0	0	4	(4)
Citation	1	2	0	0	3	(3)
Corvette	0	1	0	0	1	(1)
Malibu	0	0	0	0	0	(2)
Monte Carlo	0	2	0	0	2	(1)
Oldsmobile 88/98	4	3	0	1	8	(9)
Cutlass Ciera	2	2	0	1	5	(4)
Cutlass Supreme	2	3	0	0	5	(6)
Firenza	2	2	0	2	6	(6)
Omega	2	2	0	0	4	(4)
Toronado	0	1	0	0	1	(1)
Pontiac Parisienne	2	0	0	1	3	(3)
Bonneville	3	0	0	0	3	(3)
Fiero	0	3	0	0	3	(0)
Firebird	0	3	0	0	3	(3)
Grand Prix	0	3	0	0	3	(3)
Phoenix	2	3	0	0	5	(6)
Pontiac 1000	1	1	0	0	2	(2)
Pontiac 2000 Sunbird	3	5	1	2	11	(9)
Pontiac 6000	3	2	0	2	7	(5)
VOLKSWAGEN**	2	2	0	0	4	(7)
Rabbit	2	2	0	0	4	(7)
1984 TOTALS	105	133	11	37	286	
1983 TOTALS (end of model year)	113	137	9	37		(296)

*—Two-door total includes hatchbacks, which some makers list as three-door models.
**—Renault and Volkswagen totals include only U.S.-built models.

1984 U.S. MODELS BY MARKET CLASS

	Models 4-Door	2-Door Models*	Convertibles	4-Door Wagons	1984 Totals	(Final 1983 Totals)
SUBCOMPACTS	22	36	0	5	63	(62)
Alliance	3	3	0	0	6	(6)
Charger	0	3	0	0	3	(3)
Chevette	2	2	0	0	4	(4)
Daytona	0	2	0	0	2	(0)
Eagle SX-4	0	0	0	0	0	(2)
Encore	2	4	0	0	6	(0)
Escort	4	5	0	3	12	(10)
EXP	0	3	0	0	3	(5)
Fiero	0	3	0	0	3	(0)
Horizon	2	0	0	0	2	(2)
Laser	0	2	0	0	2	(0)
LN7	0	0	0	0	0	(4)
Lynx	4	4	0	2	10	(11)
Omni	2	0	0	0	2	(2)
Pontiac 1000	1	1	0	0	2	(2)
Rabbit	2	2	0	0	4	(7)
Spirit	0	0	0	0	0	(2)
Turismo	0	2	0	0	2	(2)
COMPACTS	20	38	8	13	79	(88)
Aries	2	2	0	2	6	(6)
Camaro	0	3	0	0	3	(3)
Capri	0	3	0	0	3	(5)
Cavalier	2	2	1	2	7	(8)
Cimarron	1	0	0	0	1	(1)
Dodge 400	0	0	0	0	0	(3)
Fairmont Futura	0	0	0	0	0	(3)
Firebird	0	3	0	0	3	(3)
Firenza	2	2	0	2	6	(6)
LeBaron	1	1	3	1	6	(6)
Mustang	0	7	3	0	10	(8)
Pontiac 2000 Sunbird	3	5	1	2	11	(9)
Reliant	2	2	0	2	6	(6)
Skyhawk	2	3	0	2	7	(7)
Tempo	3	3	0	0	6	(6)
Topaz	2	2	0	0	4	(4)
Zephyr	0	0	0	0	0	(4)
INTERMEDIATES	32	37	1	12	82	(78)
Bonneville	3	0	0	0	3	(3)
Celebrity	1	1	0	2	4	(2)
Century	3	3	0	2	8	(6)
Citation	1	2	0	0	3	(3)
Concord	0	0	0	0	0	(3)
Cougar	0	3	0	0	3	(2)
Cutlass Ciera	2	2	0	1	5	(4)
Cutlass Supreme	2	3	0	0	5	(6)
Dodge 600	2	1	1	0	4	(2)
Eagle	1	0	0	2	3	(3)
Grand Prix	0	3	0	0	3	(3)
LTD	2	0	0	1	3	(3)
Malibu	0	0	0	0	0	(2)
Marquis	2	0	0	2	4	(4)
Monte Carlo	0	2	0	0	2	(2)
New Yorker/E Class	2	0	0	0	2	(1)
Omega	2	2	0	0	4	(4)
Phoenix	2	3	0	0	5	(6)
Pontiac 6000	3	2	0	2	7	(5)
Regal	2	3	0	0	5	(6)
Skylark	2	3	0	0	5	(5)
Thunderbird	0	4	0	0	4	(3)
STANDARD SIZE	13	8	0	6	27	(30)
Buick LeSabre	2	2	0	0	4	(5)
Chevrolet Impala-Caprice	2	1	0	1	4	(3)
Chrysler Cordoba	0	0	0	0	0	(1)
Dodge Diplomat	1	0	0	0	1	(2)
Dodge Mirada	0	0	0	0	0	(1)
Ford LTD Crown Victoria	1	1	0	2	4	(3)
Mercury Grand Marquis	2	2	0	1	5	(5)
Oldsmobile 88	2	2	0	1	5	(6)
Plymouth Gran Fury	1	0	0	0	1	(1)
Pontiac Parisienne	2	0	0	1	3	(3)
LUXURY	18	14	2	1	35	(38)
Buick Electra	2	2	0	1	5	(5)
Cadillac	4	2	0	0	6	(6)
Chrysler Executive Sedan/Limousine	2	0	0	0	2	(2)
Chrysler Fifth Avenue	1	0	0	0	1	(1)
Continental	3	0	0	0	3	(3)
Continental Mark VII	0	4	0	0	4	(7)
Corvette	0	1	0	0	1	(1)
Eldorado	0	1	1	0	2	(1)
Imperial	0	0	0	0	0	(1)
Lincoln	3	0	0	0	3	(3)
Oldsmobile 98	2	1	0	0	3	(3)
Riviera	0	2	1	0	3	(3)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
1984 TOTALS	105	133	11	37	286	
1983 TOTALS (end of model year)	113	137	9	37		(296)

*—Two-door total includes hatchbacks, which some makers list as three-door models.

U.S. model total cut by 10 for '84

Continued from Page 1

compacts, 82 intermediates, 27 standard-size cars and 35 luxury cars.

The '83 comparison: 62 subcompacts, 88 compacts, 78 intermediates, 30 standard-size cars and 38 luxury cars.

At this point in the '84 model year, Ford has the most models with 42 and Pontiac is close behind with 40.

Totals for other makes are: Buick, 37; Oldsmobile, 29; Mercury, 29; Chevrolet, 28; Dodge, 18; Chrysler, 13; Renault, 12; Plymouth, 11; Lincoln, 10; Cadillac, 10; Volkswagen, 4, and AMC, 3.

The leaders in the '83 model year were: Ford, 41; Mercury, 39; Buick, 37; Pontiac, 34; Oldsmobile, 30, and Chevrolet, 27.

'Expressive cars' called the key

A new GM strategy detailed by Hoglund

By Jesse Snyder
Crain News Service

LAS VEGAS. — Pontiac is trying to head specialty sporty imports off at the marketing pass.

The idea is that Pontiac's specialty offerings will force imports to compete in the lower priced sector rather than taking on Buick with its more expensive (and more profitable) models, according to William E. Hoglund, Pontiac general manager.

Hoglund and several Pontiac execs came riding down the aftermarket trail, hoping to pick up some hired guns at the 20th annual show of the Specialty Equipment Market Assn. (SEMA).

The more aftermarket performance and accessory parts available for Pontiacs, the more desirable those cars are in the showroom, Hoglund figures.

It's a new but well-worn path between aftermarket suppliers and Detroit, one that SEMA Chairman Jim Davis traces to the 1980 show when Direct Connection, Chrysler Corp.'s performance parts subsidiary, came looking for closer ties.

Buick followed in 1981 with its V-6 engine and Ford touted its SVO Mustang (for Special Vehicle Operations) last fall. Chevrolet is already signed up for a major presentation next year.

This year, Chrysler announced a Direct Connection supercharger and an aftermarket-inspired factory performance model of its Omni. Ford and Buick displayed more performance engines.

Pontiac pushed its new two-seater Fiero as the "perfect aftermarket car" because of its easy-to-replace plastic skin, sportiness and price.

• It displayed the 1984 Indianapolis 500 Fiero Pace Car (2,000 visual replicas go on sale in March), a racing Fiero and a 232-HP upgrade of Fiero's stock four-cylinder engine.

The show centerpiece was a Fiero convertible. Hoglund said he's shopping for a "quality coachbuilder" for 2,000 convertibles a year and is willing to share the concept car blueprints.

At a breakfast interview, Hoglund said he sees it as Pontiac's job to stave off the Japanese move into more expensive, higher-priced vehicles "before they move into Buick territory."

On a coffee-shop placemat, Hoglund sketched out a chart of General Motors' marketing plans, a cross-shaped map divided in one direction by price and another by "expressiveness."

Each large-volume division is shifting slightly farther from the center: Chevrolet gets the low-priced, less expensive quadrant; Pontiac low-priced expressive; Buick high-priced expressive; Oldsmobile high-priced, conservative; with Cadillac in the middle but high up the price ladder.

Pontiac's segment is a prime target of Japanese efforts to move off the "econobox" range into greener pastures. To counter, GM approved new "image" products such as the Fiero, the STE version of the intermediate 6000, a turbocharger for the comact 2000 Sunbird and a change in GM's policy of non-involvement in motorsports.

"That's the reason GM went with those costs," Hoglund said. "We couldn't be on the front lines with a BB gun."

Less costly is involving aftermarket producers for specialized market segments.

"SEMA members can provide performance parts and accessories more quickly and less expensively than we can," Hoglund said. "It also leaves Pontiac free to concentrate on modernizing the rest of its lineup. I see the market becoming increasingly fractionalized and these companies can just move faster than we can."

The aftermarket industry is moving fast in several directions after weathering a shakeout triggered by the recession, said SEMA's Davis. Performance equipment is enjoying the biggest surge, but the van and off-road accessory market is starting to perk again, he said.

Buick, Ford's Motorcraft subsidiary, and several speed-equipment marketers had incremental advances. But Direct Connection is introducing a new supercharger that will boost power 35 percent on Chrysler's standard four-cylinder engine. A supercharger increases air flow to an engine full time, while more common turbochargers do the same thing part time.

DC also markets stock Chrysler turbos as add-ons, but it is developing an intercooler (which cools intake air to boost turbocharger efficiency) for direct sale and dealer installation, said DC President Brian Schram.

A DC-designed package of aftermarket add-ons for the four-door Omni will be adopted as a factory model in 1985, which Chrysler execs privately call the Omni GLH, for Go Like Hell.

The revival in van sales is especially important to aftermarketers because many are customized. Stable interest rates also help van buyers trick out their vehicles as part of the purchase financing, Ravis said.

• New van products include roofracks that swing out and down for loading and another rack that slides backward to make a framework for a canvas-walled extension of the interior for camping.

Off-road vehicles also are regaining popularity. However, parts for the vehicles are increasingly sold through traditional auto parts stores rather than specialty shops, Davis said.

There's a new pop-up rear window for small pickups and collapsible canvas caps for big and small pickups. A new tailgate replacement unfolds into a ramp for loading equipment or cattle into pickups.

Electronic aftermarket products are limited to digital clocks because of high development costs and manufacturers' efforts to integrate such features into specific designs.

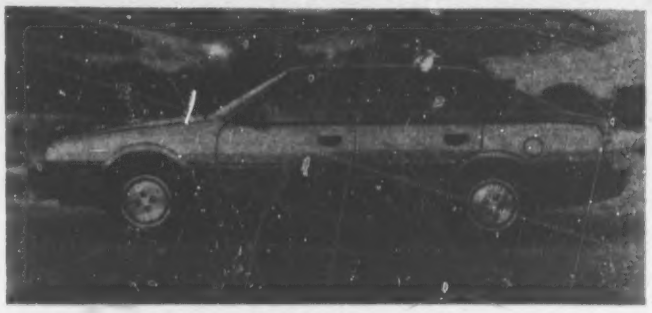
The SEMA show, combined for the first time with Automotive Internacional, the trade group for import-car aftermarketers, is an indication of reduced tension between members of the two groups. But that hasn't yet translated into marketing cooperation between the two, Davis said.

NEW-CAR STOCKS

	Nov. 1, 1983	Oct. 1, 1983	Nov. 1, 1982
Alliance	86	77	58
Encore	65	71	....
Eagle	72	63	88
AMERICAN MOTORS	76½	73	80
Horizon	53	68	58
Turismo	51	59	59½
Reliant	56	56	56
Gran Fury	42½	29	74
Plymouth	54	59	58
LeBaron	43	59	71
Cordoba	38	33	71½
E Class	38	43	51
New Yorker E	51	60	....
Fifth Avenue	49	33	68
Laser	68	126	....
Chrysler	48½	54	66
Omni	53	68	65
Charger	69½	69	64
Aries	61	55	60
Dodge 400	54	53	108
Dodge 600	57	64½	77
Diplomat	35	61	55
Daytona	76	.20	....
Dodge	59	62	68
CHRYSLER CORP.	54	58	64
Escort	51	60	83
EXP	78	50	164
Mustang	57	77	72
Tempo	67	64	....
LTD	48	51	71
Thunderbird	83	76	42
Crown Victoria	40	39	70
Ford	58	60	74
Lynx	65	82	101
LN7	38½	65	201
Capri	82	103	95
Topaz	66	65	....
Marquis	48	62	51
Cougar XR7	74	56	42
Grand Marquis	31	36	62
Mercury	59	60½	71
Lincoln	26	36	41
Continental	69	63	43
Mark VI	57	51	59
Lincoln	41	40	47
FORD MOTOR CO.	58	58	71
Skyhawk	29	55	124
Skylark	46	72	77
Century	36	60	85
Regal	32	59	65
LeSabre	29	50	46
Electra	29	66	60
Riviera	36	68	63
Buick	34	60	68
Cimarron	69	98	86
Seville	32	55	45
Cadillac	34	41	37
Eldorado	32	56	41
Cadillac	35	50	41
Chevette	78½	73	91
Cavalier	46	46½	91
Citation	83	98	101
Camaro	46	59	95
Celebrity	50½	49	101
Malibu	26	25	60
Monte Carlo	63	52	73
Chevrolet	51	56	68
Corvette	34	28	160
Chevrolet	54	57	86
Firenza	53	64	113
Omega	51	68	74
Ciera	38	56	54
Cutlass	28½	41	42
Olds 88	23	30	37
Olds 98	24½	39	52
Toronado	41	62	54
Oldsmobile	31	45	50½
1000	81	66	139
Fiero	17	50	....
Sunbird	73	79	115
Phoenix	88	98	122
Firebird	58	60	134
Bonneville	55½	52	48
6000	45	54	111
Grand Prix	54	57	58
Parisienne	56	62	97
Pontiac	53½	53	69
GENERAL MOTORS	42	54	....
Volkswagen	68	82	72
Honda	22	12	....
TOTAL	48	55	69

L-M deal opens

ST. PAUL.—Mark and Harvey Wilkins have become Lincoln-Mercury co-dealers at Wilkins Lincoln-Mercury, Inc., on the site of a previously closed dealership.



Spacious 626 from Mazda

By removing its rear cargo cover, but not touching the rear seats, the Mazda 626 touring sedan provides 21 cubic feet of luggage space. The front-drive 626 lineup—touring sedan, coupe and four-door sedan—is essentially unchanged for 1984.

Mazda simplifies GLC line, fine-tunes RX-7 for 1984

Mazda has fine-tuned its rotary-powered RX-7 sports car and simplified its front-drive GLC subcompact line for 1984.

A new four-speed automatic transmission with lock-up torque converter replaces a three-speed automatic as the optional gearbox in 1984 GS and GSL versions of the RX-7. Variable-assist power steering has also been added to the GSL's option list.

Numerous additional improvements have been made to the RX-7. The instrument panel has been redesigned, the ventilation system has been refined and augmented by use of a four-speed fan, the wiper/washer system has been revised and a slit has been added to the air dam to improve front disk-brake cooling.

Other RX-7 changes: New shifter lever and steering wheel, new circular dial controls (replacing pull and slide levers) and illuminated and lockable storage bins behind the bucket seats.

• To simplify the GLC lineup, Mazda dropped the rear-drive station wagon and the basic, Custom, Custom L and Sport trim levels of the front-drive model.

The '84 GLC line consists of the front-drive hatchback and sedan body styles, the hatchback offered in standard, Deluxe and Luxury trim and the sedan offered in Deluxe and Luxury trim only.

Mazda's 626 line, new last year, remains essentially unchanged for 1984.

The Sport version of Mazda's B-2000 truck has a new exterior scheme using two-tone paint, accent stripes and wide bodyside moldings. Also new is the choice of either high-back bucket seats or a bench seat with fixed head restraints.

Stockpile of U. S. cars whittled down to 48 days

Continued from Page 1

ply figures by market segment were: Subcompact, 65; compact, 59; intermediate, 56; standard, 44, and luxury, 51.

The Nov. 1 domestic inventory was divided this way among market segments: Subcompact, 19.65 percent; compact, 25.08 percent; intermediate, 35.58 percent; standard, 9.04 percent, and luxury, 10.65 percent.

A month earlier, the inventory was divided as follows: Subcompact, 18.61 percent; compact, 22.66 percent; intermediate, 38.52 percent; standard, 9.37 percent, and luxury, 10.84 percent.

The Nov. 1 days-supply figures by market class were:

Subcompact — Fiero, 17; Accord, 22; LN7, 38½; Escort, 51; Turismo, 51; Horizon, 53; Omni, 53; Lynx, 65; Encore, 65; Rabbit, 68; Laser, 68; Charger, 69½; Daytona, 76; EXP, 78; Chevette, 78½; Pontiac 1000, 81, and Alliance, 86.

Compact — LeBaron, 43; Cavalier, 46; Camaro, 46; Skyhawk, 46; Firenza, 53; Dodge 400, 54; Reliant, 56; Mustang, 57; Firebird, 58; Aries, 61; Topaz, 66; Tempo, 67; Cimarron, 69; Eagle, 72; 2000 Sunbird, 73, and Capri, 82.

Intermediate — Malibu, 26; Cutlass Supreme, 28½; Regal, 32; Century, 36; Cutlass Ciera, 38; Chrysler E Type, 38; Pontiac 6000, 45; Skylark, 46; LTD, 48; Marquis, 48; Celebrity, 50½; Omega, 51; New Yorker E, 51; Grand Prix, 54; Bonneville, 55½; Dodge 300, 57; Monte Carlo, 63; Cougar, 74; Thunderbird, 83; Citation, 83, and Phoenix, 88.

Standard — Olds 88, 23; LeSabre, 29; Grand Marquis, 31; Diplomat, 35; Cordoba, 38; Crown Victoria, 40; Gran Fury, 42½; Chevrolet, 51, and Parisienne, 56.

Luxury — Olds 98, 24½; Lincoln, 26; Electra, 29; Eldorado, 32; Seville, 32; Cadillac, 34; Corvette, 34; Riviera, 36; Toronado, 41; Fifth Avenue, 49; Mark VI/VII, 57, and Continental, 69.

Canadian dealers choose Forbes

WILLOWDALE, Ont.—Ralph A. Forbes was chosen to be president of the Federation of Automobile Dealers Assns. of Canada.

At a convention attended by 1,100 Canadian delegates, Forbes was chosen as the 42nd president of the national association that represents all franchised new-car and truck dealers, both domestic and import.

Forbes, who succeeds Ted Valentine, a Volvo dealer in Calgary, Alta., is the co-founder of Forbes Motors, Inc., Waterloo, Ont.

Week's auto output is 160,444

13 assembly plants work overtime

By Mary Beth Mayer
Staff Writer

With 13 assembly plants working overtime and Chrysler Corp. gradually returning to work after being crippled by a strike, the domestic auto makers scheduled 160,444 units last week.

Production lead the prior week's output of 157,125 by 2.12 percent and was 78.80 percent above the year-ago total of 89,736.

Breakdown for the week by company was: General Motors, 63.31 percent; Ford Motor Co., 23.04 percent; Chrysler Corp., 7.07 percent; American Motors, 3.58 percent; Volkswagen of America, 1.91 percent, and Honda, 1.09 percent.

So far this year, there have been 5,849,228 cars completed, up 29.62 percent from 4,512,732 units finished at this time last year.

Last week, four Chrysler points returned to work, after losing a few days of production due to a walkout at the auto maker's Twinsburg (O.) stamping plant.

Chrysler's Newark (Del.) and Jefferson (Detroit) plants resumed operations Wednesday (Nov. 9) with their regular two shifts of production.

The St. Louis No. 1 plant operated two 4-hour shifts last Monday and Tuesday and went to its normal two-shift operations Wednesday. The St. Louis No. 2 plant operated one 4-hour shift Monday and resumed its normal one-shift operation Tuesday.

Chrysler's Belvidere (Ill.) facility is slated to return to production today (Nov. 14).

Seven GM points worked last Saturday (Nov. 12). Working two shifts were Detroit, Flint (B-D and G lines), Janesville (Wis.), Lansing (B-D and G lines), Lordstown (O.) and Oklahoma City. The Baltimore plant worked one Saturday shift.

Five Ford facilities worked extra daily hours last week. They were Chicago, Edison (N. J.), Lorain (O.), St. Louis and Wayne (Mich.). Chicago and Wayne worked last Saturday as well.

Volkswagen's Westmoreland (Pa.) point was on an overtime schedule last week to fill fleet orders.

This week, Ford plans daily overtime at Chicago, Edison, Kansas City, Lorain, St. Louis and Wayne.

U. S. decides to permit glass-plastic windshields

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The government has decided to allow — but not require — glass-plastic glazing for windshields and vehicle windows because research data and limited field experience indicate it is useful in reducing injuries from lacerations.

The original concerns about abrasion and reduced visibility, although not eliminated, have been found to be minor, and NHTSA said the safety benefits outweigh possible problems.

All current vehicles have high-penetration windshields — glass for interior and exterior layers bonded to a plastic inner layer.

The Insurance Institute for Highway Safety, headed by Dr. William Haddon Jr., the first NHTSA chief, has long lobbied NHTSA to allow an alternative windshield design developed more than 10 years ago by Saint-Gobain Vitrage and in use since 1978 on European cars.

This design also was used in DOT's Research Safety Vehicle program on the Calspan-Chrysler car.

IIHS said some 625,000 hospital-treated facial injuries (146,000 severe lacerations and 29,000 severe fractures) occur each year. IIHS conducted joint research with the Maryland State Police.

• General Motors has tested 2,500 cars with this type of windshield in a rental fleet and plans to test glazing being developed by Libby-Owens-Ford. Ford is also planning a test fleet using 1984 models. Chrysler is the only auto company that opposed allowing the new type of glazing with polyurethane on the inside.

Saint Gobain's petition has been pending since June, 1980, and the advance notice for rulemaking was a "midnight" proposal made by former Safety Chief Joan Claybrook.

Problems initially envisioned include: Abrasion that would produce haze and reduce visibility, and fastening and removing objects like the rear-view mirror and even paper stickers and frost removal.

Concern was expressed about higher head injury criteria.

Truck production of 58,214 is best since July, 1979

With nine assembly plants working extra hours last week, domestic truck production was targeted at 58,214, making it the best week of truck output in more than four years.

Not since 58,483 units were built in the week ending July 14, 1979, have so many trucks been produced in one week.

Last week's total was slightly ahead of the prior week's 57,818 and more than double the year-ago week's 25,475.

Year-to-date, there have been 2,075,086 trucks assembled, up 22.78 percent from last year's 1,690,124.

General Motors had its Lordstown (O.) and Pontiac plants working two shifts last Saturday (Nov. 12) and its Detroit point working one shift.

All six of Ford's facilities were on daily overtime last week. In addition to those extra hours, Lorain (O.) and Wayne (Mich.) worked Saturday.

This week, all six Ford plants will again be on overtime. Lorain will operate on Saturday (Nov. 19) and the other points will work extra daily hours.

Car, truck output in Canada shows gains for week

Last week's Canadian car production was targeted at 22,876, up 11.79 percent from 20,465 units assembled the week before, and more than three times the 6,393 built in the year-ago period.

So far this year, the manufacturers have completed 833,378 cars, leading the year-ago output of 742,702 by 12.21 percent.

Truck production last week was estimated at 13,963, topping the prior week's output of 12,280 by 13.71 percent. It was more than double the year-ago week's total of 5,715.

The increase in production comes from Chrysler Corp.'s Pillette Rd. plant returning to operation after missing three days the previous week because of a parts shortage caused by a strike at the company's Twinsburg (O.) stamping plant.

Last week, the Pillette Rd. plant was not in operation on Monday (Nov. 7), worked two four-hour shifts Tuesday and resumed its normal two-shift operation on Wednesday.

Year-to-date, there have been 467,404 trucks completed, up 8.23 percent from 431,865 finished at this time last year.

So far, there have been 4,348 T-115 minivans built at Chrysler's Windsor facility, which was not affected by the strike.

U. S. CAR PRODUCTION

	Week Ended Nov. 12, 1983	Week Ended Nov. 13, 1982	Week Ended Nov. 5, 1983	Nov. to date	Jan. 1 to Nov. 13, 1982	Jan. 1 to Nov. 12, 1983
AMERICAN MOTORS	5,750	4,425	5,469	10,125	85,883*	169,257
AMC Total	.....	817	.....	.....	46,937	4,071
Concord	.....	.....	.....	.....	.....	4,068
Eagle	.....	.....	.....	.....	.....	3
Renault Total	5,750	3,608	5,469	10,125	38,946*	165,186
Alliance	3,350	3,608	3,344	6,025	38,946*	138,394
Encore	2,400	.....	2,125	4,100	.....	26,792
CHRYSLER CORP.	11,350	10,087	8,771	18,366	523,406	757,814
Plymouth Total	2,700	3,317	2,300	4,540	210,471	264,783
Horizon	.....	.....	750	600	68,006	99,294
Reliant	2,600	3,270	1,489	3,791	144,289	160,571
Caravelle	50	47	36	79	1,176	4,568
Gran Fury	50	.....	25	70	.....	350
Chrysler Total	4,800	2,437	2,712	6,969	100,734	190,477
LeBaron	1,100	1,325	663	1,630	87,791	73,977
Laser	900	.....	581	1,365	.....	13,769
Chrysler	1,300	1,112	715	1,872	12,943	94,245
Fifth Avenue	1,500	.....	753	2,102	.....	8,486
Dodge Total	3,850	4,333	3,759	6,857	212,201	302,554
Omni	.....	.....	869	695	63,641	108,585
Aries	2,400	3,242	1,531	3,625	112,269	121,858
Daytona	800	.....	869	1,495	.....	10,920
Dodge 400	.....	532	.....	.....	27,644	18,478
Dodge 600	600	559	468	974	8,647	42,081
Diplomat	50	.....	22	68	.....	632
FORD MOTOR	36,964	21,048	40,770	69,581	961,784	1,342,253
Ford Division	24,541	11,863	26,722	45,919	601,534	870,849
Escort	8,686	1,251	8,877	15,787	235,973	245,985
Fairmont	.....	3,730	.....	.....	110,671	23,728
Mustang	3,364	1,733	3,342	6,038	110,710	103,932
LTD/Granada	4,575	4,988	4,942	8,529	108,057	154,953
Thunderbird	3,408	.....	3,584	6,275	29,326	166,742
Crown Victoria/Ford..	1,423	.....	1,736	2,812	.....	82,331
EXP	.....	161	.....	.....	5,997	1,407
Tempo	3,085	.....	4,241	6,478	.....	91,771
L-M Division	12,423	9,185	14,048	23,662	360,250	471,404
Mercury Total	10,268	6,766	11,847	19,746	275,175	381,378
Lynx	1,418	448	1,854	2,901	73,185	65,486
Capri	629	339	676	1,170	30,114	21,953
Zephyr	.....	1,120	.....	.....	35,307	8,601
Marquis/Cougar	2,007	1,822	1,811	3,456	49,883	65,622
Cougar/XR7	2,990	.....	4,054	6,233	10,530	111,441
Gr. Marquis/Marquis..	2,133	2,948	2,485	4,121	74,486	82,169
LN7	.....	89	.....	.....	1,620	290
Topaz	1,091	.....	967	1,865	.....	25,816
Lincoln Total	2,155	2,419	2,201	3,916	85,075	90,026
Continental	407	483	403	729	17,544	10,383
Lincoln	531	1,452	572	989	40,947	54,734
Mark VI/VII	1,217	484	1,226	2,198	26,584	24,909
GENERAL MOTORS	101,570	50,847	98,023	179,985	2,868,488	3,452,090
Buick Division	21,437	11,995	21,993	39,031	669,050	779,519
Skylark	3,240	.....	3,658	6,166	125,254	95,221
Skyhawk J	2,510	944	2,516	4,523	50,843	64,666
Century	3,690	1,897	3,449	6,449	100,006	147,092
Regal	4,680	4,138	4,789	8,511	184,061	211,372
Buick	6,022	4,031	6,275	11,042	162,011	215,776
Riviera	1,295	985	1,306	2,340	37,875	45,392
Cadillac Division	7,492	6,991	6,585	12,840	212,678	269,097
Cimarron	601	485	579	1,064	7,624	17,960
Seville	740	593	756	1,345	19,743	30,518
Eldorado	1,415	1,268	1,446	2,572	49,982	64,428
Cadillac	4,736	4,645	3,904	7,859	135,329	156,191
Chevrolet Division	34,279	11,645	34,743	62,072	913,145	1,146,114
Chevette	4,567	.....	4,723	8,345	189,987	180,747
Cavalier	8,534	1,723	8,545	15,370	81,777	266,331
Celebrity	6,076	1,176	5,490	10,468	59,697	146,086
Camaro	5,062	2,216	5,034	9,089	196,011	170,193
Citation	1,935	1,117	1,870	3,431	145,132	76,473
Malibu/El Camino	605	2,882	415	937	110,095	98,342
Monte Carlo	3,977	2,025	4,829	7,840	70,112	103,493
Chevrolet	2,748	506	3,148	5,266	37,820	80,605
Corvette	775	.....	689	1,326	22,514	23,844
Oldsmobile Division	25,718	17,192	23,004	44,121	635,963	888,066
Omega	1,820	.....	1,496	3,017	68,793	48,800
Firenza	1,830	997	1,849	3,309	40,905	41,570
Cutlass	8,084	5,328	6,295	13,120	187,139	264,668
Cutlass/Ciera	4,754	3,462	5,713	9,324	109,989	186,074
Oldsmobile	8,260	6,513	6,676	13,601	248,953	310,235
Toronado	970	892	975	1,750	30,184	36,719
Pontiac Division	12,644	3,024	11,598	21,921	387,652	369,294
Acadian†	.....	.....	133	106	9,489	13,028
2000	3,790	.....	2,733	5,976	34,516	97,167
1000	808	.....	658	1,334	32,760	36,873
Firebird	2,858	995	2,716	5,031	117,171	87,290
Phoenix	506	.....	478	888	42,327	22,275
G. Prix/Bonneville	1,862	2,029	1,925	3,402	121,047	83,912
Parisienne	720	.....	835	1,388	.....	10,295
Fiero	2,100	.....	2,120	3,796	.....	18,454
6000	.....	.....	.....	.....	30,342	.....
HONDA	1,750	75*	1,681	3,095	100*	43,632
VOLKSWAGEN	3,060	3,254	2,411	4,989	70,908	84,182
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	160,444	89,736	157,125	286,141	4,512,732	5,849,228

CANADIAN CAR PRODUCTION

	Week Ended Nov. 12, 1983	Week Ended Nov. 13, 1982	Week Ended Nov. 5, 1983	Nov. to date	Jan. 1 to Nov. 13, 1982	Jan. 1 to Nov. 12, 1983
AMERICAN MOTORS	720	1,218	687	1,270	28,234	25,178
CHRYSLER CORP.	.....	.....	.....	.....	144,488	104,365
FORD MOTOR	8,420	874	8,489	15,211	250,164	233,837
GENERAL MOTORS	13,511	4,076	11,064	22,362	310,854	460,821
VOLVO	225	225	225	405	8,962	9,177
Total Cars, Canada	22,876	6,393	20,465	39,248	742,702	833,378
N. American Cars	183,320	96,129	177,590	325,389	5,255,434	6,682,606
N. American Trucks	72,177	31,190	70,098	128,283	2,121,989	2,542,490
North American Cars and Trucks	255,497	127,319	247,688	453,672	7,377,423	9,225,096

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 12, 1983	Week Ended Nov. 13, 1982	Week Ended Nov. 5, 1983	Nov. to date	Jan. 1 to Nov. 13, 1982	Jan. 1 to Nov. 12, 1983
CHEVROLET	19,026	6,706	19,330	34,490	587,536	723,484
DODGE	3,800	2,126	4,005	7,004	111,521	124,826
FORD	21,887	10,413	20,867	38,581	610,891	805,500
GMC	6,241	2,101	6,434	11,368	203,494	228,524
INTERNATIONAL	1,210	1,024	1,175	2,178	40,910	44,513
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	3,600	2,055	3,543	6,434	76,539*	89,104
NISSAN	1,400	.....	1,414	2,531	.....	11,276
AM GENERAL	50*	50*	50*	90*	2,130*	2,180*
MISCELLANEOUS	1,000*	100*	1,000*	1,800*	49,000*	43,600*
Total Trucks, U. S.	58,214	25,475	57,818	104,496	1,690,124	2,075,086

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 12, 1983	Week Ended Nov. 13, 1982	Week Ended Nov. 5, 1983	Nov. to date	Jan. 1 to Nov. 13, 1982	Jan. 1 to Nov. 12, 1983
CHRYSLER CORP.	3,247	.....	1,798	4,686	92,404	112,266
FORD MOTOR	4,190	3,105	4,166	7,433	118,535	123,324
GENERAL MOTORS	6,461	2,349	6,183	11,427	211,196	226,909
INTERNATIONAL	135	261	133	241	9,730	4,905
Total Trucks, Canada	13,963	5,715	12,280	23,787	431,865	467,404
N. American Trucks	72,177	31,190	70,098	128,283	2,121,989	2,542,490

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

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Imported-car inventory dips to 29 days

By Richard Wright
Assistant Managing Editor

The inventory of new imported cars slipped a bit during October and the industry opened November with a 29-day supply, compared with a 30-day stockpile a month earlier.

The decrease was the result of a sharp increase in sales of Japanese-built cars. While European car inventories increased and their sales rate dipped a bit, the Japanese sales rate was sufficient to pare some of the import total.

There were 217,965 new imported cars in inventory Nov. 1, up from 199,339 a month earlier. A year ago, there were 365,467 new imported cars in stock, a much huskier 56-day supply.

The supply of new imported pickup trucks increased during October, reaching 70,778 units Nov. 1, a 58-day supply, compared with 51,375 a month earlier, a lean 32-day supply.

The combined imported car and truck inventory Nov. 1 totaled 288,743 units, a 33-day supply, compared with 250,714 Oct. 1, a 30½-day supply.

• As has been the case for many months now, most import lines were in very short supply. Stocks of Japanese nameplates totaled 148,139 units Nov. 1, a mere 24-day supply, compared with 149,259 a month earlier, a

Continued on Page 52, Col. 1

Buick's new 'N'

Jim Dunne

Spy camera catches '85 Somerset Regal

Unofficial photo shows Buick Somerset Regal, one of three new front-drive N-body cars that General Motors will unveil for '85. The "N" will be available only as a two-door its first year and will also be sold by Pontiac and Oldsmobile. A four-door sedan is slated for '86, a body style which Cadillac may adopt in '87. The "N" is larger than the J-car, smaller than the X-car.

Imported-car torrent is expected by 1990

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Cars of import design either built overseas or in joint ventures here with U. S. makers will account for nearly 50 percent of the market by 1990, according to J. David Power, head of a market research firm that bears his name.

Power told the West Coast chapter of the International Motor Press Assn. that he expects a dramatic increase in import car sales once restraints are lifted.

"When the restraints are over, we expect to see a major flood of imports," he said. "We see it going to 35 to 40 percent nationally."

That figure takes into account cars that would be produced by the GM-Toyota joint venture in California.

"Ford and Chrysler will get into joint ventures as well, if the GM deal holds together, and will account for another 15 percent share," Power said. "We see a 50 percent share of import-designed products by 1990."

For 1984, Power sees all imports taking about 26 percent of the market, their success limited by the fourth year of restraints on Japanese cars and by improving domestic sales.

On the other hand he believes European imports will enjoy about a 10 to 15 percent increase in sales, although they

Continued on Page 51, Col. 4

GM, Toyota hope for FTC approval by end of year

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Both General Motors and Toyota are now hopeful that the Federal Trade Commission will give them a go-ahead by year's end or earlier on the joint venture proposed for the old GM Fremont plant in central California.

But even with FTC approval — and that is not by any means certain — production would probably not start until 1986 models — a year later than originally anticipated.

Last week, FTC staff and Toyota reached agreement on how to handle very sensitive cost data without starting the 20-day clock to decision-day running under the Hart-Scott-Rodino Act. It may also limit circulation of the data and shelter it from the grasp of the Internal Revenue Service.

Toyota's concern was that allowing FTC to have the data (rather than to look at it in third-party hands) might expose it to the eyes of competitors and/or to tax investigators who want similar data to find out how the company sets the prices it uses when it sells products to its own subsidiary.

Currently, Toyota is in litigation with IRS over whether it owes taxes to the U. S. FTC's purpose, apparently, is to assess cost and profit from country to country (Japan vs. U. S.) and product to product (car vs. truck) to help find out the effect any temporary joint venture might have on Toyota's decision to start manufacturing facilities later in the U. S. on its own. A proposal of Toyota to spell out cost advantage of manufacturing in Japan in various categories was not acceptable to FTC.

Meanwhile, Toyota is barred from moving machinery into the Fremont plant. But GM is proceeding with its adjacent stamping plant, and the UAW is standing by with the assurance that if and when startup is announced, union members will be the "primary source of workers," although former Fremont workers will not be taken back on a seniority basis and work rules are expected to be negotiated.

The plan is to have Toyota manage the plant and produce some 200,000 cars per year to be sold through Chevy dealers.

• The joint venture would last up to 12 years. The board of directors would be chosen half by Toyota and half by General Motors. Parts sourcing would be half from the U. S. and half from Japan. U. S. employment at Fremont would be some 2,500 U. S. workers, partially trained in Japan. GM and Toyota made the announcement last March and hoped for FTC approval by July.

Meanwhile, both Chrysler and Ford have stated their opposition to the proposed joint venture — to the FTC, to lawmakers and to the press. They argue that a combination of GM and Toyota would eliminate competition in the small-car market, allowing GM to concentrate in the large-car segment, where GM already has two-thirds of the market.

Chrysler also believes the price of the new product would be set according to the effect on their own products — a kind of price fixing that would limit competition. Moreover, Chrysler believes, the joint venture would reduce separate R&D by the companies.

Chrysler has asked FTC

Continued on Page 52, Col. 1

breaking news

Faster, softer Corvette in '85

DETROIT.—Chevrolet will upgrade the Corvette sports car next year by adding port injection to its 5.7-liter V-8 engine. The 'Vette will also have a softer suspension, sources report, in response to some complaints that the car has a harsh ride.

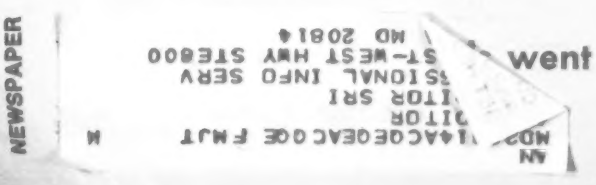
Ford moving fast on CVT

DETROIT. — Ford Motor Co. Executive Vice President Robert A. Lutz predicted Ford will beat General Motors to production of a continuously-variable transmission. Ford is developing the CVT with Holland's Van Doorne for introduction on its small European autos. Related story, Page 40.

Toyo Kogyo said to eye assembly in U. S.

LONDON.—Toyo Kogyo is conducting a general study of the possibility of manufacturing vehicles in the U. S., according to a report in the Financial Times. The study has been in progress since 1982, the report said, and no firm date has been set for its completion. TK denied a report in the Japanese press that it is considering a detailed plan to produce cars in Tennessee.

See BREAKING NEWS, Page 7, Col. 1



Week's total is 167,925; six-millionth-car built

Car production highest in 2½ years

By Mary Beth Mayer
Staff Writer

Estimates by the domestic auto makers made last week the best seven days of car production in 2½ years.

The manufacturers assembled the year's 6-millionth car last Friday (Nov. 18) and they targeted the week's total at 167,925 — the best for any week since 172,443 cars were completed the week ended May 16, 1981.

The week's total topped the previous week's output of 158,233 by 6.13 percent and was 75.48 percent ahead of the year-ago mark of 95,699.

Breakdown for the week by company was: General Motors, 58.10 percent; Ford Motor Co., 21.13 percent; Chrysler Corp., 14.77 percent; American Motors, 3.42 percent; Volkswagen of America, 1.54 percent, and Honda, 1.04 percent.

So far this year, there have been 6,014,942 cars completed, up 30.28 percent over the 4,617,

Table on Page 56.

103 finished at this time last year.

Twenty auto plants put in overtime last week.

Nine GM plants operated last Saturday (Nov. 19). Working two shifts that day were Arlington (Tex.), Detroit, Doraville (Ga.), Lansing (G-line), Lordstown (O.), Norwood (O.) and Oklahoma City. Fairfax (Kans.) and Linden (N. J.) worked one Saturday shift.

Ford had six facilities working extra daily hours. They were: Chicago, Edison (N. J.), Kansas City, Lorain (O.), St. Louis and Wayne (Mich.).

Chrysler's Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 points put in two daily 9-hour shifts last week, while its Jefferson (Detroit) plant worked two 8½-hour daily shifts and St. Louis No. 2 was on a one 10-hour shift schedule.

This week, Ford again plans daily overtime at the six plants which worked extra hours this week.

All car facilities will be idle this Thursday and Friday in observance of the Thanksgiving holiday.

Publicity called major effect of GM-FTC transmission pact

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The most important effect of the great hullabaloo raised over the proposed Federal Trade Commission settlement with General Motors over 21 million cars with potential transmission, diesel injector and camshaft problems is the guaranteed widespread publicity.

This will alert consumers who might have given up the battle or those whose cars have yet to develop problems, that they can still make their case.

In fact, if problems with GM engines and transmissions develop by 1991, they can still use the GM-Better Business Bureau arbitration.

Involved at minimum, under the 1980 FTC complaint now settled are:

1. The turbo-hydra-matic 200 automatic transmission, used in 5 million to 6 million cars made during model years 1976 through April 26 of this year but only in rear-drive cars and light trucks.

2. Camshafts or lifters in nearly 15 million 305-CID and 350-CID gasoline engines made from 1974 through April 26, 1983, in engines made by Chevrolet.

3. Fuel injector pumps or fuel injectors in some 500,000 350-CID diesel engines produced from 1978 through April 26, 1983, in engines made by Oldsmobile.

April 26 is the date of the tentative settlement made between GM and the FTC.

To no one's great surprise, the commission's vote was 3 to 1 with Commissioner Michael Pertschuk the lone dissenter, and he urged consumers to take full advantage of the mandated arbitration which he still feels is inferior to direct payments.

• FTC not only held a press conference in Washington, it also held them in regional offices to assure full press coverage. It produced full packets of materials and so did GM.

The settlement has its good points as well as its deficiencies. It will cost GM, according to estimates made by Commissioner George W. Douglas, at least $95 million, but it will probably mean higher prices for new cars in the future.

Moreover, the settlement allows the BBBs nationwide to mediate/arbitrate all engine and transmission problems for the next eight years as well as cases that go back to 1974 models and includes problems beyond the specific components here involved.

This makes it superior to an earlier settlement with Ford over "piston scuffing," etc., because that agreement boxed in consumers to three years/36,000 miles.

FTC also estimates that between 250,000 and 500,000 consumers may use the new BBB setup. Although this is far fewer than the 21 million vehicles potentially affected, it has meant that the GM program is now nationwide.

Since September, the arbitration decisions are non-binding for the consumer. In fact, the only consumers who cannot try again are those who went to BBB arbitration and lost between April and September and those who litigated and lost.

All others, including those that have had problems with GM diesel engines other than injectors and injector pumps, can also use the new system. Those who have problems not directly covered by the FTC-GM consent settlement must still own the vehicle.

The good side here is that if they have proof of repair bills on the components covered—transmission, camshafts, injector pumps, etc.—or if they can convince the arbitrator of the genuineness of their grievance, consumers can still try for reimbursement under the system.

Moreover, the work does not have to have been done at GM dealerships. These are points of considerable importance, especially since many consumers have been under the impression that no help would be forthcoming once the 5/50 warranty on the drivetrain expired.

• While Pertschuk and others would clearly prefer automatic redress instead of taking a chance with case-by-case arbitration, it is also true that GM is a litigator par excellence.

Commissioner Douglas said that getting GM to agree to direct redress might take until 1990 at least, with some cars then being almost 20 years old. That makes nonbinding arbitration look somewhat better.

Douglas also noted that redress would cover only specific components and problems in-

Continued on Page 51, Col. 1

Corvette milestone

The 750,000th Corvette has been finished at General Motors' plant in Bowling Green, Ky. Doing the driving honors was Wayne Vollmar, right, the only employe who has worked on the car since its introduction in 1953. Also pictured is Joe Dell'Ario, who oversees production of the Corvette.

Nov. 1-10 is 17th straight period to gain in deliveries

U.S. new-car sales top '82 total

By Jenny L. King
Staff Writer

Early-November domestic new-car sales pushed the year-to-date total ahead of the sum for the entire 12 months of 1982 and marked the 17th consecutive period with a sales increase over year-ago numbers.

Through Nov. 10, dealers had delivered 5,843,480 new domestic cars, up 18.32 percent from 4,938,907 for the same portion of 1982 and ahead of the 1982 calendar year total of 5,756,660. Two years ago, sales through Nov. 10 were 5,559,127, putting the current year ahead of that as well.

Sales of 198,126 for the first November period this year were up 5.14 percent over the 188,441 written in the books in 1982. Although General Motors and Volkswagen failed to match their year-ago totals, their competitors' gains were enough to push the 10-day total ahead.

GM was off 3.44 percent, to 120,278 from 124,566. A year ago the corporation was involved in a low-interest financing program on carryover models which pumped up sales artificially for a two-month time span.

Ford Motor Co. reported sales of 47,982 new passenger cars, up 18.43 percent from 40,515. Chrysler Corp.'s 26.64-percent sales gain was the biggest of any domestic maker for the period. Chrysler sales climbed to 21,263 from 16,791.

American Motors reported estimated sales of 4,900, up 8.89 percent from 4,500. Volkswagen was down 19.43 percent, to 1,667 from 2,069, and Honda again surpassed VW, this time with sales of 2,036 new Accords.

GM earned 60.71 percent of the early November market, down from 66.10 percent in 1982. Ford has 24.22 percent, up from 21.50 percent. Chrysler rose to 10.73 percent from 8.91 percent. AMC went to 2.47 percent from 2.39 percent, VW slipped to 0.84 percent from 1.10 percent and Honda earned 1.03 percent of the recent period sales.

Domestic makes had a mixed bag of sales results. Plymouth was down 0.42 percent; Lincoln was down 20.61 percent; Buick was down 9.40 percent; AMC was down 35.71 percent, and VW was down 19.43 percent. Imperial sales no longer are reported by Chrysler Corp.

Makes coming up on the plus side included: Chrysler, up 60.09 percent; Dodge, up 29.85 percent; Ford, up 17.00 percent; Mercury, up 38.07 percent; Cadillac, up 18.15 percent to a record 11,165 from 9,450; Oldsmobile, up 2.50 percent; Pontiac, up 13.13 percent and Renault, up 29.03 percent.

The daily selling rate of 22,014 was up 5.14 percent from 20,938 last year. There were nine selling days both this year and last.

Annualized sales based on the Nov. 1-10 results were 7.49 million.

DOMESTIC SALES

	Nov. 1-10, 1983	Nov. 1-10, 1982
Renault	4,000†	3,100†
AMC	900†	1,400†
AMERICAN MOTORS	4,900†	4,500†
Chrysler	7,129	4,453
Imperial	.....	59
Plymouth	5,956	5,981
Dodge	8,178	6,298
CHRYSLER CORP.	21,263	16,791
Ford	32,429	27,718
Mercury	12,691	9,192
Lincoln	2,862	3,605
FORD MOTOR	47,982	40,515
Buick	21,432	23,655
Cadillac	11,165	9,450
Chevrolet	40,035	46,635
Oldsmobile	29,558	28,837
Pontiac	18,088	15,989
GENERAL MOTORS	120,278	124,566
VOLKSWAGEN	1,667	2,069
HONDA	2,036	.....
U. S. INDUSTRY TOTAL	198,126	188,441

† Estimate

MacKenzie sees 10-15 pct. gain in '84 car market

CHICAGO. — New-car sales in 1984 should rise 10 to 15 percent over this year and total about 10.5 million cars, according to Gordon MacKenzie, general manager of Lincoln-Mercury.

Trucks will do even better, with a gain of 15 to 18 percent, he said.

For 1984, MacKenzie predicted that Ford Motor Co. would capture 18 percent of the car market and 31 percent of the truck market.

MacZenzie spoke at a press conference here.

Stretching the '84 Lincoln

American Custom Coachworks, Ltd., Beverly Hills, Calif., will build 600 '84 Lincoln St. Tropez extended-body limousines. The suggested list price is about $46,500.

Chevy seeks to avert 'gas guzzler' Corvette

By Roger Rowand
Engineering Editor

TROY, Mich. — Chevrolet Division is moving at wide-open throttle in its efforts to keep Corvette from wearing a gas-guzzler window sticker in the 1985 model year.

The techniques being used cover the waterfront. They range from even slipperier styling to reduced friction inside the engine.

"I don't want to minimize the fact we feel very strongly that we want to keep the car out of the gas guzzlers. In order to do that we will be looking at extraordinary means," said John Harlow Jr., staff engineer, Chevrolet Engineering.

His remarks came during a panel discussion at a seminar sponsored by the Aluminum Assn.'s Automotive and Truck Committee.

Among techniques being examined are an aluminum block or head and a smaller, more-fuel-efficient engine, Harlow indicated.

He ticked off a list of possible routes to further fuel economy. The list included additional materials substitution and aerodynamics with breakthroughts coming as General Motors develops technology in its relatively new wind tunnel in Warren, Mich.

Corvette's drag coefficient now is .341. Corvette for '84 gets 20.0 MPG. The guzzler tax starts at 19.5 MPG this year, goes to 21.0 in 1985 and then to 22.0 MPG in 1986.

James C. Davis, a design engineer with Chevy, said if it hadn't been for the push for fuel economy, the Corvette would not have been completely redesigned for 1984 as it was.

Harlow said consumer pressure for fuel economy has not been seen in the performance-car market as it has in other car fields where he expects that pressure to return.

"We've had what we consider a very positive experience with the aluminum used in the Corvette," he said. "There's been some fall-out in areas that were unexpected. For example, the parts look good. They have long-term durability. They look good after many miles and many years.

"People keep Corvettes much longer than the average car is kept. You want the body to last, and you want the chassis to last, too," he said.

Harlow emphasized that things done in the name of fuel economy are not necessarily detrimental to a car's sporty, fast image. Their costs, however, may have a negative effect, he said.

UAW, engineering group seeking members

2 unions eye Ford salaried workers

By Marjorie Sorge
Labor Editor

DEARBORN.—Salaried workers at Ford Motor Co., angered by recent cuts in medical benefits, are turning to unionization.

Both the UAW and the Society of Engineering Office Workers (SEOW) are trying to organize those employes and, according to both, interest is high.

"Interest has improved 1,000 percent," said Paul Zatyko, president of SEOW.

"(The cuts) have made it easier," he said. "We've been getting phone calls from different areas. The salaried workers are fed up with what's happening. (Donald E.) Petersen (Ford president) and (Philip) Caldwell (Ford chairman) and the other directors and officers of the company received increases in 1981, 1982 and I'm sure they are going to receive them in 1983. Then their bonuses will be reinstated next year.

"The reason they've had profits is because the salaried workforce, along with the hourly workforce, has been cut."

From 1980 to 1982, salaried workers at Ford took cuts in vacation time while cost-of-living-adjustments (COLA), the Stock Savings Investment Program (SSIP), the Annual Improvement Factor and merit increases were altered.

As the economic picture brightened, Ford was able to restore portions of those benefits, a spokesman said. In 1981, the merit-increase concept was restored although it was based on a percentage of the COLA increases made to salaried workers not eligible for merit raises.

Beginning Jan. 1, 1984, the SSIP will be restored but at a lower rate. Ford used to contribute 60 cents for each dollar saved up to 10 percent of pay. Now it will pay 60 cents for every dollar saved up to 5 percent of base salary.

• In addition, a profit-sharing plan was instituted in 1982 and a payment is anticipated for the 1983 calendar year. Also, a tax efficient savings plan was added to the SSIP in 1982 and a salaried income security program was instituted that same year. It is similar to the Guaranteed Income Stream (GIS) negotiated for hourly workers in which long-term employes who are laid-off have a percentage of their income protected.

The annual raise and the vacation days were not restored.

According to Perspective, SEOW's newsletter, Petersen received a $3,200 monthly increase in 1981.

Ford would not confirm the increase but emphasized that merit increases were frozen in 1980 and then partially restored in 1981.

Earlier this year, the 56,000 auto-related salaried workers were notified of cuts in their medical benefits. As of Jan. 1, 1984, the Basic Supplemental and Extended Benefits Plan will be replaced by a Comprehensive Medical plan which has a $250 family deductible and a copay of 80 percent for the first $750 spent. In the past, there was no deductible and no copay.

However, under the old program there was a $100 deductible for doctor visits that has been eliminated but workers must now co-pay 80 percent with no ceiling.

Dental coverage has been changed from a 90 percent copay to a 70 percent co-pay.

"There was little interest in organizing 2½ years ago because people expected to take cuts when the company was losing money," Zatyko said. "People were surprised when they found out that our officers and directors were still receiving merit increases."

SEOW said it has already organized between 960 and 970 salaried workers at eight Ford locations: Rouge Steel, Central labs, Dearborn stamping, Dearborn glass, Dearborn engine, Romeo tractor, Utica trim, and Mt. Clemens paint. According to Zatyko, SEOW's strength is basically in the Detroit area although it is trying to expand into other states with Ford plants.

• The union recently lost an election for model designers at the design center. According to Zatyko, the election was lost because some former SEOW members bad-mouthed the union. He said those people were members in the early 1970s when the union had some internal problems and a lack of communication with its members.

But, he said, SEOW intends to try to organize the designers next year. Under National Labor Relations Board rules, a union must wait one year before attempting to organize again.

An election will also be held Dec. 15 for 30 employes in the microfilm and standards area to vote on joining SEOW.

That union has also petitioned the NLRB for an election, hoping to represent 76 salaried workers at Livonia transmission.

The UAW is also attempting to organize the salaried workers at Ford Motor Co. but a union spokesman said the UAW would not comment on its organizing drive.

"We got out in front a couple of years ago (when the UAW tried to organize salaried workers at General Motors) and got into trouble," he said. "We don't want that to happen again."

The UAW lost elections for salaried workers at GM in Flint, Pontiac, Ohio and other locations in 1982.

The UAW spokesman said he sees no jurisdictional problems with the SEOW since the SEOW is not part of the AFL-CIO, which prohibits sister unions from treading on each other's organizational turf.

The UAW has a small unit of medical personnel organized at Ford, a spokesman said.

The UAW and the SEOW were on the ballot together last year when the 160 members of the Fraternity of Laboratory Workers voted on whether to remain a separate union or join the UAW or the SEOW. The SEOW won, Zatyko said.

Chrysler regains 80 cars, trucks

QUAKERTOWN, Pa.—Chrysler Corp. was given approval by Bucks County Court Judge Kenneth G. Biehn to repossess 80 cars and trucks from Quakertown Dodge.

The manufacturer charged that the dealership owed Chrysler Corp. more than $736,000 for the vehicles.

Attorneys for the auto maker charged in court documents that since at least Aug. 24, 1982, Quakertown Dodge has been selling cars bought on credit, but not repaying the loans. Chrysler also said Quakertown Dodge owes at least three months' back rent for its showrooms and $110,000 in state and federal taxes.

274,570 new cars shipped by Japan during month

TOKYO. — Japan exported 274,570 new cars in August, according to figures compiled by the Japan Automobile Manufacturers Assn.

The U. S. was by far the leading destination, with 125,066.

Following were West Germany, 16,564; UK, 13,397; Canada, 13,090; Australia, 12,366; Malaysia, 9,014; Saudi Arabia, 6,633; the Netherlands, 6,514, and Austria, 5,307.

Next came New Zealand, 4,653; France, 4,500; Belgium, 4,497; Finland, 4,253; Switzerland, 3,891; Puerto Rico, 3,263; Denmark, 3,214; Sweden, 2,695, and Singapore, 2,602.

Record crowd at South Florida show

The 13th South Florida Auto Show attracted a record number of visitors. Gerald Ray, show chairman, said that 407,214 people attended the 9-day auto exhibition in the Miami Beach Convention Center. He said that the show featured $88 million worth of autos and accessories.

Ford hikes incentives; Nissan pushes trucks

By Joseph Bohn
Marketing Editor

Nissan Motor is continuing to hammer away at the truck market with new incentives, while Ford Division has upped the ante on Thunderbird, Escort, Tempo and trucks.

The first of four Ford programs, "Holiday Happiness," runs from Nov. 11 to Dec. 31. It offers incentives to sales managers on Thunderbirds.

Ford is putting $25 per new '83/'84 Thunderbird sold into a pot. Managers compete head to head for the cash. Half of all the sales managers in each district — those with the highest sales in relation to objective — get the money.

Thus, if one district has 40 sales managers, the 20 highest would divide the money generated by their total district's sales.

Ford's other three programs also run from Nov. 11 to Dec. 31.

A salesperson incentive on '83/'84 Escorts and '84 Tempos provides a so-called "Holiday Rub-off" ticket for each vehicle sold during the period.

Salespeople win one of six levels of cash. Depending on what their ticket shows, they can win $25, $50, $100, $200, $500 or $750.

• Additionally, they receive an extra ticket for each sale of a manual transmission Tempo.

Under this program, they can also elect merchandise in lieu of cash.

A third program, "Ranger Revelry," provides a $75 bank draft to salespeople for the sale of each new and unused '83/'84 Ranger pickup.

Finally, Ford extended and enhanced a Super Bowl contest. It covers all light and medium-duty trucks through the 800 series, excluding Econoline vans and B-series trucks.

The program, originally slated to end Oct. 31, was first extended to Nov. 10 and is now further extended to Dec. 31.

It has been modified so that dealers who don't win Super Bowl trips, but hit 135 percent of their objectives by Dec. 31, earn $500 cash, if they are a smaller dealer and $1,000 cash, if they are a big dealer.

Only those who don't win trips are eligible for the cash.

Nissan's two programs are both geared to truck sales.

The first is called "Aim for Spain." It runs from Nov. 15 to March 2. Sales managers can win a seven-day, six-night trip for two to Madrid. Objectives are based on sales of all new and unused Nissan trucks.

Managers of large dealerships compete against a set truck objective for their trips, while managers of small dealerships compete in grouped competition. The highest-over-objective in each group gets the trip.

There's also a wild-card drawing. Managers in grouped competition — one in each region — who lost out originally get a second chance to win the trip if they hit 100 percent of objective.

Nissan also has an "Aim for Cash" salespersons' incentive that runs from Nov. 15 to Jan. 4. It covers all Nissan trucks.

Salespeople earn $50 for every new '83/'84 truck they sell, with no qualifiers. In a second phase of this program, following a one-unit qualifier, they can earn a mystery bonus award of either $25, $100, $500 or $1,000 for every unit they sell.

The dollar amounts are based on a randomly selected computer drawing.

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59th year — No. 4996

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Hard times mean less money for charitable organizations

How Big Three goes about giving away millions

By Kathleen Hamilton
Financial Editor

The pain caused by the prolonged auto slump has been photographed in the food-stamp lines of the Midwest, reported in layoff statistics issued weekly by the makers and seen in the faces of pensioners who came to the companies' annual meetings to ask when dividend checks would be resumed.

The impact was felt in a more subtle, less-publicized way, as well: Reductions totaling millions of dollars in corporate gifts to charitable organizations, many of which help the same people displaced by the auto industry.

The length of the most recent downturn, in fact, severely drained the coffers of two of the Big Three charitable funds.

The upturn at Chrysler Corp. has come too late to avoid a difficult decision: Will it make a contribution to its non-profit Chrysler Corp. Fund within the next 18 months despite the unlikelihood of gaining a tax credit for the good deed?

Chrysler won't be paying taxes, after all, for about that time period because of all its tax credits from previous losses.

The Chrysler Fund had only $2.04 million at midyear, after giving away $1.8 million in 1982. Planned donations for 1983 are at about the same level as in 1982, said Michael M. Glusac, Chrysler director of government affairs who doubles as head of the Chrysler Corp. Fund.

At one point in the mid-1970s, the Chrysler Fund had accumulated about $9 million, Glusac said.

But then, the whole idea of corporate funds is to stash away

Continued on Page 26, Col. 3

But he says it should have a different name

Iacocca backs plan on industrial policy

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — Chrysler Chairman Lee Iacocca gave implicit approval to a Senate Democratic strategy on industrial policy last week, but he said the term should be avoided in favor of a label that does not conjure up a "Russian five-year plan."

Senate task-force head Sen. Edward Kennedy, Massachusetts Democrat, agreed, saying, "We are opposed to a Central Planning Organization or a Central Planning Agency."

The 30-page report, Jobs for the Future; A Democratic Agenda, was released last week. It has been adopted by the Senate Democratic Caucus and, like a similar House proposal, has been referred to as campaign material for the 1984 election.

The principal feature of the Senate plan is the creation of a "Council on Economic Competitiveness and Cooperation."

The 20-member body would be a permanent, independent agency attached to the executive branch. Membership would be drawn from government, business, labor and the public. The council would have advisory powers only, backed by sub-group findings on specific industrial sectors.

The Senate Democrats failed to include the creation of an industrial competitiveness bank, as called for in a similar House proposal. But the Senators asked for a study of such a bank. Task force members said they felt the bank proposal might have torpedoed the entire program had it been included.

• The report also calls for the clarification of antitrust laws to encourage joint research and development, a permanent research and development tax credit and federal support for state development finance agencies.

It advocates tying import relief to a privately-developed adjustment plan, speeding up findings on injury from unfair trade practices and broadening the framework for international negotiations on trade.

Iacocca was present at last week's press conference introducing the plan. He later said America is in need of a coalition of business, government, and labor and "this is a good primer on how to do it."

Iacocca also repeated warnings that his company will close its Belvidere (Ill.) assembly plant if the FTC allows the General Motors-Toyota joint venture. He said he might "buy a bank" instead. Iacocca has often complained that more money can be made in the "paper-economy" than by actually producing hard goods.

Iacocca said he would consider "recasting the company and becoming a merger guy" if better protection against foreign-car imports was not forthcoming from the Federal Government.

Clenet equipment to be auctioned

GOLETA, Calif. — The in-process inventory and machinery of bankrupt neoclassic-car maker Clenet Coachworks will be auctioned Thursday, Dec. 1, at the former plant here.

An estimated $300,000 to $400,000 worth of Clenet body panels, partially completed cars, Ford drivetrain components, Volkswagen body parts, a paint booth, woodworking equipment and other equipment and parts will be auctioned, said Steve Quale, vice president of Tauber-Arons Auctioneers, Los Angeles.

The plant is available for sale or lease. Plant and equipment are owned by S. Prestley Blake, who was partner to Alain Clenet in the low-volume neoclassic luxury-car venture.

New face, gearing for Peugeot 505 STI

The STI model, like all 1984 Peugeot 505s, features new front-end styling with inset quad headlamps. Manual transmission gasoline engine models have a 4.11 differential for improved performance. Peugeot's turbocharged diesel engine is a new STI option. It has a fuel-filter heater, as well as other cold-start improvements. All '84 Peugeot 505s have new electrically controlled and heated outside mirrors and new driver-controlled rear-window lockouts.

News roundup

Toyota production sets record

TOKYO.—Toyota Motor Corp. produced 286,495 units in September, up 3.9 percent from the year-ago month, and the all-time high for September, the company said. Passenger-car production was 212,972, up 6 percent, and truck and bus output was 73,523, down 1.7 percent. Toyota exported 134,006 units in September, up 3.9 percent, and the first time in seven months that exports exceeded the year-ago month. Exports of passenger cars were 95,337 units, up 14.2 percent.

Auto plants running nearer capacity

WASHINGTON.—Auto makers operated their plants at a seasonally adjusted 80.5 percent of capacity in September, the Federal Reserve System reported. That was the highest rate for the year and up substantially from the 55.9-percent rate of September, 1982.

Auto credit growth slows; interest rates rise

WASHINGTON.—Auto credit in September expanded at an annual rate of less than 3 percent after two months of annualized growth of more than 20 percent, according to Federal Reserve Board statistics. The average new-car loan at auto makers' captive finance companies was 13.62 percent for 46.2 months on $8,792, compared with August's 12.77 percent for 45.9 months on $8,724. Used-car rates declined from 18.25 percent to 18.21 percent on the average 38-month loan.

Domestics up 23 pct.; imports climb 4 pct.

Month's registrations top '82 total

By Jenny L. King
Staff Writer

New-car registrations in the U. S. in September were down from the preceding month by some 38,000 units, or 4.94 percent, but the most recent total surpassed its 1982 counterpart by 17.69 percent as the numbers of domestics and imports climbed.

Figures compiled by R. L. Polk & Co. reveal September new-car registrations of 735,167 this year compared with 624,640 in 1982. This year's August registrations numbered 773,362.

Of the total, 528,420 were domestics this September, up slightly from 527,282 in the preceding month and up 23.71 percent from 427,132 a year ago.

Import registrations were up in number, down in market penetration. The September import sum of 206,747 was 4.68 percent above 197,508 last year and represented 28.12 percent of the total market for the month, compared with 31.62 percent in 1982.

The imports' market-share loss was rather evenly distributed among the major U. S. makers in September. General Motors picked up 0.63 percentage points, Ford Motor Co. was up 1.58 percentage points, Chrysler Corp. was up 0.71 percentage points and American Motors increased its holding by 0.60 percentage points. Miscellaneous domestics shriveled to 0.01 percent from 0.03 percent.

• Of the domestics alone, AMC earned 3.42 percent of the market, Chrysler cornered 11.80 percent, Ford had 24.30 percent, GM captured 60.47 percent and miscellaneous makes accounted for 0.01 percent.

Compared with the August ranking of domestic makes, AMC enjoyed a boost from 12th to 10th place, Chrysler went to

Table on Page 36.

ninth from 10th, Plymouth dropped from ninth into 11th and Lincoln replaced AMC in 12th. AMC registrations include Renault products built in the U. S.

The year-ago domestic breakout included AMC with 2.71 percent of the total, Chrysler with 11.38 percent, Ford with 23.24 percent, GM with 62.63 percent and miscellaneous domestics with 0.04 percent.

In market class, imports continued to account for the largest segment, 28.12 percent, followed closely by U. S. intermediates at 27.88 percent, then compacts at 15.59 percent, standards at 11.99 percent, subcompacts at 10.36 percent and luxury models at 6.06 percent.

Excluding imports, intermediates had 38.78 percent of the market, compacts had 21.69 percent, standards had 16.69 percent, subcompacts had 14.41 percent and luxury cars had 8.43 percent.

The September, 1982, market class breakdown was as follows: Imports at 31.62 percent, intermedites at 19.96 percent, compacts at 16.37 percent, standards at 10.62 percent, subcompacts at 16.42 percent and luxury models at 5.01 percent.

• New-car registrations for the first nine months of 1983 were up 15.91 percent from 1982 and were off from the 1981 level by a scant 0.12 percent. Total for the period was 6,556,402 in 1983; 5,656,444 in 1982, and 6,564,329 in 1981.

Domestic registrations for nine months were up 18.72 percent, to 4,703,192 from 3,961,614. Compared with 1981, they were up 0.74 percent, from 4,668,568 two years ago. Imports were up

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breaking news

Continued from Page 1

Ford forecasts 1983 foreign sales of 17 million

DETROIT.—Ford Motor Co. expects to sell 17 million cars outside the U. S. and Canada this year and to take a lead of 20,000 over General Motors in the Australian car market, said Robert A. Lutz, executive vice president-Ford International Automotive Operations. There are no plans to bring the Toyo-Kogyo-based Mexican Telstar into the U. S., he said.

Piech joins Art Center board

PASADENA, Calif.—Dr. Ferdinand Piech, vice chairman of Audi, has joined the executive board of the Art Center College of Design. Piech has an open-ended term on the board, which is nongoverning. Members serve as advocates for the college.

NEW-CAR MARKET SHARES IN U. S.

	SEPTEMBER					NINE MONTHS				
	Regis., Sept., 1983	Percent Share of Market	Regis., Sept., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 9 mos., 1983	Percent Share of Market	Regis., 9 mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	102,021	13.88	95,433	15.28	− 1.40	959,224	14.63	897,348	15.87	− 1.24
Ford	81,010	11.02	67,403	10.79	+ 0.23	741,976	11.32	659,392	11.66	− 0.44
Oldsmobile	80,892	11.00	59,968	9.60	+ 1.40	705,135	10.76	553,363	9.78	+ 0.98
Buick	69,335	9.43	58,316	9.34	+ 0.09	600,077	9.15	508,264	8.99	+ 0.16
Pontiac	44,083	6.00	35,723	5.72	+ 0.28	375,128	5.72	336,713	5.95	− 0.23
Mercury	35,448	4.82	25,106	4.02	+ 0.80	287,708	4.38	233,590	4.13	+ 0.25
Dodge	23,678	3.22	17,160	2.74	+ 0.48	228,991	3.49	178,707	3.16	+ 0.33
Cadillac	23,190	3.15	18,073	2.89	+ 0.26	207,927	3.17	164,775	2.91	+ 0.26
Chrysler	21,757	2.96	14,916	2.39	+ 0.57	186,392	2.84	120,743	2.14	+ 0.70
AMC	18,067	2.46	11,594	1.86	+ 0.60	140,248	2.14	67,812	1.20	+ 0.94
Plymouth	16,927	2.30	16,507	2.64	− 0.34	197,905	3.02	181,242	3.20	− 0.18
Lincoln	11,972	1.63	6,747	1.08	+ 0.55	71,960	1.10	57,654	1.02	+ 0.08
GENERAL MOTORS	319,521	43.46	267,513	42.83	+ 0.63	2,847,491	43.43	2,460,463	43.50	− 0.07
FORD MOTOR CO.	128,430	17.47	99,256	15.89	+ 1.58	1,101,644	16.80	950,636	16.81	− 0.01
CHRYSLER CORP.	62,382	8.48	48,583	7.77	+ 0.71	613,288	9.35	480,692	8.50	+ 0.85
AMC	18,067	2.46	11,594	1.86	+ 0.60	140,248	2.14	67,812	1.20	+ 0.94
IMPORTS	206,747	28.12	197,508	31.62	− 3.50	1,853,210	28.27	1,694,830	29.96	− 1.69
MISCELLANEOUS	40	0.01	186	0.03	− 0.02	521	0.01	2,011	0.03	− 0.02
TOTAL	735,167		624,640			6,556,402		6,564,329		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

But Justice official asks changes to protect trademark challenges

Anti-counterfeiting bill endorsed

WASHINGTON. — Courts could combat product counterfeiting much more effectively with the aid of a new bill, Timothy J. Finn, of the Justice Department, told the House Subcommittee on Crime.

Yet changes must be made in the bill if manufacturers who make legitimate challenges to others' trademarks are not to be threatened with severe criminal and civil penalties, said Finn, associate deputy attorney general.

H.R. 2447 — which is supported by a coalition of companies and trade groups, including the Motor & Equipment Manufacturers Assn. — would greatly extend both the civil and the criminal penalties provided under current federal anticounterfeiting law, Finn said.

"We are persuaded by the apparent proliferation of counterfeit merchandise, and the present remedies . . . are not sufficient to deal with the problem," he added.

The mandatory treble damages under H.R. 2447 "are appropriate for the intentional, criminal counterfeiting which this bill intends to address," Finn said. Furthermore, the bill would extend the courts' powers to dispose of counterfeit goods and prevent trading in them.

Nevertheless, the Justice Department is concerned that these penalties could boomerang against innocent persons or corporations who make "good faith challenges" to registered trademarks.

Under federal law, using another's trademark is not necessarily illegal.

"For example, when a trademarked name becomes so identified with a particular kind of product . . . so that consumers cease to think of that trademark name as anything but the product name regardless of who makes it, the trademarked name may have become generic" and open to legitimate challenge in the courts, Finn said.

• If the penalties under H.R. 2447 were to prevent such challenges, it might have adverse effects on antitrust efforts, the Justice Department fears.

To solve this problem, Finn recommended that the word "willfully," meaning in legal terms "to act with evil motives," should be used in the bill to describe the criminal intent element of counterfeiting.

In addition, the bill should exempt from prosecution all those who give trademark owners adequate advance notice, giving the owners a chance to seek civil restraints, and who label their goods to distinguish them from the goods of the owners.

In the case of an ex parte seizure of goods, the bill should allow the government to be notified and give its own opinion of the action, to ensure that such seizures do not interfere with criminal investigations, Finn said.

Subcommittee Chairman William J. Hughes, New Jersey Democrat, while sympathetic to the bill's goals, was dubious that the Justice Department would have either sufficient interest or sufficient resources to enforce the law efficiently.

"How realistic is it to think that government attorneys would be interested in prosecuting product counterfeiters when there are so many drug dealers and gangsters?" Hughes asked Finn.

"Even a few prosecutions in a white-collar area like this would be an effective deterrent," Finn answered.

Nashville auction prospers under British ownership

NASHVILLE. — During its first year as an Anglo American outlet, Nashville Auto Auction's sales increased 20 percent — from $83 million to $100 million. According to Anglo American, this is close to its projection when it purchased NAA for $4 million a year and a half ago.

Anglo American Auto Auctions, Inc., the U.S. holding company for the British Car Auction Group, now has six North American locations. Nashville was its first U.S. acquisition.

The others are Metro Auto Auction of Kansas City; Minneapolis Northstar Auto Auction; Omaha Auto Auction; Aptco Auto Auction, Taylor, Mich., and Dallas Auto Auction.

Together, the six auctions are expected to gross $650 million this year and perhaps as much as $1 billion in 1984, said David A. Wickins, BCA chairman based in Farnham, England.

Michael Richardson, BCA deputy director, directs Anglo American's operations on this side of the Atlantic from offices in Nashville. The Nashville outlet brings nearly 1,000 cars to the block at its regular Wednesday auction at the 33-acre complex.

Among its services, NAA provides a courtesy shuttle from the Nashville airport to the auction and breakfast also is available on auction day.

NAA recently sponsored the Tennessee Automobile Dealers Assn. convention and invited the group to meet at the auction site.

Auctions in England differ from those in the U.S. mostly in terms of their sources for cars.

Richardson said that in England about 78 percent of all new cars are sold to companies. These cars later are disposed of by auctions which BCA runs for most of the companies, the government and the manufacturers. Sales are made both to dealers and to the public in England.

Raleigh dealers concerned about sign ordinance

RALEIGH, N. C.—Automobile dealers here are concerned that the City Council will require that on-premises signs larger than 150 square feet be taken down after a 5½-year amortization period without compensation to the owners.

The dealers are worried that the City Council will take this action as an amendment to an ordinance prohibiting issuing permits for the erection of such signs.

The ordinance was not directed specifically at auto dealership signs. It is part of a similar rule which rejects permits for erecting the same size off-premises signs.

Val Eff, sales manager of North State Ford Truck Sales, said that replacing a large nonconforming sign in front of his business woud cost about $60,000. He said the sign itself is worth $43,923 and that replacing it with a new and smaller sign would cost another $15,867.

C. E. (Buddy) Moore, controller for Leith, Inc., which has both Lincoln-Mercury and American Motors franchises, said the provision of the new ordinance limiting businesses to one free-standing on-premises sign could hurt dealerships.

AC-Delco honors Allied

Ted Aprill, right, president of Allied, Inc., a parts distributor in Ann Arbor, Mich., received a plaque commemorating his firm's long-standing business association with AC-Delco, which dates back to 1918. The plaque was presented by AC-Delco Detroit officials Tom Lang, left, sales manager, East, and Gene Jambor, zone sales manager, second from right. Also present for the occasion was Bill Glesnor, Allied warehouse manager.

IMPORT SALES BY NAMEPLATE

AUGUST, 1983 VS. AUGUST, 1982

	August, 1983	August, 1982	8 Months, 1983	8 Months, 1982
Alfa Romeo	237	204	2,244	1,343
Audi	4,405	4,078	31,379	30,218
4000	1,176	1,332	8,056	8,862
4000d	44	220	877	1,996
5000/S	2,335	1,490	13,125	10,973
5000D/TD	351	383	5,094	1,219
5000 Turbo gas	172	282	1,681	2,877
Coupe	320	343	2,313	2,573
Quattro	3	28	229	131
Tourist	4	.....	4	.....
BMW	5,951	4,258	37,733	33,426
318/320	3,561	3,169	21,552	23,095
528/533	1,644	764	10,794	6,921
633	245	71	1,718	1,033
733	501	245	3,669	2,377
Chrysler/Mitsubishi	9,906	.....	.....	.....
Colt	7,595	11,114	47,833	53,150
Sapporo	1,093	1,417	9,267	8,396
Challenger	1,217	1,473	11,446	10,383
Vista	3	.....	3	.....
DeLorean	.....	272	355	2,218
Fiat	.....	822	4,489	11,917
Strada	.....	149	.....	4,000
Brava	.....	97	.....	2,251
X-1/9	.....	120	.....	2,015
Spider	.....	456	.....	3,651
Honda	25,786	30,315	238,275	250,406
Civic	10,892	11,679	95,308	89,992
Accord	9,990	15,501	120,399	133,743
Prelude	4,904	3,135	22,568	26,671
Isuzu	1,826	1,394	13,705	9,175
I Mark	643	1,394	9,356	9,175
Impulse	1,183	.....	4,349	.....
Jaguar	1,176	852	9,966	6,083
Lancia	.....	120	513	660
Mazda	15,071	15,718	118,525	107,736
GLC	4,620	5,149	36,338	35,772
626	5,737	6,044	45,734	38,112
RX-7	4,714	4,525	36,453	33,852
Mercedes-Benz	6,289	4,943	48,129	42,302
240D	997	920	9,036	9,747
300D	1,676	1,418	12,593	9,742
300CD	202	122	1,321	1,168
300TD	231	194	1,832	1,981
300SD	1,815	1,259	12,483	10,720
280E	.....	.....	.....	25
280CE	.....	.....	.....	1
380SEL	455	271	3,423	2,298
380SL	752	625	6,209	5,396
380SEC	161	134	1,230	1,203
Miscellaneous	.....	.....	2	.....
Mitsubishi	3,271	.....	20,305	.....
Starion	590	.....	4,053	.....
Cordia	1,274	.....	7,824	.....
Tredia	1,407	.....	8,428	.....
Nissan	47,451	39,283	371,261	314,261
Sentra/210	19,356	15,923	149,818	128,866
310	.....	4,453	1,916	34,027
Pulsar	5,540	.....	42,766	.....
Stanza	6,837	5,254	46,818	38,657
Maxima	5,597	4,787	49,023	33,413
200SX	2,741	3,970	25,410	35,159
280ZX	6,989	4,584	51,909	40,440
Hawaii	391	312	3,591	3,303
Peugeot	1,144	1,452	9,897	9,740
Porsche	1,883	1,075	15,239	8,955
924	.....	24	.....	1,650
924 Turbo	.....	15	.....	613
944	1,327	492	9,394	2,169
911SC/Cabriolet	394	402	4,016	3,074
928	162	142	1,829	1,449
Renault	3,452	2,366	23,603	26,307
Le Car	699	1,330	10,548	12,648
18i	1,364	144	3,949	6,863
Fuego	1,389	892	9,106	6,796
Saab	2,106	1,779	18,200	12,334
99	.....	1	.....	1
900	558	421	4,940	3,027
900S	554	456	4,717	2,781
Turbo	994	876	8,311	6,328
Tourist	.....	25	252	197
Subaru	14,747	12,984	107,523	98,066
Toyota	50,321	50,607	382,629	363,057
Starlet	396	1,812	5,585	13,137
Corolla	11,735	16,877	98,059	122,240
Tercel	13,416	13,124	107,936	89,808
Celica	13,141	10,989	86,077	82,694
Supra	1,452	3,204	18,756	22,470
Camry	5,514	.....	31,968	.....
Corona	.....	15	12	3,076
Cressida	3,767	4,085	27,290	24,344
Land Cruiser	406	187	3,250	2,003
Hawaii	492	314	3,696	3,284
Other	.....	.....	.....	1
Volkswagen	6,864	6,397	51,169	44,299
Rabbit Convertible	909	838	7,115	6,085
Jetta	1,529	1,969	13,393	13,639
Vanagon	1,182	1,232	9,904	8,812
Quantum	1,885	1,265	11,550	7,816
Dasher	.....	.....	.....	.....
Scirocco	1,359	1,093	9,207	8,147
Volvo	7,225	6,382	63,786	55,922
DL	3,597	3,438	31,930	31,423
GL	1,118	1,157	11,215	8,488
GLT/Turbo	1,304	845	9,478	7,662
GLE	5	304	209	1,963
DL Diesel	.....	48	.....	458
GL Diesel	309	578	3,521	5,193
Coupe	.....	3	12	74
760 (gas)	692	.....	4,941	.....
760 TurboDiesel	191	.....	1,515	.....
Tourist	9	9	965	661
TOTAL	209,113	199,305	1,668,236	1,499,866

Rate of increase double that of overall market

Japanese to top million in Europe

By Richard Feast
European Editor

LONDON. — The level of Japanese new-car registrations in Europe has never been higher.

Their rate of increase is double that for the overall market, and a year-end total well in excess of one million units looks certain.

Unofficial industry statistics indicate that during the first three-quarters of this year the number of Japanese registrations increased by 11.4 percent to almost 830,000, a market share of 10.2 percent. The total market was 8,136,500.

Last year, Japan had 9.5 percent of the European market, compared with 9.6 the previous year and 9.8 in 1980. In the peak sales year (1979) the figure was less than 7.5 percent.

This year's market is expected to reach or beat 1979's record 10.33 million.

With a handful of exceptions, Japan's share of the available business in the various national markets improved, whether the buying trend was up or down.

In unit terms the additional success by the combined Japanese makers amounted to approximately 84,900.

The key gains were in West Germany, Austria, Holland, UK and Denmark.

Such changes have an immediate effect on the European producers, most notably Germany's. In addition to its important domestic market, its role has traditionally been that of prime exporter to Northern European markets.

French and Italian manufacturers, protected at home by trade barriers, were less affected by these recent changes.

But over the medium and longer term, if the Japanese hang on to their increased business, it is bound to cause substantial European reactions.

Already the low-cost competitiveness of the Japanese has caused restrictions of various types to be established in most major national markets. The prime examples are France's 3 percent and Italy's 2,200 units per year.

To compete with Japan's cost advantages, Ford is to sell Brazilian-built Escorts in Scandinavian markets. This follows Fiat Auto's decision to source 127 models — and later Unos — from Brazil for sale in Europe.

Now Volkswagen do Brasil has revealed that from 1985 it is likely to dispatch in volume an unspecified new model for sale across the whole of Europe. A firm decision on the $800-million project is expected by the end of this year.

A further reaction which Japanese competition has caused in Europe is the number of production or financial links between makers: Austin Rover with Honda, Nissan with Alfa Romeo, Motor Iberica and VW, and Nuova Innocenti of Italy with Daihatsu in the supply of power trains.

• Japanese unit increases in the nine months to the end of September were led by West Germany. The market was well up (more than 13 percent) but Japanese registrations increased by nearly 21 percent to 196,700 — an additional 33,600.

In Austria, Japan kept ahead of the 24 percent overall market increase. It sold an additional 17,700 units (43 percent) for a total of 59,100.

Holland, Japan's third most important market on the continent, bought an additional 17,200 units compared with the similar period last year. That was a 25-percent improvement against a market swing overall of 15 percent. Total Japanese registrations for the nine months: 87,800.

In the UK, where the Japanese number gain was 13,200, the picture was different. The Japanese lost market share — thanks to an incredibly competitive market place which saw Ford, BL, Vauxhall and importers slugging it out with a major discount war.

Thus, Japan's UK increase was only 9.6 percent (to 151,800) compared with an overall 17.7-percent swing. The UK market is set fair to beat the record total of 1979, when 1.72 million cars were registered.

The most dramatic gain by the Japanese was in the small, Danish market. Overall car business rose by 27 percent, but Japan's registrations leapt by 66 percent to 28,900 — 11,500 units more than in the year-earlier period.

JAPAN'S EUROPEAN ADVANCE

Based on January-September registrations

	Number	Market Share	Japanese Change	Overall Change
Austria	59,100	29.6	+ 42.7	+ 24.0
Belgium/Lux	66,100	22.8	+ 5.5	− 4.1
Denmark	28,800	32.2	+ 66.4	+ 27.1
France	40,400	2.8	− 11.8	− 0.3
Finland	39,400	42.6	+ 18.1	− 1.6
Greece	17,700	39.4	− 29.9	− 19.7
Holland	87,800	24.5	+ 24.3	+ 15.4
Ireland	16,000	30.5	− 8.8	− 16.4
Italy	1,900	0.2	− 3.1	− 0.7
Norway	30,700	36.4	− 5.0	− 5.1
Portugal	4,600	7.9	− 6.7	+ 6.7
Spain	4,500	1.1	− 6.6	+ 5.3
Sweden	23,600	15.7	+ 4.5	− 0.9
Switzerland	60,700	27.5	− 3.1	− 6.4
UK	151,800	10.4	+ 9.6	+ 17.7
West Germany	196,700	10.3	+ 20.6	+ 13.2
Overall	829,800	10.2	+ 11.4	+ 5.4

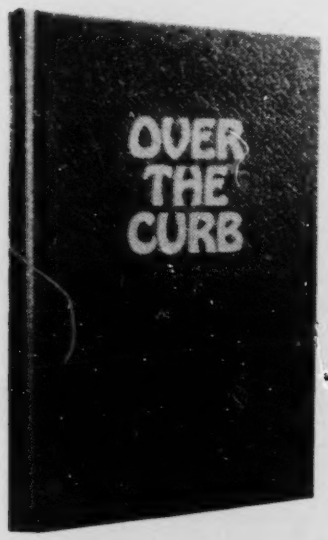
Hoffman building in Hartford suburb

WEST SIMSBURY, Conn. — Hoffman Enterprises is building an Auto Park in this fast-growing Hartford suburb.

It will include showroom and service facilities for Honda, Lincoln - Mercury, Oldsmobile, BMW, Rolls Royce, Maserati and Alfa Romeo.

Trauax appointed

HILLSBORO, Ore. — Edward E. Truax has been named field sales manager for Porsche Audi Northwest, distributor for Oregon, Washington, Idaho, Montana and Alaska.



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May lower local content in new models

Peru seeks to bolster auto industry

By Caitlin Randall
Special Correspondent

LIMA, Peru. — In an effort to bolster its sagging automobile assembly industry, the Peruvian Government has proposed a new law to spark interest at Ford Motor Co. and General Motors, whose Lima plants have gone unused for nearly 13 years.

The law, now in debate in Peru's two-house Congress, would require that local assemblers use a minimum of 31 percent local content until the end of next year. This would increase to 34 percent on Jan. 1, 1985.

However, companies which start assembly on a model not already manufactured in Peru would be allowed to begin assembly with only 25 percent locally made parts.

Under the present law, assemblers must use 30 percent local content for cars and 35 percent for pickup trucks. Both were to have increased by five points in 1984, and companies were to have reached 50 percent local content over the next two years.

"Lower local input is better for assemblers," said one industry source. "It's cheaper for us to import parts than to buy them locally.

"It's not good for auto makers, but the (Congressional) committee seems to have convinced them it will attract new assembly plants and more customers."

Representatives of AIPA, the automobile assemblers association, said the government is anxious to encourage new assembly plants, particularly Ford and GM.

• Some industrialists, however, say the government proposal favors GM and Ford at the expense of other auto companies.

Others, like Rafael Zegarra of Volvo, say it is unlikely that auto manufacturers would invest in local assembly at this stage, regardless of government efforts.

"The economy is the major deterrent," Zegarra said. "With inflation running at over 100 percent and every auto plant in Lima cutting production, I can't imagine who would invest in this market."

Indeed, auto assemblers predict production for 1983 will fall below 10,000 units, down 54.50 percent from 21,977 in 1982. Imports as well are expected to drop 45.71 percent from 27,629 in 1982 and 15,000 units this year.

But, as industry sources point out, imports continue to outsell local models, further straining the assembly industry.

"There is a lot of competition from imported vehicles because of high stock worldwide," explained one dealer. "There are 10 auto companies in Japan, for example, which all export to Peru."

While duties are high — as much as 127 percent of the base value of an automobile and 70 percent of the value of a truck — assemblers say taxes on locally manufactured vehicles are prohibitive as well.

According to dealers, there is only a 10 percent difference in price between a *locally built* light truck and an imported truck because of high local taxes.

• "It's not that duties are low," said one dealer, "but that taxes on local vehicles are simply too high."

Feeling the pinch, Volvo has stopped production at its Lima plant.

Last year, Volvo assembled 430 heavy trucks and buses compared with 1,270 units in 1981. So far this year, the company has assembled 13 units.

Company sources said, however, that Volvo hopes to start assembling 300 buses for Lima transport within the next three months.

Other companies, including Toyota and Motor Peru, which assembles Volkswagen cars and pickups here. are also reducing production while Nissan Motor halted production altogether last March.

Meanwhile, the government has hiked the cost of imported CKD kits through a series of new tariff regulations.

The new rules increase the surcharge on imports from 15 percent of the customs tariff importers must pay to an across-the-board 10 percent of the CIF (cost insurance freight) value of the goods.

Assemblers said this means that surcharges on items paying low duties, mainly inputs for industry, will jump in cost far more sharply than those on manufactured goods which pay higher duties.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
SEPTEMBER, 1983 VS. SEPTEMBER, 1982

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Alliance	13,079	98,442	2,710	2,710
Encore	1987	1,987		
Spirit	193	4,627	1,105	14,059
Concord	146	8,923	4,394	16,613
Concord SW	122	4,053	778	6,555
Eagle 4WD	310	2,714	455	4,478
Eagle 4WD SW	1,830	14,587	1,426	13,073
Eagle SX4 4WD	400	4,915	726	8,324
TOTAL AMC	18,067	140,248	11,594	67,812
Chrysler Laser FWD	526	526		
LeBaron FWD	4,832	51,274	6,273	58,882
LeBaron SW FWD	1,137	8,403	910	5,712
E-Class/NY FWD	9,598	56,381	438	438
Cordoba	496	9,797	1,452	11,183
NY Fifth Ave.	5,128	58,804	5,712	42,530
Imperial	40	1,207	131	1,998
Total	21,757	186,392	14,916	120,743
Plymouth Horizon FWD	4,560	39,709	4,985	56,686
Turismo FWD	2,817	26,287	607	4,398
Reliant FWD	6,425	86,440	7,475	76,836
Reliant SW FWD	2,754	34,286	2,435	30,282
Gran Fury	371	11,183	1,005	13,040
Total	16,927	197,905	16,507	181,242
Dodge Omni FWD	4,044	35,546	4,540	48,434
Charger FWD	4,005	33,129	900	8,265
Daytona	440	440		
Aries FWD	5,731	63,093	4,853	54,275
Aries SW FWD	2,185	27,251	2,126	24,582
600 '84/400 '83	1,907	23,944	2,462	19,314
Diplomat	1,327	18,784	1,621	18,334
Diplomat SW			2	69
Mirada	280	3,896	531	5,309
Dodge 600 FWD	3,759	22,908	125	125
Total	23,678	228,991	17,160	179,707
TOTAL CHRYSLER CORP.	62,362	613,288	48,583	480,692
Ford Escort FWD	14,787	183,623	18,705	190,036
Escort SW FWD	4,476	62,303	5,649	59,643
EXP FWD	1,297	17,917	2,251	29,236
Fairmont	980	45,550	11,622	92,730
Fairmont SW			12	2,009
Tempo FWD	18,977	58,325	1	1
Granada			3,709	52,159
Granada SW			2,551	29,353
LTD	8,861	84,066	11	11
LTD SW	3,513	33,957	5	5
LTD '82			4,542	39,509
LTD Crn. Victoria	6,966	73,735	3,857	32,469
LTD Crn. Victoria SW	1,193	15,474	1,472	15,359
Mustang	7,006	84,666	8,160	83,590
Thunderbird	12,954	82,366	4,856	33,232
Total	81,010	741,976	67,403	659,392
Lincoln Town Car	9,376	40,826	3,454	24,953
Mark VI	1,848	20,608	2,028	17,753
Continental	748	10,526	1,265	14,948
Total	11,972	71,960	6,747	57,654
Mercury Lynx FWD	4,792	47,933	6,528	57,066
Lynx SW FWD	1,197	13,354	1,910	15,338
LN7 FWD	186	4,561	637	10,023
Capri	1,605	16,984	2,176	21,116
Zephyr	199	13,090	3,794	29,455
Zephyr SW			12	797
Topaz FWD	5,806	18,099		
Marquis '82			1,948	24,407
Cougar '82			807	11,761
Cougar '82 SW	3,639	35,559	4	4
Marquis '83 SW	1,400	12,061		
Marquis '83			610	6,470
Marquis Brougham '82			1,307	13,113
Grand Marquis	5,648	62,921	2,808	24,813
Marquis '82 SW/G Marquis SW	706	9,351	595	7,002
XR7	10,270	53,795	1,910	12,225
Total	35,448	287,708	25,106	233,590
Lincoln Mercury Div. Total	47,420	359,668	31,853	291,244
TOTAL FORD MOTOR CO.	128,430	1,101,644	99,256	950,636

	1983 Month	1983 Year	1982 Month	1982 Year
Buick Skylark FWD	5,628	76,558	10,363	108,703
Skyhawk FWD	4,158	46,905	5,504	29,107
Skyhawk SW FWD	739	8,082	7	7
Century FWD	14,545	100,361	9,118	62,822
Century SW	3	3		
Regal	20,303	159,751	16,199	151,445
Regal SW	799	11,039	953	10,718
LeSabre	10,739	93,751	7,677	65,399
LeSabre Limited	6,387	55,277	4,771	39,693
Electra	110	110		
Buick SW	1,202	13,931	979	10,680
Riviera FWD	4,722	34,309	2,745	29,690
Total	69,335	600,077	58,316	508,264
Cadillac deVille	9,510	93,216	8,531	75,764
deVille FWD	96	96		
Cimarron FWD	1,251	14,447	991	9,064
Fleetwood & Chas.	3,074	30,022	2,754	26,261
Fleetwood FWD	32	32		
Eldorado FWD	6,363	48,335	3,964	38,538
Seville FWD	2,864	21,779	1,833	15,148
Total	23,190	207,927	18,073	164,775
Chevrolet Chevette	13,599	132,000	22,339	173,764
Camaro	12,928	128,316	13,190	129,060
Cavalier FWD	13,747	126,194	8,288	64,862
Cavalier SW FWD	5,986	49,373	2,283	18,726
Citation FWD	5,696	74,005	12,443	139,973
Malibu	3,761	39,738	3,789	50,679
Malibu SW	2,796	38,886	2,679	30,058
Celebrity FWD	15,874	114,399	8,783	60,760
Monte Carlo	8,122	70,028	5,949	70,618
Impala	2,826	34,874	3,150	39,395
Caprice	10,295	90,549	7,859	71,092
Chevrolet SW	4,071	42,060	3,222	32,071
Corvette	2,320	18,802	1,459	16,290
Total	102,021	959,224	95,433	897,348
Oldsmobile Omega FWD	2,709	39,704	5,671	54,251
Firenza FWD	2,288	23,750	3,242	17,462
Firenza SW FWD	868	9,536	10	10
Cutlass Ciera FWD	18,304	126,267	10,109	71,014
Cutlass Ciera SW FWD	3	3		
Cutlass Sup/Calais	24,664	215,474	17,350	188,005
Cutlass SW	1,195	16,348	1,060	14,980
Delta 88	14,627	146,594	12,103	112,817
98	10,731	81,519	6,926	57,954
98 FWD	23	23		
Oldsmobile SW	1,927	18,962	1,344	14,251
Toronado FWD	3,553	26,955	2,153	22,619
Total	80,892	705,135	59,968	553,363
Pontiac 1000	3,005	26,054	4,364	37,135
Firebird	6,543	66,178	7,012	70,968
2000 FWD	4,562	53,942	5,088	34,379
2000 SW FWD	990	9,310	952	5,869
Phoenix FWD	1,587	20,117	3,109	36,436
Bonneville	6,338	48,396	4,052	43,515
Bonneville SW	1,094	11,378	1,032	10,755
6000 FWD	8,310	61,464	5,046	32,279
Grand Prix	7,823	64,972	5,004	61,386
Catalina			8	441
Bonneville '81/Parisienne	1,053	3,179	30	1,661
Bonneville Bgm. '81/Paris Bgm.	1,511	6,727	21	1,433
Pontiac SW	521	2,665	5	456
Fiero	748	748		
Total	44,083	375,128	35,723	336,713
TOTAL GM CORP.	319,521	2,847,491	267,513	2,460,463
(Checker)	2	244	151	1,762
Miscellaneous Domestic	40	521	186	2,011
Domestic Station Wagon Total	42,707	466,656	35,216	370,121
Domestic Grand Total	528,420	4,703,192	427,132	3,961,614
Import Total	206,747	1,853,210	197,508	1,694,830
Grand Total All Registrations	735,167	6,556,402	624,640	5,656,444

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Dealer coaches football team to championship

SHOW LOW, Ariz. — Always a doormat for other football teams, Show Low High School got a shot in the arm this year when Gene Hall, a local auto dealer helped coach the team to a 7-2 season and a Class A East championship.

The school had never produced a winning team in its 11-year history and the Cougars had won just one game a year ago and only four in the past three years.

Hall was a volunteer part-time football coach, along with George Kunz, a volunteer and a former NFL All-Pro lineman.

On deal with Toyota

GM seeks FTC OK by year-end

Continued from Page 1

Chairman James C. Miller III to excuse himself from voting on staff recommendations on the GM-Toyota proposal since Miller (as a private consultant before coming to the FTC) received fees from GM for advice on a compliance matter in workplace safety.

FTC general counsel has written to Joseph A. Califano, former Cabinet officer in the Carter Administration and currently a lobbyist for Chrysler in the GM-Toyota affair, saying there is no legal basis for Miller to excuse himself.

But it turns out that GM had used Miller on six separate occasions in matters pending before the Occupational Safety and Health Administration and the total payments were $75,107.67. Miller developed alternate means of compliance and their cost/benefit ratios.

An early story in AUTOMOTIVE NEWS had used $5,000 (based on a paper obtained under a Freedom of Information request); later, the figure of $50,000 was used; but FTC left unconnected both figures. Now, John B. Carley, FTC general counsel, says, "The facts are not in dispute and, as stated, have been a matter of public record for more than two years."

When asked about the $50,000 payments from GM on an earlier occasion, a GM spokesman pooh-poohed the amount (but did not correct it, by saying that at $1,500 a day, the consultancy was not much).

The letter responding to Chrysler's lobbyist notes that Miller was a fulltime employe of the American Enterprise Institute while running a Subchapter S corporation as a consultant and the fees from GM did not constitute a majority of its two-year income because there were "numerous clients" besides GM. Besides, it adds, Miller worked exclusively with accountants, engineers and economists for GM and on no occasion with company officials.

Carley's letter also stressed that Miller has no financial interest in GM and he is clear of even the appearance of conflict. As a compelling point, Carley notes that despite a history of stormy disagreement with Chairman Miller, former FTC Chairman Michael Perschuk (now commissioner) has no doubt about Miller's "impartiality and independence" in the GM-Toyota joint venture decision.

• The status of GM-Toyota now is that FTC attorneys and economists are analyzing the proposed joint venture to see if it violates the antitrust laws. When they finish, they will forward their recommendations to the commissioners.

They may accept or reject staff views or may modify the proposal. Theoretically, FTC could suggest changes to GM and Toyota to bring the proposal into compliance. If GM and Toyota went ahead without FTC approval, the FTC could go to court.

If FTC allows the proposal to proceed, then Ford and/or Chrysler could file a private antitrust suit challenging the joint venture.

A Whisper from Denmark

The Hope Whisper is made by Hope Automobil Industri, Hadund, Denmark. The new electric car runs up to 62.5 miles per charge, according to the company. The aerodynamic fiberglass body features built-in headlights, three doors and room for two adults and two children. The Danish vehicle is now going into mass production.

Inventory of import cars shrinks to 29-day supply

Continued from Page 1

28-day stock at September's lower sales pace.

Japanese makes and their Nov. 1 days-supply figures were: Toyota, 12; Honda, 22; Nissan, 23; Mazda, 24; Subaru, 34; Mitsubishi, 55, and Isuzu, 70. In addition, Chrysler Corp. had a 67-day supply of Mitsubishi-built cars, including Plymouth Colt, 67; Dodge Colt, 68; Plymouth Conquest, 68; Dodge Conquest, 78; Plymouth Vista, 55, and Dodge Vista, 61.

West German-made cars in stock Nov. 1 totaled 41,063 units, a 52-day supply, up from 29,340 Oct. 1, a 37-day stock.

German nameplates and their Nov. 1 days-supply figures were: Mercedes-Benz, 26; Porsche, 31; Audi, 37; BMW, 58, and Volkswagen, 87. VWoA also had a 68-day supply of U. S.-built Rabbits.

Days-supply of other European lines Nov. 1 were: Jaguar, 15; Saab, 31; Volvo, 46; Peugeot, 53; Alfa Romeo, 114, and Renault, 119.

Days-supply figures for imported pickup trucks Nov. 1 were: Mazda, 26; Toyota, 52; Nissan, 67½; Chrysler Corp./Mitsubishi, 68; Mitsubishi, 75, and Isuzu, 89.

factories list auction dates

American Motors

Nov. 22—D-A Auto Auction, New Stanton, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Nov. 23—Metro Milwaukee Auto Auction, Caledonia, Wis.; Central States Auto Auction, Mason City, Ia.; Kansas City Auto Auction, Kansas City, Mo.; Columbus Fair Auto Auction, O., and Evansville Auto Auction, Evansville, Ind.

Nov. 29—High Point Auto Auction, High Point, N. C., and Aptco Auto Auction, Taylor, Mich.

Nov. 30—Central States Auto Auction, Mason City, Ia.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Columbus, O.

Ford Motor Co.

Nov. 22—Aptco Auto Auction, Taylor, Mich.

Nov. 30—Concord Auto Auction, Acton, Mass.

Used Car Sales
Auction Averages

November to date	$5,110
Month ago	$5,287
Year ago	$4,580

Model breakdown
Auction Averages

	NOVEMBER TO DATE	OCTOBER	SEPTEMBER
1983	$ 9,236	$10,112	$ 9,960
1982	7,112	7,653	7,629
1981	5,757	6,114	6,179
1980	4,978	5,185	5,193
1979	4,123	4,386	4,613
1978	3,120	3,316	3,405
1977	2,463	2,365	2,523
1976	1,792	1,868	1,811
Overall Average	$ 5,110	$ 5,241	$ 5,190

Big Three October, year-to-date sales

	October 1983	October 1982	Year to date 1983	Year to date 1982
Ford				
Vans	14,387	8,255	139,596	105,467
Club Wagon	2,463	2,278	24,329	27,077
Ranger	16,336	7,701	156,498	84,385
Courier	.....	3,710	5,657	27,793
Bronco	3,386	2,814	33,543	33,480
Bronco II	7,213	.....	46,993	.....
Pickups	44,021	21,144	368,505	341,616
Mediums & Heavies	2,864	2,277	32,693	38,606
Chevrolet				
Vans	11,672	7,442	117,476	84,051
Sportvan	1,386	1,213	15,102	12,843
S-10	13,227	11,615	168,635	149,026
S-10 Blazer	10,099	1,272	82,019	1,357
LUV	.....	1,080	.....	19,852
El Camino	2,544	1,893	19,912	18,816
Blazer	2,227	1,175	24,327	20,507
Suburban	3,177	1,278	29,889	22,473
Pickups	36,742	28,793	335,101	329,631
Mediums	1,052	790	13,439	13,134
Chrysler				
Vans	6,104	5,307	61,343	51,798
Voyager	229	767	6,912	9,468
Ram Wagon	3,208	2,451	30,809	24,751
Ram 50	3,780	2,653	27,547	29,219
Ramcharger	1,741	924	17,002	8,684
Rampage	881	1,143	9,056	14,442
Pickups	7,587	4,733	70,165	70,204
GMC				
Vans	3,256	1,947	39,422	22,636
S-15	3,281	2,716	34,180	31,629
S-15 Jimmy	2,349	109	16,173	109
Jimmy	512	361	5,780	5,589
Caballero	238	186	1,755	2,150
Suburban	868	464	9,003	7,623
Pickups	10,193	8,147	86,660	90,456
P Models	362	274	3,443	3,247
Mediums	1,163	820	15,815	18,353
Heavies	412	248	6,191	7,528

October retail truck sales move sharply ahead of '82

Continued from Page 14

Nissan shortages, sales of the non-captive Japanese-built pickups dropped 8.2 percent in October to 28,006 units, compared with 30,501 a year ago. However, the 10-month total was up 36.7 percent, from 251,485 units in 1982 to 343,714.

In October, 54,373 domestic compact trucks were retailed, accounting for 63.1 percent of the month's total. A year ago, the imported vehicles took 59.3 percent of the count with 38,170 units.

For the 10-month span, sales of the domestic compacts totaled 524,602 units and accounted for 57.2 percent of the market. A year ago, the domestics had 47.3 percent with 298,590 units.

Although the imports' share of the market through October dropped to 42.8 percent, the unit total was higher than a year ago. Sales this year hit 392,326 units, up 17.8 percent over the year-earlier 333,238. In 1982, the imports had 52.7 percent of the market.

On Nov. 1, according to the Motor Vehicle Manufacturers Assn., there were 571,404 unsold new trucks in dealers' hands, 7 percent lower than the 613,912 units in inventory a year ago.

Stocks were lower this year in all three market segments, with big trucks showing the biggest percentage declines.

• There were 536,433 light trucks on hand at the end of the month, down 6.1 percent from last year's 571,378. Mediums were down 15.7 percent, from 9,685 units a year ago to 8,164. Heavies totaled 26,807 units, off 18.4 percent from the year-earlier 32,849.

Big Three truck dealers retailed 218,960 units in October, a gain of 58.9 percent from last year's 137,980. Through October, the count was 2,055,172, up 18.9 percent from the year-ago 1,728,198.

Ford regained the calendar-year lead from Chevrolet in October as its dealers sold 90,670 trucks, 88.2 percent higher than last year's 48,179. Through October, the Ford total was 808,016, up 22.7 percent from the year-earlier 658,424.

No. 2 Chevrolet said its dealers retailed 82,126 vehicles during the month, a gain of 45.2 percent over the year-ago 56,551 units. The 10-month total was 19.9 percent higher, from 671,890 units in 1982 to 805,900.

Dodge and Chrysler-Plymouth dealers sold 23,530 new trucks during the month, an increase of 30.9 percent from last year's 17,978. Through October, the count was up 6.8 percent to 222,834 units, compared with 208,566 in 1982.

• GMC reported that its dealers retailed 22,634 vehicles during the month, up 48.2 percent from last year's 15,272. The 10-month total was 15.4 percent higher than a year ago, 218,422 units versus 189,318.

Sales of four-wheel-drive Jeep vehicles in October totaled 8,066 units, an increase of 40.8 percent over last year's 5,727. Through October, the count was 61,173, up 15.7 percent over the year-earlier 52,857 units.

Volkswagen dealers retailed 271 compact front-wheel-drive pickups during the month, down 73.6 percent from last year's 1,025 units. The 10-month total was 4,581, off 58.6 percent from the 11,076 units sold in the like period in 1982.

During the month, Toyota said, its dealers sold only 9,215 compact pickups, a decline of 31.1 percent from the year-ago 13,376. Through October, however, the count was up 17.2 percent to 140,722 units, compared with 120,087 in 1982.

Nissan dealers retailed 7,950 vehicles in October, down 34.1 percent from last year's 12,066. The 10-month count was 38.8 percent higher than a year ago, 115,891 versus 83,478.

Mazda reported a record 7,204 sales during the month, an increase of 126.7 percent over the year-earlier 3,178. Through October, the total was up 80.5 percent to 59,428 units, compared with 32,928 a year ago.

During the month, Isuzu dealers retailed 2,699 compact pickups, a gain of 55.7 percent over the year-earlier 1,629. In the January-October period, the total was up 39.6 percent, from 14,740 units in 1982 to 20,572.

Mitsubishi, starting the second model year with its small pickups, reported 938 sales in October, a gain of 272.2 percent over the year-earlier 252. Ten-month sales climbed to 7,101 units.

Experience unnecessary; in fact, it's unwanted

Ford extends sales-recruit drive

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Using a recruiting technique developed by Lincoln-Mercury earlier this year, Ford Division last week sponsored a drive here to hire 50 new salespersons from 260 applicants for 19 area dealerships.

The program, designed to bring new blood into the auto industry, has been used by Ford Division in 18 markets and Lincoln-Mercury in 5.

According to Larry Rochon, curriculum development manager for Ford Marketing Institute (which trains the successful candidates), Ford has hired more than 500 people out of 5,500 applicants.

Each new hire is given a two-week sales training program at FMI and then is put on salary at the dealership for three months.

After the 90 day period, the person converts to the dealership's commission-based pay scale.

The idea behind the drive is to bring new people into the business, Rochon said, adding that previous sales experience is not required and that the screening process is designed to weed out those who have worked for dealerships before.

In reviewing the number of applicants, Rochon said "these programs have brought an awful lot of people in." He reported that the retention factor (those who stay on at the dealership after 90 days) is in excess of 60 percent nationally.

"The retention of salespeople is beyond dealer expectations," he said. "They (dealers) like the program very much."

• More than 200 Ford dealers have participated in the recruiting drive and Rochon expects that its success will foster a return of the program to some markets.

Last week's drive in Los Angeles was conducted at three locations and more than 260 applicants were interviewed. After applications are filled out, candidates identify their dealership preferences and have interviews with either the sales manager or principal of the selected dealership.

Spouses of salespersons being hired were also interviewed at the assigned dealership so that all parties understood both the requirements and opportunities of the job, according to Rochon.

About half the people recruited by Lincoln-Mercury in Los Angeles over six months ago are still on the job, Rochon said. A couple of them are doing very well at their dealerships. Sylvia Marshall, who works at Hollywood Lincoln-Mercury, is typical.

Car production
U. S. car production highest in 2½ years. Story on Page One.

"I hadn't ever thought about car sales," Marshall said. She had been doing public relations work for a number of years, but was out of work and trying to get into sales when the opportunity came along.

A neighbor saw a news report on the recruiting drive, convinced Marshall she should go and even lent her car to Marshall so she could be interviewed.

"They (Lincoln - Mercury) kind of sold me," Marshall said. "They were hiring people with no car experience. It was very good for me."

• She feels the program is part of an overall plan by the company to change the image and techniques of car sales personnel.

"The only other times I was in a dealership, I was terrified (of the salesmen)," Marshall admitted. She said buyers today are turned off by high-pressure situations and that a more low-key approach fits in with her selling style.

She said the dealership's general manager, Mike Sullivan, has been supportive. "They had confidence in me. The more I tried, the more backing they gave me," she said.

Rochon said that's typical for those involved in the program. "The dealer who sees a good candidate is willing to work with him or her more," he said, rather than just turning the person loose on the floor.

Marshall said the first weekend she worked, which was in the middle of the two-week FMI training session, she sold her first car. She went off the guaranteed salary (which, according to Rochon, is generally $1,000 a month) to the dealership's regular commission scale.

"If I hadn't had the guarantee, I don't think that I could have done it," Marshall said. "When you've been on salary your whole life, going to commission is awesome. But once you get used to it, it means more money."

Marshall said the new job has turned her life around. "I have more self confidence," she said. "I like the immediate reward and the responsibility. It's a career for me."

Overtime pushes truck output over 58,000 for week

Domestic truck production last week was targeted at 58,214, the highest since 58,483 units were built in the week ended July 14, 1979. Nine assembly plants worked extra hours last week.

The week's total exceeded the prior week's 57,914 and was 76.22 percent more than the 33,035 built in the year-ago period.

Year-to-date, there have been 2,133,000 trucks assembled, up 24.06 percent from last year's 1,719,384.

General Motors had its Detroit plant working one shift last Saturday (Nov. 19) and its Lordstown (O.) point working two shifts.

All six Ford facilities were on overtime schedules last week, with Lorain (O.) operating on Saturday and the other plants working extra daily hours. This week, all six Ford factories will put in daily overtime.

Chrysler Corp. had its Warren (Mich.) plant working two daily 8-hour shifts.

All truck facilities will be idle Thursday and Friday this week in observance of the Thanksgiving holiday.

Car output falls in Canada as GM scraps overtime

Last week's Canadian car production was targeted at 20,930, down 8.96 percent from 22,989 units assembled the week before, and 65.34 percent over the 12,659 built in the year-ago period.

General Motors plants worked several hours of overtime the week before last and did not put in extra hours last week. That accounted for the decline in production.

So far this year, the manufacturers have completed 854,421 cars, leading the year-ago output of 755,394 by 13.11 percent.

Truck production last week was estimated at 14,438, topping the prior week's output of 11,307 by 27.70 percent. It was nearly double the year-ago week's total of 7,402.

Year-to-date, there have been 479,186 trucks completed, up 9.12 percent from 439,155 finished at this time last year.

So far, there have been 5,725 T-115 minivans built at Chrysler Corp.'s Windsor facility.

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 19, 1983	Week Ended Nov. 20, 1982	Week Ended Nov. 12, 1983	Nov. to date	Jan. 1 to Nov. 20, 1982	Jan. 1 to Nov. 19, 1983
CHEVROLET	19,117	9,422	18,261	52,842	592,970	741,836
DODGE	4,000	2,136	3,840	11,044	113,647	128,866
FORD	22,118	14,665	22,182	60,994	625,318	827,913
GMC	6,108	2,625	6,341	17,596	206,283	234,732
INTERNATIONAL	1,221	1,030*	1,228	3,417	41,934	45,752
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	3,300	2,107	3,636	9,770	78,949	92,440
NISSAN	1,300	.....	1,376	3,807	.....	12,552
AM GENERAL	50*	50*	50*	140*	2,180*	2,230*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,800*	50,000*	44,600*
Total Trucks, U. S.	58,214	33,035	57,914	162,410	1,719,384	2,133,000

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 19, 1983	Week Ended Nov. 20, 1982	Week Ended Nov. 12, 1983	Nov. to date	Jan. 1 to Nov. 20, 1982	Jan. 1 to Nov. 19, 1983
CHRYSLER CORP.	4,655	.....	1,527	7,621	92,404	115,201
FORD MOTOR	3,400	3,111	3,401	10,134	121,415	126,025
GENERAL MOTORS	6,248	4,028	6,245	17,439	215,345	232,921
INTERNATIONAL	135	263	134	375	9,991	5,039
Total Trucks, Canada	14,438	7,402	11,307	35,569	439,155	479,186
N. American Trucks	72,652	40,437	69,221	197,979	2,158,539	2,612,186

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Nov. 19, 1983	Week Ended Nov. 20, 1982	Week Ended Nov. 12, 1983	Nov. to date	Jan. 1 to Nov. 20, 1982	Jan. 1 to Nov. 19, 1983
AMERICAN MOTORS	5,750	3,708	5,570	15,695	90,308	174,827
AMC Total	.....	808	.....	.....	47,754	4,071
Concord	.....	.....	.....	.....	.....	4,068
Eagle	.....	.....	.....	.....	.....	3
Renault Total	5,750	2,900	5,570	15,695	42,554	170,756
Alliance	2,875	2,900	3,230	8,780	42,554	141,149
Encore	2,875	.....	2,340	6,915	.....	29,607
CHRYSLER CORP.	24,800	10,724	12,042	43,858	534,993	783,306
Plymouth Total	7,550	3,842	2,883	12,273	214,588	272,516
Horizon	2,700	.....	.....	3,300	68,006	101,994
Reliant	4,700	3,772	2,743	8,634	145,359	165,414
Caravelle	100	70	91	220	1,223	4,709
Gran Fury	50	.....	49	119	.....	399
Chrysler Total	8,400	2,358	5,192	15,761	103,571	199,269
LeBaron	1,800	1,313	1,010	3,340	89,216	75,687
Laser	2,600	.....	1,257	4,322	.....	16,726
Chrysler	1,800	1,045	1,269	3,641	14,355	96,014
Fifth Avenue	2,200	.....	1,656	4,458	.....	10,842
Dodge Total	6,850	4,524	3,967	15,824	216,834	311,521
Omni	3,100	.....	.....	3,795	63,641	111,685
Aries	3,700	3,330	2,215	7,140	115,611	125,373
Daytona	900	.....	892	2,487	.....	11,912
Dodge 400	.....	533	.....	.....	28,226	18,478
Dodge 600	1,100	661	805	2,279	9,356	43,386
Diplomat	50	.....	55	123	.....	687
FORD MOTOR	35,487	28,715	37,301	105,405	990,294	1,378,077
Ford Division	22,833	17,714	25,130	69,341	619,196	894,271
Escort	7,254	7,000	8,688	23,043	243,055	253,241
Fairmont	.....	3,718	.....	.....	114,426	23,728
Mustang	3,421	1,853	3,388	9,483	112,422	107,377
LTD/Granada	3,944	4,957	4,647	12,545	113,799	158,969
Thunderbird	3,554	.....	3,473	9,894	29,326	170,361
Crown Victoria/Ford	1,433	.....	1,429	4,251	.....	83,770
EXP	366	186	17	.....	6,168	1,407
Tempo	2,861	.....	3,488	9,742	.....	95,035
L-M Division	12,654	11,001	12,171	36,064	371,098	483,806
Mercury Total	10,234	8,580	10,135	29,847	283,612	391,479
Lynx	1,497	2,169	1,484	4,464	75,245	67,049
Capri	587	424	667	1,795	30,474	22,578
Zephyr	.....	1,122	.....	.....	36,402	8,601
Marquis/Cougar	1,830	1,866	1,981	5,260	51,759	67,426
Cougar/XR7	2,861	.....	3,067	9,171	10,580	114,379
Gr. Marquis/Marquis	2,153	2,953	2,134	6,275	77,439	84,323
LN7	.....	46	.....	.....	1,713	290
Topaz	1,306	.....	802	2,882	.....	26,833
Lincoln Total	2,420	2,421	2,036	6,217	87,486	92,327
Continental	467	485	368	1,157	18,025	10,811
Lincoln	599	1,450	511	1,568	42,393	55,313
Mark VI/VII	1,354	486	1,157	26,203	27,068	26,203
GENERAL MOTORS	97,558	49,155	98,623	274,596	2,926,283	3,546,701
Buick Division	19,903	11,825	21,208	58,705	680,854	799,193
Skylark	3,420	321	3,127	9,473	125,494	98,528
Skyhawk J	2,510	.....	2,453	6,976	59,752	67,119
Century	3,907	2,628	3,609	10,275	102,598	150,918
Regal	3,600	3,993	4,853	12,284	188,279	215,145
Buick	4,885	3,889	5,881	15,786	165,872	220,520
Riviera	1,581	994	1,285	3,911	38,859	46,963
Cadillac Division	7,114	5,907	7,386	19,848	218,588	276,105
Cimarron	501	476	514	1,478	8,109	18,374
Seville	765	588	729	2,099	20,335	31,272
Eldorado	1,472	1,263	1,399	4,028	51,250	65,884
Cadillac	4,376	3,580	4,744	12,243	138,894	160,575
Chevrolet Division	33,224	12,207	32,364	93,381	933,565	1,177,423
Chevette	4,356	.....	4,101	12,235	189,987	184,637
Cavalier	7,728	2,622	7,377	21,941	84,755	272,902
Celebrity	6,300	878	5,992	16,684	60,873	152,302
Camaro	5,459	2,011	4,851	14,337	198,562	175,441
Citation	1,935	1,972	1,972	5,403	147,594	78,445
Malibu/El Camino	498	2,470	618	1,448	115,538	98,853
Monte Carlo	4,493	1,847	3,950	12,306	75,416	107,959
Chevrolet	1,680	407	2,785	6,983	38,326	82,322
Corvette	775	.....	718	2,044	22,514	24,562
Oldsmobile Division	25,884	14,346	25,791	70,078	700,655	914,023
Omega	1,640	.....	2,014	4,851	68,793	50,634
Firenza	1,830	.....	1,891	5,200	40,767	43,461
Cutlass	7,763	4,832	8,066	20,865	191,927	272,413
Cutlass/Ciera	5,633	2,775	4,806	15,009	112,756	191,759
Oldsmobile	8,016	5,851	8,957	21,414	255,336	318,048
Toronado	1,002	888	957	2,739	31,076	37,708
Pontiac Division	11,433	4,870	11,874	32,584	392,621	379,957
Acadian†	.....	.....	339	445	9,489	13,367
2000	3,727	1,216	3,114	9,027	35,981	100,218
1000	1,019	.....	952	2,497	32,760	38,036
Firebird	3,122	775	2,992	8,287	117,831	90,546
Phoenix	505	781	502	1,389	43,142	22,776
G. Prix/Bonneville	1,575	2,098	1,938	5,053	123,076	85,563
Parisienne	360	.....	719	1,747	.....	10,654
Fiero	1,125	.....	1,318	4,139	.....	18,797
6000	.....	.....	.....	.....	30,342	.....
HONDA	1,750	100*	1,676	4,771	200*	45,308
VOLKSWAGEN	2,580	3,297	3,021	7,530	72,862	86,723
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	167,925	95,699	158,233	451,855	4,617,103	6,014,942

CANADIAN CAR PRODUCTION

	Week Ended Nov. 19, 1983	Week Ended Nov. 20, 1982	Week Ended Nov. 12, 1983	Nov. to date	Jan. 1 to Nov. 20, 1982	Jan. 1 to Nov. 19, 1983
AMERICAN MOTORS	730	.....	727	2,007	28,252	25,915
CHRYSLER CORP.	.....	.....	.....	.....	144,488	104,365
FORD MOTOR	7,135	3,905	7,052	20,978	254,052	239,604
GENERAL MOTORS	12,840	8,529	15,030	36,721	319,370	475,180
VOLVO	225	225	180	585	9,232	9,357
Total Cars, Canada	20,930	12,659	22,989	60,291	755,394	854,421
N. American Cars	188,855	108,358	181,222	512,146	5,372,497	6,869,363
N. American Trucks	72,652	40,437	69,221	197,979	2,158,539	2,612,186
North American Cars and Trucks	261,507	148,795	250,443	710,125	7,531,036	9,481,549

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Auto makers facing loss of imported parts saving

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — The cost of imported parts to domestic car makers could be affected by possible changes in the U. S. Foreign Trade Zone program.

Partly because the program has experienced tremendous growth in the past three years, two government agencies are reviewing Foreign Trade Zone rules which may be subject to legislative action some time next year.

A Commerce Department rulemaking is also expected in February that may be affected by the two investigations.

A 1980 amendment to the U. S. Foreign Trade Zone law allowed manufacturers to beat high tariffs on some imported parts. Since that time, each of the Big Three — as well as American Motors, Volkswagen, Toyota, Honda and Nissan — have all applied for or been awarded Foreign Trade Subzone status for certain plants.

The program allows parts to be imported for assembly without incurring immediate tariff costs. Tariffs are paid only when products leave the zone.

This is an advantage to auto makers because the tariffs on finished cars are generally less than those imposed on component parts, according to John DaPonte, head of the Foreign Trade Zone office at the Commerce Department.

This cost savings has been estimated at $20 per car by the MVMA. "This is a major per-vehicle savings which would be difficult to duplicate by any other single action available to a manufacturer," MVMA has said.

• But this important "per-vehicle savings" is currently under scrutiny by the U. S. International Trade Commission and the General Accounting Office. The agencies are conducting concurrent investigations into Foreign Trade Zone usage at the request of Rep. Dan Rostenkowski, Illinois Democrat and Chairman of the House Ways and Means Committee.

Some U. S. part manufacturers, both in and out of the auto industry, as well as organized labor, have called for an investigation into the program because they feel it has turned into a "subsidy" for imports.

This "subsidy" is promoting unfair competition with wholly U. S.-sourced products and is causing net job loss, opponents claim.

According to DaPonte, the legislation was originally written to promote U. S. assembly of foreign-made products. Other nations use mechanisms similar to foreign trade zones. And in a more favorable free-trade environment, these "free trade zones" are intended to facilitate give and take in international commerce.

However, as U. S. manufacturers — such as the auto companies — have applied for and received government permission to operate in trade zones, questions have arisen as to their cumulative effect on the U. S. industrial economy.

Since 1980, according to MVMA, six automobile manufacturing subzones have been activated by member companies. They are AMC's Kenosha (Wis.) plant; Chrysler's Jefferson assembly plant in Detroit and its St. Louis assembly plant in Fenton, Mo., and Ford's Wayne (Mich.) assembly plant, its electronic plant and its Kansas City assembly plant.

Volkswagen's Westmoreland plant in New Stanton, Pa., also operates under a foreign trade subzone.

Plants approved but not activated include Ford's Wixom (Mich.) and Dearborn assembly plants, GM's Lakewood assembly plant near Atlanta and GM's Doraville (Ga.) assembly plant.

Applications pending for for-

Continued on Page 53, Col. 1

Remembrance

A Lyon is in the street

Russ Lyon, president of Lyon Motor Works, Inc., Ramona, Calif., built this prototype 1930s-style roadster in 3½ years. The 2,445-pound car has been tested at under 5 seconds going from 0 to 60 MPH, Lyon said. Story on Page 53.

Europe's push for emission controls a step toward internationalization

Ford sees a new spur to world car

By Kathleen Hamilton
Financial Editor

Ford Motor Co., the auto maker that popularized the term "world car" when it introduced its Escort four year ago, sees the possibility of another giant leap in internationalization of its product in Europe's drive for emissions controls.

The convergence of world auto markets has occurred rapidly and is changing Ford's products and operations, Robert A. Lutz, executive vice president—Ford International Automotive Operations, told a meeting of the Detroit Auto Writers Group.

"Five years ago, I never would have believed it," Lutz said. "Now I see a convergence. I see a convergence in emissions controls . . . in the similarity of driving modes" and in pricing structures between the U. S. and Europe.

"It would be unintelligent not to think of common tooling," he said.

If Germany leads the other European markets into emissions regulations that are the same as U. S. 49-state rules, "At least we would have the world's two largest markets—each at 10 million units—together. That clearly would open up opportunities in investment and stamping without tremendous re-engineering costs," he said.

• It also could pave the way for U.S.-designed-and-built Ford cars to compete in Europe, Lutz said.

When asked if Europe is ahead of the U. S. in engineering, Lutz said, "Five years ago I would have said 'yes.' But I don't believe that anymore. The total commitment of the industry in the U. S., in which engineers can express their creativity, makes it hard to argue now that the Sierra is better than the Tempo/Topaz."

Design intent and market segment differ, but both are equally well designed and built, Lutz said.

The performance version of the Sierra, to be named the Merkur XR4 in the U. S., will be constrained by production capacity for at least several years, Lutz said.

A four-cylinder turbocharged engine will be adopted for the U. S. chiefly because the European V-6 lost performance and driveability when adapted to U. S. emissions standards, Lutz said.

Prototypes of the turbo four have matched the noise, vibration and harshness level of the V-6, Lutz said. And if Ford's European engineers can improve the emissions of the V-6 for their own market, the engine could be fitted in the U. S. XR-4s, too, Lutz said.

Ford has no current plants to consolidate its three truck oper-

Continued on Page 54, Col. 4

State proposes changes in advertising regulations

Bait-and-switch complaints stir N.J.

By John A. Russell
New York Staff Writer

NEWARK, N. J. — An extraordinary number of consumer complaints charging bait-and-switch tactics by auto dealers, particularly those handling Japanese makes, has prompted the Division of Consumer Affairs to propose changes in the state's advertising regulations.

Each complaint is being investigated for possible legal action against the dealers involved, according to James Barry, director of the division.

Barry told Automotive News there has been a significant increase in the complaints, which now average 100 per month. They involve varying degrees of bait-and-switch.

Two tactics figure prominently in these complaints. One involves dealers taking orders for cars built to consumer specification, taking their deposits and never filing the orders with the manufacturer, since the dealer knows full well these cars cannot be built to specification.

When a car of that model, though with more options, is received at the dealership, the dealer calls the consumer and tells him this is what is available and he can have it at the higher price.

• The second tactic involves dealers advertising stripped models at unusually low prices and taking orders for delivery in six to eight weeks.

Barry said the dealers know they will not receive stripped versions of cars since most high-demand cars are being built loaded. When the car does arrive at the dealership the consumer is again sold on the higher priced model.

Deposits, according to Barry, range from $200 to $500 and the additional options range from $500 on up.

A number of consumers do buy the cars, he said, noting they have been placed out of the market for several months and the dealer is still holding their money.

"We see this often with dealers who handle Japanese makes," he said, but he also mentioned other dealers who have cars in demand.

The change in the advertising regulations would attempt to eliminate at least one part of this problem. The proposal will be completed in 30 days, according to Barry. The division wants to require that when dealers advertise stripped models for low prices they must have at least one of those cars on their lots available for purchase.

Under state law, the change will be published in the state register. There will be public

Continued on Page 54, Col. 5

breaking news

New 3.0-liter V-6 for Buick N-car

FLINT.—Buick's new "high-tech" 3.0-liter V-6 engine will debut in 1985 as an available powerplant in the division's new N-body Somerset Regal coupe. Despite its 90-degree configuration, the new V-6 is smaller than conventional designs and can be mounted transversely in the N-body. GM's new "N" series — coupes in '85 and sedans in '86 — is only slightly larger than the J-body.

Jury orders Ford to pay $106.9 million

CORPUS CHRISTI, Tex. — Ford Motor Co. has been found guilty of negligent design of the Mustang II by a jury here, which awarded the family of a 20-year-old woman killed in a 1978 accident damages of $106.9 million. Devery Durrill

See BREAKING NEWS, Page 6, Col. 1

NEWSPAPER

Pricing the Olds N-ca
Page 2

And company prefers it that way

GM expects to become target in '84 bargaining

By Marjorie Sorge
Labor Editor

General Motors expects to be the strike target in next year's contract negotiations with the UAW, according to Alfred S. Warren, GM industries relations vice president.

In an interview with AUTOMOTIVE NEWS, Warren said GM not only expects to be the target but prefers to be.

Many labor observers agree that because of GM's high profits—the company is expected to make $3.6 billion in 1983—the UAW will choose the nation's largest car maker as the target, leading the way to other negotiations at Ford Motor Co. Both those contracts expire Sept. 15, 1984.

In the interview Warren also said the annual improvement factor (AIF) is a dead issue which was swapped away during 1982 bargaining. GM and the UAW negotiated the annual raise in 1948, and it has continued in each contract until 1982.

Warren indicated that profit sharing is the way to go. That formula was negotiated in the 1982 contract.

"I think it lets the employe share in the good times but also lets him know that when we are in bad times, there isn't anything to share," he said.

Former UAW president Douglas A. Fraser has said he believed that in the future profit sharing could replace the AIF if the formula was improved.

GM will pay out its first profit-sharing checks for 1983. According to Warren, that could be about $600 per employe. There are 351,801 hourly employes at GM.

The 1982 settlement was an exchange on both sides, Warren said, and anything that the UAW wants back must be exchanged for something else in 1984 bargaining.

• "It is not a matter of giving back," he said. "We made a fair exchange. We both signed the agreement in '82 in good faith.

"There were things we would have liked to have had and didn't get, and I'm sure there were things they gave up and would like to have had and they didn't get. But having signed the agreement, that's history. That's where we are now. Where do we go from there?"

In 1982, the UAW and GM reached a settlement after negotiations which provided exchanges that saved GM about $2.5 billion. GM had said it needed the exchanges to remain competitive in the international marketplace.

According to Warren, the major concern in any bargaining is remaining competitive, now not just with Japan but with the other U. S. manufacturers.

"We've come out of the recession and we've come out well, I think, and everybody thinks those problems are gone," he said. "The same problems are there. We still are non-competitive despite the fact that we look profitable. In the long run, that non-competitiveness is going to get to us. It may not get to us this year or next year, but it is going to get to us.

"We're making our money now on big cars. If there is any kind of a jolt in the market in terms of roll where all of a sudden people begin to put the emphasis on small cars, we're right back where we were before.

"We've said repeatedly that we simply don't have the capability to profitably build small cars. As we go back into it (negotiations), somehow or other we've got to help our employes and the union understand that fact.

"I think the hierarchy of the union understands this, that when you're spending $9 billion here in terms of capital investment to become profitable and make $2.5 to $3 billion somewhere in there, you're not paying the debt. Our debt is going up and up and somewhere in there it has got to get you."

Sales upturns halted at 17 by mid-month drop

A mid-November domestic sales decline snapped the industry's 17-period winning streak and was a kind of payback period. A year earlier the auto makers launched low-interest-rate financing programs for customers that substantially ballooned November sales.

Total for the period was 174,861, down 17.09 percent from 210,917 in 1982. With eight selling days this year the daily rate was 21,858 compared with 23,435 for nine days in '82.

General Motors plunged 23.38 percent in mid-November, to sales of 107,614 from 140,457 last year. Ford Motor Co. missed its year-ago mark by 7.47 percent, dropping to 40,395 from 43,658. Chrysler Corp. sales of 18,138 were down 7.91 percent from 19,696.

American Motors' reported estimated sales of 5,200 were up 41 percent from the year-ago AUTOMOTIVE NEWS estimate of 5,000. Volkswagen was down 4.04 percent during the period, to 2,021 from 2,106, and Honda Accord sales totaled 1,493.

GM earned 61.54 percent of the mid-month domestic market, down from 66.59 percent. Ford had 23.10 percent, up from 20.70 percent. Chrysler climbed to 10.37 percent from 9.34 percent. AMC was up to 2.97 percent from 2.37 percent. VW slipped to 1.16 percent from 1.00 percent, and Honda picked up 0.86 percent of the current market.

Year-to-date sales totaled 6,017,203, up 16.84 percent from 5,149,824 in 1982.

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59th year — No. 4997

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Investment option linked to GM profit-sharing

DETROIT. — Salaried and hourly workers at General Motors will be able to optimize their tax benefits when they receive their 1983 profit-sharing awards early next year.

GM and the UAW have agreed to allow hourly workers to decide whether to receive their profit-sharing payout by check or put those funds in a tax-deferred investment trust.

Salaried workers can opt for payment by check or have those funds placed in their Savings With a Plus account. This permits participating employes to designate that up to 15 percent of their earnings be placed in a tax-deferred investment trust.

Happy winners

Top winners in Chevrolet's "First Annual Salesperson Walkaround Championship" smile happily at winning top awards. John C. Waller, left, of Conrad Chevrolet, Lexington, Ky., won a customized van, and Merle Miller, Les Shellabarger Chevrolet, Grand Junction, Colo., won a new Corvette. Between them is Robert E. Cook, Chevrolet general sales manager.

Product knowledge stressed in contest for salespersons

Selling for big prizes at Chevrolet

By Joseph Bohn
Marketing Editor

WARREN, Mich. — Cars and car buyers are getting more sophisticated. And salespersons have to match them, Chevrolet feels.

The division recently staged its "First Annual Sales Person Walkaround Championship" in which 27,000 salespeople competed for some very lucrative prizes, including Hawaii trips and two $25,000 vehicles.

At the finals here, six car salespeople — all regional winners — took their best shot at "selling" the strengths of a Cavalier. The winner got a new Corvette. Similarly, six truck finalists competed for a customized van.

Participants had to do a "walkaround," giving detailed product pitches for the Cavalier in front of a group of wholesale and retail judges.

This included opening doors, trunks, hoods — while giving a showroom-floor-style presentation of everything from marketing strategy (demographics, model lineup) to styling (moldings, front end, aerodynamics) to powertrain and chassis, room and comfort, standard features, options and quality.

Chevrolet developed a seven-point program for cars (with as many as 11 subheads, in some cases) and five points, with subheads, for trucks, which salespeople had to cover.

• Presenters were rated on style, appearance and continuity of presentation, as well as their product knowledge. Some pitches ran for 15 minutes. And, without knowing which car they'd have to judge, the contestants had to be prepared to talk about any of eight car lines.

There was a good deal of pressure — and drama. One presenter, for example, inadvertently referred to the limited availability of the Cavalier convertible in his pitch.

In a runoff between two top presenters, which focused on Celebrity, one salesperson slipped up on a few technical details (such as chrome bumpers, which the car doesn't have). And that made the difference.

Generally, the mix of finalists was impressive. Two were ministers. There were ethnic and female representatives in the group.

The winner of the truck award was an elated, 30-year-old newcomer to selling Chevrolets. He was John C. Waller, of Conrad Chevrolet, Lexington, Ky.

Waller's emotion was irrepressible. A more subdued Merle Miller, of Les Shellabarger Chevrolet, Grand Junction, Colo., won the Corvette in the runoff.

Generally, Matthew K. Murphy, national manager of car merchandising, and other Chevrolet officials were very pleased with the outcome. They felt it stimulated salesmen to study the product all the way up the line.

• A salesmen from the Phoenix zone reported improving his sales rate from four to 14 units monthly as a result of product knowledge he'd picked up while competing.

"We've found in the last several years especially, through all the research that's been done, that people today know the product better than they ever have in the past," Murphy said.

"They demand professional presentations, and they demand product knowledge out of salespeople," he said.

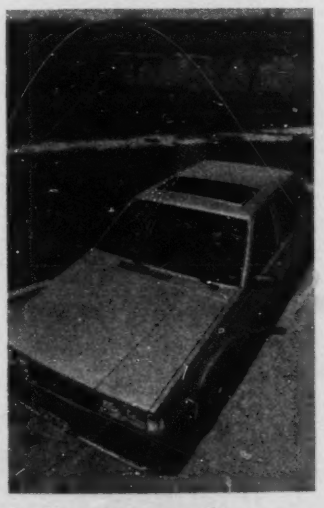
"We know cars are similar today in size, features — so to get the added plus, it really helps us for a salesperson to walk a customer around the car and be able to point out its benefits and features," Murphy added.

Robert Cook, general sales manager, noted that "our success in the future will be determined by enhancing the buying experience and enhancing the ownership experience — to make it a tad better than what's offered down the street."

Chevrolet initially had each dealer stage an in-dealership competition to pick his best-versed sales person. That phase concluded Oct. 7.

The district-level competition, with more than 8,000 competitors in 394 districts, concluded Oct. 21. Competition was narrowed down to 42 zone competitors by Nov. 4. And finally 12 regional winners — two from each region — competed in the Nov. 17 finals.

Competitors received awards, ranging from recognition certificates to wall trophies and $300 in performance points — plus the Hawaii trips for finalists and the two vehicles — right on up the line.



Volvo moonroof

Sky-Top Sunroofs, Ltd., St. Louis, is marketing this power moonroof for the '84 Volvo 760-GLE. The roof is electrically operated and its mirror-coated glass panel is offered in two colors, silver or bronze.

IH will close casting facility in Louisville

CHICAGO. — International Harvester has announced it will close its Louisville (Ky.) foundry because of overcapacity in the foundry business. The closing will result in the layoff of most of the plant's 710 workers.

The Louisville foundry makes metal castings for engine and large tractor parts. It has been operating at about 40 percent capacity.

The company said demand for the foundry's output was down because of a slump in agricultural implement sales. The plant will be closed within the next 11 months, IH said.

IH said its foundry in Indianapolis will take over some of the Louisville plant's production. The company will also use outside suppliers for some of the castings now made at Louisville.

Pittsburgh dates set

PITTSBURGH. — The Pittsburgh Auto Show will be held Feb. 8-12 at the David L. Lawrence Convention Center here.

Saab Turbo No. 100,000

The 100,000th Saab Turbo has been completed in Trollhattan, Sweden. It is shown here with the team that did the final work on the car. At far right is Per-Anders Karlsson showing the check-list for this milestone car to Mats Ransjo, production manager for the paint shop and final assembly.

Despite gain in registrations for month

Import market share is slashed

By Jenny L. King
Staff Writer

Registrations of new imported cars were up slightly in September compared with the year-ago total, but their penetration of the total U. S. market dropped more than 3 percentage points as domestic registrations rose at a much faster pace.

Import registrations for the month numbered 206,747 this year, up 4.68 percent from 197,508 in 1982, according to figures compiled by R. L. Polk & Co. Their share of the market slipped to 28.12 percent from 31.62 percent.

Nissan topped the imports in September with 44,093 new registrations, up from 40,230 a year ago and up 0.96 percentage points in share of the import market.

Toyota slipped into second place while losing 2.55 percentage points. Third-place Honda gained 2.22 percentage points as its number soared to 35,761 from 29,789. The Honda total includes U. S.-built Accords.

Mazda, Volkswagen and Subaru were down 0.25 percentage points, 0.23 percentage points and 0.57 percentage points, respectively. Volvo was up 0.10 percentage points, Mercedes was up 0.32 percentage points and BMW was up 0.27 percentage points in September. Audi claimed 10th place this year and Colt slipped from the top 10 chart.

Ten makes accounted for 88.88 percent of import registrations in September, down from 89.04 percent a year earlier.

• Year-to-date import registrations, January through September, were up 9.34 percent, to 1,853,210 from 1,694,830 in 1982. Their share of the total market waned, to 28.27 percent from 29.96 percent.

Toyota maintained its hold on first place for the nine months with 22.41 percent of the import market. Second-place Nissan had 21.49 percent, followed by Honda at 15.87 percent. Of the top three, only Nissan improved its share of the market, up 1.35 percentage points over last year.

Other makes with deeper inroads in the market were Mazda, up 0.08 percentage points; Volvo, up 0.33 percentage points; Mercedes, up 0.09 percentage points, and BMW, up 0.11 percentage points.

The top 10 imports claimed 89.07 percent of the import market for the first nine months of 1983, down from 89.99 percent the same period a year earlier.

In September, 76.58 percent of the import segment was made up of Japanese-built cars, down from 79.11 percent in 1982. German cars accounted for 10.67 percent this year, 13.93 percent a year ago; Swedish cars claimed 3.62, unchanged from 1982.

Car registration by country of origin were:

	Sept., 1983	Sept., 1982
Japan	158,323	156,256
West Germany	22,060	19,535
United States	12,732	7,976
Sweden	7,486	7,155
France	4,116	4,338
Great Britain	1,317	876
Italy	584	1,140
Ireland	129	232
TOTAL	206,747	197,508

For the nine-month period, Japanese cars claimed 77.09 percent of the import market, down from 78.18 percent in 1982. Numbers of imports from the major car-producing countries were as follows:

	9 months, 1983	9 months, 1982
Japan	1,428,727	1,324,965
West Germany	190,832	160,364
United States	88,359	72,964
Sweden	88,527	71,095
France	37,039	37,536
Great Britain	11,542	7,097
Italy	7,447	12,299
Ireland	737	2,510
TOTAL	1,853,210	1,694,830

Imported truck registrations climbed 38.17 percent this September, to 52,091 from 37,700. Totals from the major truck makers were:

	Sept., 1983	Sept., 1982
Toyota	20,465	14,870
Nissan	14,439	8,702
Mazda	6,344	3,298
Dodge Ram 50	3,811	2,750
Others	7,032	8,080
TOTAL	52,091	37,700

Registrations of imported trucks for January through September, 1983, were up 15.98 percent from the preceding year, going to 362,436 from 312,489. Totals by maker were:

	9 months, 1983	9 months, 1982
Toyota	129,502	105,981
Nissan	98,617	69,008
Mazda	49,613	27,058
Dodge Ram 50	22,608	23,237
Others	62,096	87,205
TOTAL	362,436	312,489

TOP CARS

U. S. registrations for the first nine months of 1983. Registrations not available for Oklahoma, delayed for New Mexico and Kentucky.

1983 Position		Make	1982 Position
1—	959,224	Chevrolet	897,348— 1
2—	741,976	Ford	659,392— 2
3—	705,135	Oldsmobile	553,363— 3
4—	600,077	Buick	508,264— 4
5—	415,280	Toyota	401,589— 5
6—	398,277	Nissan	341,283— 6
7—	375,128	Pontiac	336,713— 7
8—	294,116	Honda	276,569— 8
9—	287,708	Mercury	233,590— 9
10—	228,991	Dodge	178,707—11
11—	207,927	Cadillac	164,775—12
12—	197,905	Plymouth	181,242—10
13—	186,392	Chrysler	120,743—13
14—	140,248	AMC	67,812—17
15—	128,702	Mazda	116,255—14
16—	110,294	Subaru	102,703—16
17—	104,862	VW	111,551—15
18—	71,960	Lincoln	57,654—18
19—	68,949	Volvo	57,412—19
20—	53,596	Mercedes	47,432—20
21—	42,725	BMW	37,061—21
22—	33,944	Audi	33,287—22
	202,465	Other Imports	169,688
	521	Misc. Dom.	2,011
	6,556,402	TOTAL	5,656,444

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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White Motors' second plan for reorganization accepted

CLEVELAND. — White Motor Corp.'s second modified reorganization plan has been accepted by its creditors and confirmed by the U. S. Bankruptcy Court here. The firm has been under Chapter 11 protection since September, 1980.

Wallace B. Askins, White chairman, said distribution of cash and securities to creditors will begin today (Nov. 28).

Under the plan, White will change its name to Northeast Ohio Axle, Inc., and continue to manufacture truck front axles. Each outstanding share of White common stock will be converted into one-tenth of a share of common of Northeast Ohio Axle.

All other White assets will vest in the trust created under the reorganization trust agreement, which assumes substantially all White liabilities and will distribute the cash and securities.

Askins said about $137.7 million will be paid by the trustee, John T. Grigsby Jr., to holders of allowed claims.

Initial cash payment to general unsecured creditors is expected to be approximately 41 cents per $1 of allowed claim.

• These creditors also will receive approximately one share of the common stock of Northeast Ohio Axle for each $50 of allowed claim, plus approximately one share of each of the Class A, Series A; Class B, Series A, and Class C, Series A preferred stock of Northeast Ohio Axle for each $725 of their claim.

Senior unsecured creditors are expected to receive about 44.3 cents per $1 of allowed claim initially. Senior debenture creditors and subordinated debenture creditors are due to receive about 49.5 and 13.9 cents, respectively, per $1 of allowed claim.

A trust fund established to assist in providing health-care benefits for White retirees will receive about $12.9 million.

Under the stock-purchase agreement, WM Financial Corp., an affiliate of Dyson-Kissner-Moran Corp., has agreed to invest in Northeast Ohio Axle and its subsidiary, Gemini Mfg. Co.

WM Financial will own 26 percent of the common stock of Northeast Ohio Axle and 19 percent of the Gemini shares. The firm also will have an option to buy an additional 48 percent of the Gemini shares.

As a result of its reorganized capital structure and WM Financial's investment, Askins said, Northeast Ohio Axle expects to expand into related businesses.

De Peyster named manager of AN World Congress

Sandra E. De Peyster has been named manager of the Automotive News World Congress.

De Peyster, who has been with Crain Communications, Inc., for two years, formerly was administrative assistant for the Automotive News World Expo. World Congress and World Expo make up Automotive News Week.

Sandra De Peyster

"We are pleased to name Ms. De Peyster to her new position, a natural evolvement from her work on Automotive News Week," said Keith E. Crain, publisher of AUTOMOTIVE NEWS, which sponsors the two programs.

De Peyster was active in stock brokerage and sales training before joining Crain Communications.

Automotive News Week will be held Aug. 26-30 in 1984, with World Congress running Aug. 26-29 and World Expo, Aug. 28-30.

Renault Mexico closes plant for two months

MEXICO CITY. — The Mexican Renault assembly plant has suspended activities for two months — until Jan. 15, 1984 — because of a severe drop in car sales and the dire straits of the automotive sector, according to a management report.

Thomas Guevara Quiroz, head of the Renault Workers Union, said that the plant will resume operations on a three-week monthly schedule and that Renault is dismissing 450 workers with severance pay. During the idle time, he said, workers will receive 50 percent of their normal salaries.

Cash and prizes offered by L-M to spur sales

DETROIT. — Lincoln-Mercury has some companion contests to those previously announced for Ford Division (AUTOMOTIVE NEWS, Nov. 21).

L-M has two separate contests, one for salespeople and another for sales managers. They both carry the title "Holiday Breakthrough."

A salesperson incentive on '83/'84 Lynx and Topaz runs from Nov. 11 to Dec. 31. It pays from $25 to $250 per sale of either of those car lines, based on a randomly selected computer drawing. The average payment is about $75.

There is a volume incentive which doubles payments. Beginning with the third and every unit thereafter, salespersons get two draws, with a guaranteed minimum payment of $25 each.

Finally, on manual transmission Topaz models, salespeople earn double whatever they drew.

A sales manager contest on '83/'84 Cougar runs from Nov. 11 to Dec. 10. All dealership managers compete in grouped competition, with the top 150 winners further competing for a superprize.

Some 50 managers will get one-day trips to Dallas for a $3,000 shopping spree at Neiman Marcus. The other 100 will get $1,000 in gift certificates.

IMPORT REGISTRATION SHARES IN U. S.

	SEPTEMBER					NINE MONTHS				
	Regis., Sept., 1983	Percent Share of Market	Regis., Sept., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 9 mos., 1983	Percent Share of Market	Regis., 9 mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Nissan	44,093	21.33	40,230	20.37	+ 0.96	398,277	21.49	341,283	20.14	+ 1.35
Toyota	43,002	20.80	46,117	23.35	— 2.55	415,280	22.41	401,589	23.69	— 1.28
Honda	35,761	17.30	29,789	15.08	+ 2.22	294,116	15.87	276,569	16.32	— 0.45
Mazda	14,393	6.96	14,250	7.21	— 0.25	128,702	6.94	116,255	6.86	+ 0.08
Subaru	12,566	6.08	12,468	6.31	— 0.23	110,294	5.95	102,703	6.06	— 0.11
VW	12,197	5.90	12,780	6.47	— 0.57	104,862	5.66	111,551	6.58	— 0.92
Volvo	5,988	2.90	5,535	2.80	+ 0.10	68,949	3.72	57,412	3.39	+ 0.33
Mercedes	5,930	2.87	5,031	2.55	+ 0.32	53,596	2.89	47,432	2.80	+ 0.09
BMW	5,572	2.69	4,777	2.42	+ 0.27	42,725	2.31	37,061	2.19	+ 0.11
Audi	4,143	2.00	.....	.....	.....	33,944	1.83	33,287	1.96	— 0.13
Colt	.....	.....	4,891	2.48	.....	.....	.....	.....	.....	.....
Others	23,102	11.17	21,640	10.96	+ 0.21	202,465	10.93	169,688	10.01	+ 0.92
TOTAL	206,747		197,508			1,853,210		1,694,830		
Share of U. S. Total		28.12		31.62	— 3.50		28.27		29.96	— 1.69

Registrations not available for Oklahoma; delayed for Kentucky.

RV dealers in Dallas see boom in '84

By Aziz Shihab
Staff Correspondent

DALLAS. — The recreation-vehicle business in the Dallas area is up nearly 25 percent so far this year compared with the same period last year.

RV dealers call 1983 "the best year ever," and they are predicting a "booming 1984."

They also say high-priced vehicles, $50,000 and up motor homes, are their best sellers. This, dealers say, is a reflection of the strong economy in Dallas.

George Bennett, owner of May Trailers in Lewisville (a growing suburb of Dallas) and president of the Dallas chapter of the Texas Recreational Vehicles Assn., said "we have sold a lot of motor homes this year. The more expensive ones, those selling for $50,000 and up, are our best sellers.

"Buyers are mostly couples who retired and who want to enjoy quality. Also, we are selling to businessmen who use the motor homes in their business."

Bennett said the next best sellers are the fifth-wheelers, which are selling from $10,000 to $30,000 "because one can still buy a pickup with a good-size engine."

• He said travel trailers, the "regular luxury trailers," are also good sellers.

Bennett said tent trailers are moving slowly "because cars are getting smaller and smaller. If there is a problem in the industry today, it is the shortage of good tow vehicles and the fact that cars are getting smaller."

He also said recent talk of possible Middle East problems (Iran's threat of blocking oil supply routes to avenge France's delivery of new sophisticated warplanes to Iraq) is "making RV dealers nervous. This talk can't really hurt us."

Bennett said the industry is still recovering from the energy shortages of the '70s when "a lot of dealers just couldn't make it. It is only this year that we really began to see good things happen and business get back to normal."

He said dealers now have no problems "selling paper," and money for dealer and consumer financing is plentiful from banks, savings and loan associations and credit unions. He

Continued on Page 18, Col. 1

Elk's luxury El Capitan

A new luxury van conversion, the El Capitan, has been introduced by Elk Enterprises, Elkhart, Ind. Standard features include fiberglass running boards with matching paint finish, a ladder, floor and door-well mats, a seven-inch color television with table/cabinet combination, custom wheels and a removable travel section (server, clothes caddy and ice cooler).

RVs pull across board in Twin Cities market

By Ken Berglund
Staff Correspondent

MINNEAPOLIS. — Wealthy entertainers looking over a bus chassis for expensive custom work . . . young couples with two or three children inquiring about economy motor homes. This is the wide range of interest in RVs in the Minneapolis and St. Paul area, according to a cross section of dealers queried.

Wakefield Coach expects to finish the year in excellent fashion. The custom firm has "already done six conversions and should finish with eight," according to salesmen. True luxury units, the coaches are built on a Greyhound bus chassis to the customer's specifications.

Grosses are up substantially for the firm, which also handles used buses. Mechanics take out seats, overhead racks and overhaul the engine before adding the interiors. These reconditioned units sell for from $90,000 to $100,000. Coaches created from new bus chassis can cost $280,000 or more and take from six to eight months to complete.

Chevrolet RV Center, on the other hand, is seeing "more young couples with two or three children. This indicates a "firmer economy with more money around for vacations and trips."

The firm makes many sales in the retirement market, where financing is not a major concern. Where financing is sought, it is often for tax purposes. The firm will carry a larger inventory than usual this winter.

Salesmen noted that factories are behind on deliveries because of the demand. The company finds its used market strong since many first-time buyers want to "try a $15,000 unit before committing themselves to $30,000."

• At Coates Trailer Sales, grosses are up around 10 percent, with an improving economy given credit. As a result, Coates will carry around 10 percent more inventory than in previous years. Strong areas here are in

Continued on Page 26, Col. 3

Dealer network in U.S. is set up by Western Star

BELLEVUE, Wash.—Western Star Trucks, a new entrant in the heavy-duty truck market, has established 57 sales outlets nationwide. The firm opened its headquarters here earlier this year.

K. Scott Kennedy, vice president and general manager, said Western Star expects to complete a 100-member dealer network by late 1984, and noted that most of the dealers have years of experience in the heavy-truck business.

Of the network members, 34

Continued on Page 18, Col. 4

'84 TranStar has six floor plans

TranStar intermediate-size motor homes, produced by Champion Home Builders Co., Dryden, Mich., have six floor plans, lengths of 20, 23 and 25 feet, and are built on a Chevrolet or Ford chassis. Standard features include two exterior rear-storage lockers for gear too awkward to carry inside.

Polk ranks Ford No. 1 in '83 model-year total

DEARBORN.—Registration figures for the 1983 model year show that Ford dealers put more than 16,500 more new trucks on American roads than their chief competitor.

Official figures released by R. L. Polk & Co. show 864,006 new Ford trucks registered for the model year, which ended September 30, compared with 847,492 Chevrolet truck registrations. Ford 1983 model-year registrations were 24.5 percent higher than the 693,981 tallies in the 1982 model year.

truck industry news

9-month, September truck registrations are highest since '79

Nine-month and September registrations of new trucks of all types in the U. S. were the highest in four years, with gains in two of the three market segments for the January-September period and in all three for the month.

Table on Page 42.

Through September, according to R. L. Polk & Co. statistics, there were 2,127,031 new-truck tallies, an increase of 19.8 percent over the year-earlier 1,775,915 units.

The highest previous nine-month total occurred in 1979, when the count was 2,644,904 units.

During the month, 249,084 vehicles were registered, 36.7 percent higher than last year's 182,180 units. Four years ago, the total was 293,704 units.

Registrations of light and medium trucks in the first nine months were higher than last year, but heavies were down slightly. All three market segments showed good gains in September.

Through September, light-truck registrations totaled 2,000,637 units, an increase of 21.6 percent over the year-earlier 1,644,672. Mediums were up 4.2 percent to 34,810 units, compared with 33,414 in the like period a year ago.

• Heavy-truck registrations through September were off 6.4 percent, from 97,829 units a year ago to 91,584.

In September, light-truck tallies were up 37.5 percent to 230,143 units, compared with 167,515 in the same month a year ago. Mediums totaled 5,467

Continued on Page 30, Col. 5

HD registrations in September up 35.8 pct. over '82

September registrations of new heavy trucks in the U. S. were the highest for any month since December, 1981, and it marked the first time since December, 1980, that the monthly count had exceeded the year-earlier total.

During the month, according to R. L. Polk & Co. statistics, 13,204 Groups 7 and 8 trucks were registered, an increase of 35.8 percent over last year's 9,721. In December, 1981, the count was 14,339.

Registrations in September were higher than a year ago for both heavy-truck groups.

The Group 8 total this year was 8,589 units, an increase of 46.9 percent over last year's 5,

Continued on Page 18, Col. 4

U. S. TRUCK REGISTRATIONS

NINE MONTHS, 1983 VS. 1982★

	9 mos., 1983	Percent Share of '83 market	9 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	670,317	31.52	539,431	30.37	+ 1.15
Chevrolet	643,479	30.25	554,094	31.20	— 0.95
Dodge	184,451	8.67	166,176	9.36	— 0.69
GMC	179,947	8.46	157,124	8.85	— 0.39
Jeep	48,921	2.30	44,090	2.48	— 0.18
International	36,562	1.72	33,713	1.90	— 0.18
Mack	11,138	0.52	11,663	0.66	— 0.14
Freightliner	7,622	0.36	5,200	0.29	+ 0.07
Plymouth*	6,597	0.31	7,891	0.44	— 0.13
Peterbilt	5,322	0.25	4,173	0.23	+ 0.02
Kenworth	4,973	0.23	5,404	0.30	— 0.07
Mercedes-Benz	2,077	0.10	2,241	0.13	— 0.03
White	1,659	0.08	1,750	0.10	— 0.02
Volvo	1,133	0.05	482	0.03	+ 0.02
Autocar	658	0.03	458	0.03	.....
Western Star	228	0.01	477	0.03	— 0.02
Miscellaneous**	321,947	15.14	241,548	13.60	+ 1.54
TOTALS	2,127,031	100.00	1,775,915	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982; Kentucky and New Mexico, September, 1983.
*Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

NINE MONTHS, 1983 VS. 1982★

	9 mos., 1983	Percent Share of '83 market	9 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	22,120	24.15	21,540	22.02	+ 2.13
Ford	19,348	21.13	23,220	23.73	— 2.60
GMC	11,844	12.93	17,033	17.41	— 4.48
Mack	9,524	10.40	10,124	10.35	+ 0.05
Freightliner	7,622	8.32	5,200	5.32	+ 3.00
Chevrolet	5,609	6.12	6,046	6.18	— 0.06
Peterbilt	5,322	5.81	4,173	4.27	+ 1.54
Kenworth	4,973	5.43	5,404	5.52	— 0.09
White	1,659	1.81	1,750	1.79	+ 0.02
Volvo	1,133	1.24	482	0.49	+ 0.75
Mercedes-Benz	721	0.79	737	0.75	+ 0.04
Autocar	658	0.72	458	0.47	+ 0.25
Western Star	228	0.25	477	0.49	— 0.24
Miscellaneous	823	0.90	1,163	1.21	— 0.31
TOTALS	91,584	100.00	97,829	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1983 and 1982; Kentucky and New Mexico, September, 1983.

High priced units called best sellers

RV dealers in Dallas predict a 'booming 1984'

Continued from Page 10

said interest rates are running between 15 percent and 18 percent.

RV dealers in the Dallas area, Bennett said, are still keeping a good stock to sell to the snowbirds who come to Texas during the winter from the north. He said although the busy season runs from March through August, "our winters have been good and we are expecting a great winter this year."

Bennett said RV business in Texas is "one of the strongest in the nation. We used to run No. 3 or No. 4 in the U. S., but this year we are No. 2, right behind California and by the end of the year we may even surpass California."

He said the best indication of this strength, especially in the Dallas area, is the fact that dealers are "upgrading their facilities and expanding." He said he knows of several dealerships, including his own, which are planning to spend a million dollar-plus each for expansion during the next few months.

Bennett said the 35 RV dealers in Dallas are "doing great, really great this year."

The best indication, he said, is the fact that these dealers are competing for space at the Texas Sports and RV Show to be held at the Dallas Convention Center in March.

In the past few years, he said, it was difficult to get the dealers' participation and some times it was difficult to get them to pay for space. But now, they are competing for space and paying in advance, he said.

At a recent Texas Recreational Vehicle Assn. meeting in Dallas, Betty Hunt, a dealer in Houston and president of the association, said business in Houston was "a little slow since our business is directly related to the oil industry. But, overall, it's good and we expect a 'booming '84' "

Hunt, owner of Hunt Motors & Campers, also said dealers from across the state tell her that large travel trailers and motor homes are the best sellers.

"People want more luxury," she said, "and the more expensive and more elaborately-furnished the home is, the better seller it is."

Among the luxuries in demand, Hunt said, are microwaves, ice-makers, blenders and color television sets. "They really want to turn their vehicles into luxury homes," she said.

Charles Miller, of R.O. Evans Homes in Dallas, a dealership specializing in super-luxury motor homes, said his dealership is selling luxury homes running in prices up to $150,000 each. "We are selling to older businessmen, retired or semi-retired, who buy mostly for luxury," he said.

And a spokeswoman for Starcraft, an RV dealership specializing in selling tent-trailers, said "we have been in the business for 14 years and our business keeps growing. This has been our best year."

Several RV dealers, however, expressed their concern that the RV market is narrowing and becoming "only for the rich, who can buy the large homes and who can buy the large cars."

Bennett said "It used to be that the average man was able to make the investment (in an RV) but now it seems that the rich are the only ones buying. In addition to the fact that they have the money and the leisure time, they are buying for tax benefits."

Bennett, who has been in the RV business since 1973, said it also concerns him that the margin of profit for dealers "is steadily declining because of high interest rates and because we are having to pay a lot of taxes."

Honda Santa Ana builds new quarters

SANTA ANA, Calif. — Honda Santa Ana has broken ground for a $1.5-million dealership on a three-acre site. Completion is scheduled for March.

The company, owned by Ron Jackson, was formed in 1963 as a Honda motorcycle dealership. It added Honda cars in 1970 and has handled only Honda autos since 1975.

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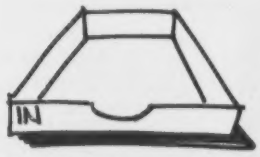

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HD registrations in September up 35.8 pct. over '82

Continued from Page 10

846. Group 7 was up 19.1 percent to 4,615 vehicles, compared with 3,875 in the same month in 1982.

The nine-month heavy-truck count, however, was down 6.4 percent from a year ago, from 97,829 to 91,854.

Group 8 registrations in the January - September period totaled 55,372 units, an increase of 1.2 percent over the year-earlier 54,711. But the Group 7 was down 16 percent to 36,212 units, compared with 43,118 in 1982.

International boosted its lead over No. 2 Ford by more than 500 units in September and increased its nine-month total to 22,120 units, good for 24.15 percent of the industry count.

Ford's January-September tallies moved to 19,348 units, accounting for 21.13 percent of the total. A year ago, Ford was the industry leader with 23,220 registrations and accounted for 23.73 percent of the total.

Through September, International, Freightliner, Peterbilt, Volvo and Autocar were the only makes to increase both unit tallies and market share over last year.

Dealers lined up by Western Star

Continued from Page 10

are located west of the Mississippi and 23 to the east. A national parts distribution center is fully operational near Salt Lake City.

Kennedy explained that most dealers chose the Western Star line because they saw a need in their area for a truck that is hand - assembled to the user's exact specifications.

Once affiliated with White Motor Co. and later Volvo White Trucks, Western Star began independent operations March 1. The trucks are built in Canada.

Galvin honored

CHICAGO. — Loyola University has selected Robert W. Galvin, chairman and chief executive of Motorola, Inc., as the recipient of its Sword of Loyola award.

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But outlook is no better than last Congress

Makers seek Clean Air changes

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The domestic auto industry has presented its "wish last" for changes in the Clean Air Act to the Senate Environmental Committee. Aftermarket associations also gave their views.

But even though Committee Chairman Robert Stafford, Vermont Republican, hopes to report a bill to the floor by next March, the outlook is no more sanguine this Congress than it was the last when the Senate succeeded in getting a bill out of committee but did not get any floor action.

Morever, there has been no movement at all in the Democratic-controlled House where California Rep. Henry Waxman, who chairs the House subcommittee, prefers to wait for Senate action.

The law has not been changed since the major upheaval of 1977 when requirements for cars and trucks were set in concrete and the companies declared they could not meet the standards. But with the help of waivers, money and effort, they have.

Since the manufacturers have done what they said could not be done, Congress is not thought likely to roll back the standards.

This is so even though the industry case — that controlling carbon monoxide at 7.0 grams per mile instead of 3.4 g/m or controlling nitrogen oxides at 1.5 g/m instead of 1.0 g/m is more cost effective and adequate for health reasons.

The industry's perceived history — often seen as one of "crying wolf" — also taints other requests.

Thus, when industry talks about definition of "useful life" and alternatives to recall because of inability to prevent deterioration of emission controls, considered the most troublesome and serious problems, Congress is not likely to act and the only recourse the companies may have is the courts.

But it is not only the industry's credibility problem that influences lawmakers, it is the recognition that their constituents care about the environment and want the laws enforced.

This was clearly shown when former EPA chief Anne Gorsuch Burford was forced to resign and when the first administrator, William Ruckelshaus, was invited back.

• But the situation has been complicated by the acid rain controversy. Smokestacks in the Midwest emit sulfur dioxide that is carried as acid rain into the Northeastern states and Canada, destroying life in the lakes. The problem is serious and there is no politically palatable solution.

Ruckelshaus, who once thought he might be able to get agreement, has now failed to find a consensus in the Cabinet, and the White House wants nothing to do with it.

The environmentalists are telling Stafford his bill of last year needs strengthening, but most lawmakers can sniff political mischief that may set one region of the country against another. As a result they prefer to rely on bills but may shy away from casting votes during an election year.

But the two — acid rain and stationary sources, and control of car and truck emissions — are in the same law and once one section is opened for change, the auto companies and the aftermarket groups have no choice but to present their positions and hope for the best.

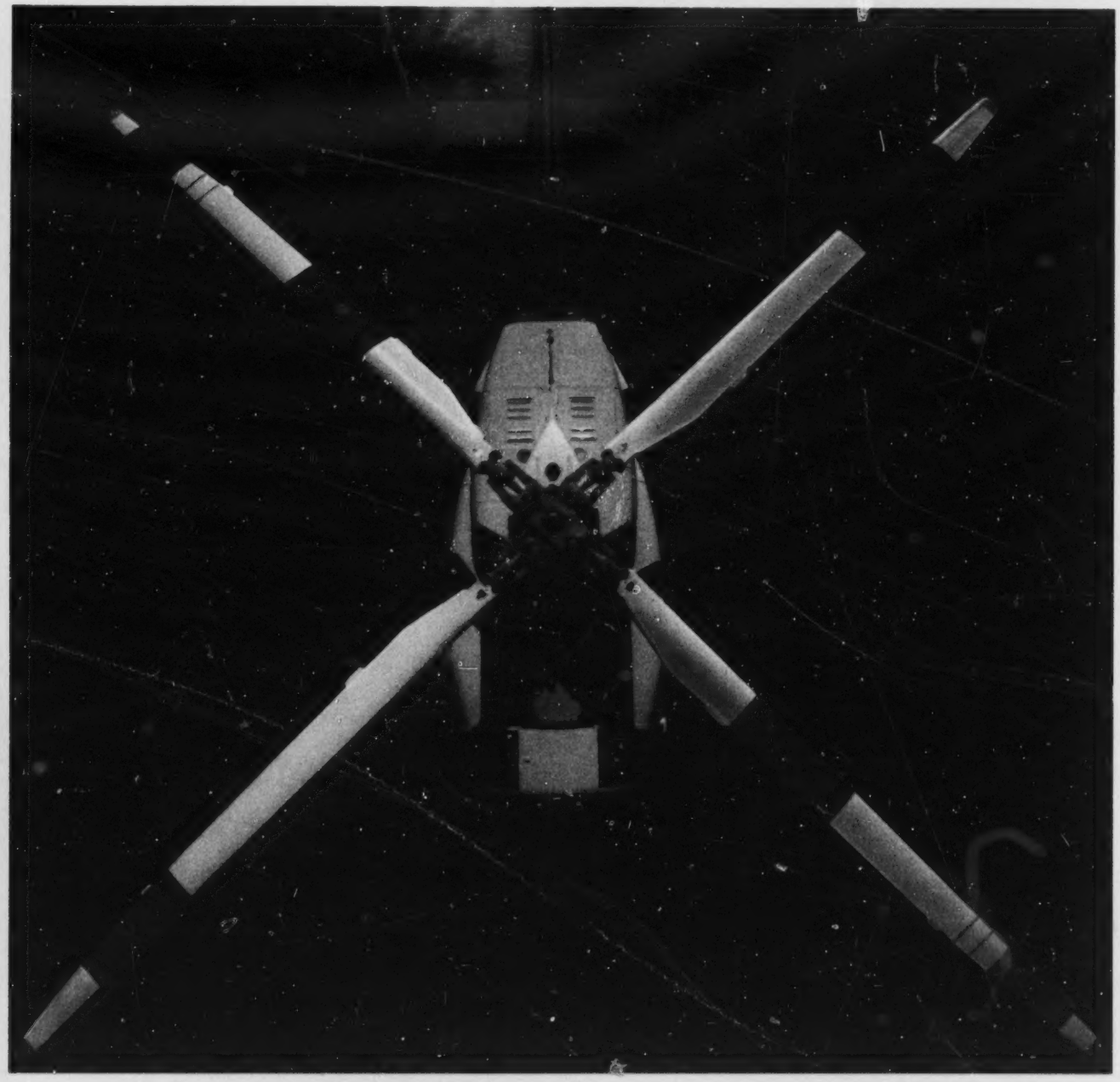
The law has not been reauthorized and sooner or later, the money to enforce it may also be endangered. The lack of reauthorization, of course, does not affect the law directly; the law stays in effect.

Moreover, acid rain is affected not only by sulfur dioxide but also to a much smaller extent by nitrogen dioxide and that pollutant is also affected to a smaller extent by nitrogen oxides emitted by cars and trucks.

This means that even though the companies feel they have more than done their share in controlling mobile sources for NOx, some lawmakers, including both Stafford in his bill and Waxman in his, want tighter NOx controls, a special problem for diesels and their particulate pollution.

Recently, MVMA President V. J. Adduci and MVMA Technical Vice President Fred Bowditch explained the costs of get-

Continued on Page 34, Col. 1



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Truck market for month, year highest since '79

Continued from Page 10

units, 10.6 percent higher than 1982. Heavies were up 35.8 percent this year, 13,204 versus 9,721.

Nine-month registrations of Group 1 trucks totaled 1,133,409 units, a gain of 22.6 percent over the year-earlier 924,170. Group 2 was up 20.9 percent, 853,265 versus 705,752. There were 13,963 Group 3 tallies, down 5.3 percent from the year-earlier 14,750.

In the medium market, 250 Group 4 vehicles were registered through September, compared with only seven a year ago. The Group 5 count was off 62.3 percent, from 1,185 units in 1982 to 447. Group 6 was up 5.9 percent to 34,113 units, compared with 32,222 last year.

There were 36,212 Group 7 registrations in the January-September period, a decline of 16 percent from the previous year's 43,118. The Group 8 count, however, was up 1.2 percent to 55,372 units, compared with 54,711 in the like period a year ago.

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NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

NINE MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-19,000	Group 5 19,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Sept., '83**	.....	.....	.....	.....	.....	.....	.....	**86**	**86**
	Sept., '82	.....	.....	.....	.....	.....	.....	.....	50	50
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**658**	**658**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	458	458
CHEVROLET	**Sept., '83**	**39,710**	**26,625**	**2,613**	.....	**31**	**608**	**835**	**47**	**70,469**
	Sept., '82	28,169	20,346	1,405	.....	28	568	514	66	51,096
	Year to Date '83	**350,591**	**269,402**	**13,508**	.....	**206**	**4,163**	**5,257**	**352**	**643,479**
	Year to Date '82	298,163	231,701	13,992	.....	298	3,892	5,521	527	554,094
(Memo Units) #	**Sept., '83**	**25,418**	**10,836**	.....	.....	.....	.....	.....	.....	**36,254**
	Sept., '82	15,326	6,888	.....	.....	.....	.....	.....	.....	22,214
	Year to Date '83	**235,739**	**112,323**	.....	.....	.....	.....	.....	.....	**348,062**
	Year to Date '82	177,147	79,453	.....	.....	.....	.....	.....	.....	256,600
DODGE	**Sept., '83**	**12,637**	**7,194**	.....	.....	.....	.....	.....	.....	**19,831**
	Sept., '82	11,455	5,016	.....	.....	.....	.....	.....	.....	16,471
	Year to Date '83	**110,843**	**73,608**	.....	.....	.....	.....	.....	.....	**184,451**
	Year to Date '82	109,401	56,756	19	.....	.....	.....	.....	.....	166,176
(Memo Units) #	**Sept., '83**	**8,103**	**5,545**	.....	.....	.....	.....	.....	.....	**13,648**
	Sept., '82	6,625	3,743	.....	.....	.....	.....	.....	.....	10,368
	Year to Date '83	**70,252**	**53,953**	.....	.....	.....	.....	.....	.....	**124,205**
	Year to Date '82	67,561	39,799	.....	.....	.....	.....	.....	.....	107,360
FORD	**Sept., '83**	**28,086**	**44,657**	.....	.....	.....	**1,119**	**1,803**	**643**	**76,308**
	Sept., '82	21,107	29,877	.....	.....	.....	1,552	1,561	755	54,852
	Year to Date '83	**245,725**	**397,363**	.....	.....	.....	**7,661**	**13,797**	**5,551**	**670,317**
	Year to Date '82	185,975	320,478	.....	.....	.....	9,758	16,386	6,834	539,431
(Memo Units) #	**Sept., '83**	**22,179**	**16,705**	.....	.....	.....	.....	.....	.....	**38,884**
	Sept., '82	13,122	11,476	.....	.....	.....	.....	.....	.....	24,598
	Year to Date '83	**189,122**	**152,609**	.....	.....	.....	.....	.....	.....	**341,731**
	Year to Date '82	104,894	121,422	.....	.....	.....	.....	.....	.....	226,316
FREIGHTLINER	**Sept., '83**	.....	.....	.....	.....	.....	.....	.....	**1,194**	**1,194**
	Sept., '82	.....	.....	.....	.....	.....	.....	.....	469	469
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**7,622**	**7,622**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	5,200	5,200
GMC	**Sept., '83**	**8,128**	**8,133**	**115**	.....	**55**	**925**	**689**	**1,023**	**19,068**
	Sept., '82	6,334	6,607	14	.....	61	635	683	598	14,932
	Year to Date '83	**78,087**	**84,672**	**453**	.....	**234**	**4,657**	**6,557**	**5,287**	**179,947**
	Year to Date '82	63,720	71,398	739	.....	878	3,356	10,613	6,420	157,124
(Memo Units) #	**Sept., '83**	**4,543**	**3,589**	.....	.....	.....	.....	.....	.....	**8,132**
	Sept., '82	2,809	1,970	.....	.....	.....	.....	.....	.....	4,779
	Year to Date '83	**47,243**	**35,387**	.....	.....	.....	.....	.....	.....	**82,630**
	Year to Date '82	31,275	21,316	.....	.....	.....	.....	.....	.....	52,591
INTERNATIONAL	**Sept., '83**	.....	.....	.....	.....	.....	**2,268**	**987**	**1,976**	**5,231**
	Sept., '82	.....	.....	.....	.....	.....	1,824	912	1,494	4,230
	Year to Date '83	.....	.....	.....	.....	.....	**14,442**	**8,266**	**13,854**	**36,562**
	Year to Date '82	.....	.....	.....	.....	.....	12,173	8,943	12,597	33,713
JEEP	**Sept., '83**	**3,652**	**1,856**	.....	.....	.....	.....	.....	.....	**5,508**
	Sept., '82	3,327	1,952	.....	.....	.....	.....	.....	.....	5,279
	Year to Date '83	**29,827**	**19,094**	.....	.....	.....	.....	.....	.....	**48,921**
	Year to Date '82	26,576	17,514	.....	.....	.....	.....	.....	.....	44,090
(Memo Units) #	**Sept., '83**	**3,652**	**1,608**	.....	.....	.....	.....	.....	.....	**5,260**
	Sept., '82	3,327	1,628	.....	.....	.....	.....	.....	.....	4,955
	Year to Date '83	**29,827**	**16,136**	.....	.....	.....	.....	.....	.....	**45,963**
	Year to Date '82	26,576	13,341	.....	.....	.....	.....	.....	.....	39,917
KENWORTH	**Sept., '83**	.....	.....	.....	.....	.....	.....	.....	**851**	**851**
	Sept., '82	.....	.....	.....	.....	.....	.....	.....	534	534
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**4,973**	**4,973**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	5,404	5,404
MACK	**Sept., '83**	.....	.....	.....	.....	.....	**221**	**83**	**1,270**	**1,574**
	Sept., '82	.....	.....	.....	.....	.....	137	48	1,057	1,242
	Year to Date '83	.....	.....	.....	.....	.....	**1,614**	**740**	**8,784**	**11,138**
	Year to Date '82	.....	.....	.....	.....	.....	1,539	458	9,666	11,663
MERCEDES-BENZ	**Sept., '83**	.....	.....	.....	.....	.....	**203**	**105**	.....	**308**
	Sept., '82	.....	.....	.....	.....	.....	139	96	.....	235
	Year to Date '83	.....	.....	.....	.....	.....	**1,356**	**721**	.....	**2,077**
	Year to Date '82	.....	.....	.....	.....	.....	1,504	737	.....	2,241
PETERBILT	**Sept., '83**	.....	.....	.....	.....	.....	.....	.....	**1,051**	**1,051**
	Sept., '82	.....	.....	.....	.....	.....	.....	.....	437	437
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**5,322**	**5,322**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	4,173	4,173
PLYMOUTH	**Sept., '83**	**199**	**167**	.....	.....	.....	.....	.....	.....	**366**
	Sept., '82	473	253	.....	.....	.....	.....	.....	.....	726
	Year to Date '83	**3,478**	**3,119**	.....	.....	.....	.....	.....	.....	**6,597**
	Year to Date '82	4,917	2,974	.....	.....	.....	.....	.....	.....	7,891
VOLVO	**Sept., '83**	.....	.....	.....	.....	.....	.....	**94**	**66**	**160**
	Sept., '82	.....	.....	.....	.....	.....	.....	48	21	69
	Year to Date '83	.....	.....	.....	.....	.....	.....	**690**	**443**	**1,133**
	Year to Date '82	.....	.....	.....	.....	.....	.....	338	144	482
WESTERN STAR	**Sept., '83**	.....	.....	.....	.....	.....	.....	.....	**31**	**31**
	Sept., '82	.....	.....	.....	.....	.....	.....	.....	31	31
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**228**	**228**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	477	477
WHITE	**Sept., '83**	.....	.....	.....	.....	.....	.....	.....	**277**	**277**
	Sept., '82	.....	.....	.....	.....	.....	.....	.....	260	260
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**1,659**	**1,659**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,750	1,750
MISCELLANEOUS*	**Sept., '83**	**45,892**	**749**	.....	**36**	**1**	.....	**19**	**74**	**46,771**
	Sept., '82	30,537	643	.....	.....	.....	.....	13	74	31,267
	Year to Date '83	**314,858**	**6,007**	**2**	**250**	**7**	.....	**184**	**639**	**321,947**
	Year to Date '82	235,418	4,931	.....	7	9	.....	122	1,061	241,548
TOTALS	**Sept., '83**	**138,304**	**89,381**	**2,728**	**36**	**87**	**5,344**	**4,815**	**8,589**	**249,084**
	Sept., '82	101,402	64,694	1,419	.....	89	4,855	3,875	5,846	182,180
	Year to Date '83	**1,133,409**	**853,265**	**13,963**	**250**	**447**	**34,113**	**36,212**	**55,372**	**2,127,031**
	Year to Date '82	924,170	705,752	14,750	7	1,185	32,222	43,118	54,711	1,775,915

★—No registrations for Oklahoma, 1983 and 1982; Kentucky and New Mexico, September, 1983.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.

—Compiled from R. L. Polk & Co. data

Check for $5,146,388 to be presented Dec. 9 — 11 years early

Chrysler to repay Delaware loan

DOVER, Del. — Chrysler Corp. will hand over a check for $5,146,388 to Delaware state officials Dec. 9, representing early repayment in full of principal and remaining interest on the state's 1980 loan to the auto maker.

Delaware was the first of several states to loan Chrysler money during its 1980 financial crisis and will be the first to get it back — 11 years early. Chrysler previously repaid $1.2 billion in loans guaranteed by the Federal Government.

"I am pleased to see Chrysler turn the situation around. Chrysler is a big employer in the state," Delaware State Treasurer Janet Rzewnicki told Automotive News. "What's good for Chrysler is good for Delaware."

She said a ceremony is being arranged for state officials to receive the check from Chrysler officials, possibly at the Chrysler assembly plant in Newark, Del. The Newark plant employs approximately 3,600 persons.

Rzewnicki was advised Nov. 7 by Thomas Metevier, Chrysler's director of local government and community affairs, of the company's intention of early repayment.

The payment will include the $5 million loan principal and remaining interest of $146,388 to Dec. 9. Chrysler has previously paid $2.5 million interest on the Delaware loan, Rzewnicki said.

Chrysler also borrowed money from the state governments of Michigan, Illinois and Indiana during its financial crunch. Rzewnicki said Metevier did not indicate when those loans might be repaid, but "I would think they will want to pay them back, too, because the loans are at high interest rates," she said.

"Delaware's loan was at 15.5 percent interest but had been scheduled to be readjusted to the New York discount rate plus 2.5 percent, or approximately 11 percent, Rzewnicki said. Chrysler would have begun repaying the principal on its Delaware loan next June 30, with the final payment due in 1994.

• "We were the first one to come to Chrysler's aid and the only state to take funds out of our General Fund — our operating money," Rzewnicki said.

"The other states made their loans out of capital funds. In effect, we took the money out of our checking account and they took it out of their savings accounts."

Officials of Delaware, itself financially strapped this year, are already maneuvering for the money from the Chrysler repayment.

Some want to use it to give a pay raise to state employes, who received no increase in this year's state budget for the first time in five years. Others want to use it for an increase for state pensioners, and still others have designs on the funds for other state programs.

Rep. Edward J. Bennett, Dover Democrat, and chairman of the legislature's Joint Finance Committee, said he favors a salary adjustment for state workers, possibly a one-time increase or a one-step increase in pay grades.

"This is a one-time loan repayment," Rzewnicki said. "If we end up giving a pay raise, there is no funding source in the years to come."

Chevy, Stevens sign

EL CENTRO, Calif.—Paul I. Stevens has signed with Chevrolet to become the owner of Womack Motors, Inc., here.

Steinbring's silver

Robert A. Steinbring, right, owner of Steinbring Chevrolet, Inc., Alexandria, Minn., receives a silver anniversary award from Donald L. Smith, Chevrolet assistant Fargo zone manager.

U.S. jury indicts bumper recyclers for price fixing

TRENTON, N. J. — A federal grand jury here returned a felonly indictment charging five corporations and five individuals with conspiring to fix prices for reconditioned automobile bumpers in the Northern New Jersey-metropolitan New York area.

Attorney General William French Smith said the indictment which charged a violation of Section 1 of the Sherman Act, was filed in the U. S. District Court.

Named as defendants in the indictment were: Keystone Automotive Plating Corp., Pomona, Calif.; Bumper Service of Newark, Inc., Newark, N. J.; JR Taylor, Inc., Mobile, Ala.; Husslein Auto Body Supplies, Inc., Hempstead, N. Y., and Auto Bumpers, Inc., Clifton, N. J.

Also, Alphonse Ronco, vice president of Keystone Automotive Plating; Charles A. Taylor, former secretary and part owner of Bumper Service of Newark and JR Taylor; Jack R. Taylor, former president and part owner of Bumper Service of Newark and current president and owner of JR Taylor; Ludwig Husslein Jr., president and owner of Husslein Auto Body Supplies, and Paul Stillwaggon, former president and part owner of Auto Bumpers.

William F. Baxter, assistant attorney general in charge of the Antitrust Division, said the indictment charged that the defendants engaged in a continuing conspiracy to raise and fix prices for reconditioned automobile bumpers from at least May or June, 1979, until at least September, 1980.

During the conspiracy, the defendants and their affiliates were the major manufacturers and sellers of reconditioned bumpers in the specified area. Sales of bumpers by the defendants were about $6 million, according to Baxter.

Auto distribution center under way in Louisiana

ST. LOUIS. — Union Pacific System is building an automobile distribution center on its Missouri Pacific Railroad west of Shreveport, La.

Work began in September on the distribution center, which will be paved, fenced and lighted. The project should be completed by February.

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And
200 and more New 1982 Chevy LUV Trucks
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factories list auction dates

American Motors

Nov. 29—High Point Auto Auction, High Point, N. C., and Aptco Auto Auction, Taylor, Mich.

Nov. 30—Central States Auto Auction, Mason City, Ia.; Southern Auto Auction, Warehouse Point, Conn., and Columbus

Dec. 1—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Dec. 2—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Dec. 6—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Dec. 7—Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Columbus, O., and Kansas City Auto Auction, Kansas City, Mo.

Dec. 8—Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Dec. 14—Central States Auto Auction, Mason City, Ia.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Columbus, O.

Dec. 15 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Dec. 16—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Dec. 20—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Dec. 21—Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Columbus, O., and Kansas City Auto Auction, Kansas City, Mo.

Dec. 22 — Minneapolis Northstar Auto Auction, Shakopee, Minn.

Dec. 28—Central States Auto Auction, Mason City, Ia., and Southern Auto Auction, Warehouse Point, Conn.

Dec. 29—Aptco Auto Auction, Taylor, Mich., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Nov. 29—Baltimore-Washington Auto Exchange, Baltimore; Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Denver Auto Auction, Englewood, Colo.; NuCarPrep System, Santa Fe Springs, Calif.

Nov. 30—Columbus Fair Auto Auction, Obetz, O.; Sand Mountain Auto Auction, Boaz, Ala.; Harrisonburg Auto Auction, Harrisonburg, Va.; Dallas Auto Auction, Grand Prairie, Tex.; Southern Auto Auction, Warehouse Point, Conn.; Golden Gate Auto Auction, Fremont, Calif.

Ford Motor Co.

Nov. 30 — Southwest Auto Auction, Phoenix, Ariz.

Nov. 30—Concord Auto Auction, Acton, Mass.

Used Car Sales
Auction Averages

November	$5,059
Month ago	$5,241
Year ago	$4,524

Model breakdown
Auction Averages

	NOVEMBER	OCTOBER	SEPTEMBER
1983	$ 9,086	$10,112	$ 9,960
1982	7,035	7,053	7,029
1981	5,735	6,114	6,179
1980	4,813	5,185	5,193
1979	4,095	4,386	4,813
1978	3,187	3,316	3,485
1977	2,475	2,365	2,523
1976	1,791	1,868	1,811
Overall Average	$ 5,059	$ 5,241	$ 5,190

New Peugeot dealership

SARASOTA, Fla. — Glauser, Inc. has been awarded a Peugeot franchise. The firm is headed by S. J. Glauser.

N-car to be priced between A and J

Sanchez outlines Oldsmobile plans

Continued from Page 2

to stay competitive," Sanchez said. "In the future there will be specific doors, specific uppers."

8. There will be no Oldsmobile rear-wheel-drive cars by the end of the decade. Most vehicles will be front-wheel-drive by the 1988-89 model years. Only the station wagon will continue to be rear-wheel drive until the end of the decade.

9. Oldsmobile has no plans to discontinue the diesel engines. The V-6 diesel will be offered on the 1985 C-cars.

Oldsmobile is attempting to sell more diesels by cutting the price of the V-6 by $300 and the V-8 by $400 this model year to make them more competitive with the gasoline engines, he said. In addition, there are incentives for Oldsmobile sales personnel.

Sanchez said he wants diesel sales to improve because the plant is currently running at 15 percent capacity, GM needs the engines to meet CAFE standards and there is a future for the diesel, especially since another energy crisis is a very real possibility.

10. He expects the GM-Toyota deal to be approved but there are no plans for Oldsmobile to get one of those models in the next five years. He also said Oldsmobile would like to have a T-type model (like Buick), but that is also not in the plans for the next three to five years. Adding those models to the Oldsmobile line in the future will depend on the marketplace, he said.

11. Dealers selling for $49 over sticker are using a "short-sighted" method to improve cash flow or more inventory. He said it is "a short-term solution for the next six, eight, nine months, but as soon as we are able to build up our supply to meet that demand, it is no solution at all."

Some dealers selling at $49 over sticker have complained they can't get enough cars to fill their orders. According to Sanchez, it is Oldsmobile policy to fill sold orders first before stock orders, but the sold orders are distributed depending on a dealer's sales history. Often, the dealers selling at $49 over are the smaller dealers, he said.

• "Our policy is to distribute cars as evenly as we can," Sanchez said. "Every dealer in the country is saying they aren't getting enough cars. Part of their problem (dealers selling at $49 over) is, I think, that they have a very serious inferiority complex. They have to explain to a customer why they took an order knowing the car was not on order. It is very easy to transfer blame to the factory.

"The other dealers, I assume, know how many cars they are going to receive and they stay within that sales ratio. What happens at a time of short inventories is that the small dealer who has generated very little volume always screams bloody murder because he's never getting enough cars and he thinks we are treating him differently than anybody else.

"The big dealer who would like to sell 500 cars but is getting only 400 complains, but he doesn't do it publicly," Sanchez said. "He's a big dealer and he understands the prestige that he has within the organization. He feels certain of himself and doesn't feel prejudice if he receives 20 percent fewer cars than he orders.

"The little dealer who used to sell 20, now wants 40 and is only getting 32. He thinks we are picking on him because he's small. Our policy is to deliver cars to every dealer in line with the volume they generated with the sales history," he said.

Sanchez said Oldsmobile has no plans to try to stop dealers from selling at $49 over sticker, but he warned that "it is a very advantageous system at a time when demand is high and product is low, but when the situation becomes competitive and there is enough product around the country to satisfy demand, a dealer that sells strictly on the basis of price is not a dealer that has any kind of future."

• Sanchez again stressed that Oldsmobile would like to take the number two sales spot from Ford Division for the 1984 model year.

"Our objective is to be in second place this model year," he said, "but if I had to bet on it with my money, I'd want very small odds because it would be the first time ever. It is an objective that has been accepted, not only by our wholesale organization, but by our dealer organization."

According to Sanchez, Oldsmobile led the race this calendar year through June 20 and topped Ford Division in October, the first full month of the 1984 model year.

For the middle 10 days of November Oldsmobile beat Ford by 3,397 units, leaving Oldsmobile ahead by over 4,000 units for the '84 model year.

For the calendar year, Ford Division tops Oldsmobile by 21,183 units.

While Sanchez believes Ford is the competition, not sister divisions, he said "falling into fourth place behind a sister division is as bad as falling into fourth place behind Chrysler, which was also in the cards many years ago." Buick currently holds fourth place.

Ford Oldsmobile to overtake Ford for second place will not be accomplished by increasing C-car sales but by continuing to improve Cutlass Ciera sales by 40 percent in 1984 and by "getting the Firenza up another quantum jump of 80 to 100 percent from the low level we achieved in 1982." In 1982, Oldsmobile sold 28,282 Firenzas.

New Maepsy-Na hikes sales for GM partner in Korea

SEOUL, Korea.—Daewoo Motor Co., a 50-50 joint venture with General Motors, has exceeded its 1983 sales forecast for Korea's small-car market, according to the Daewoo Group.

Due to sales of the Maepsy-Na, a new model introduced in September, the company seized 42 percent of Korea's domestic small-car market in October, up from a 19 percent share in the year-ago month.

Daewoo's small-car market share for the first six months of 1982 was 6.9 percent.

Daewoo's share of the market rose in the first half of 1983, to 24.4 percent, and then leaped to its October share of 42 percent. The company's total sales for October came to 4,640 units, including 1,951 Maepsy-Nas.

Daewoo President M. K. Choi expects continuing increases in Korean sales of the new model. "The Maepsy-Na," he said, "has a number of timely, popular advantages over its competitors."

He said that the Maepsy-Na is equipped with coil-spring suspension in both front and rear, unlike other models, which are outfitted with rougher-riding leaf springs in the rear.

"Perhaps the most important factor," said Choi, "is the greater safety afforded by the new model's body design."

Many of the cars sold by Daewoo's competition have been used as taxis, and Choi feels that this, too, works to the advantage of the new vehicle.

"More and more people in Korea are becoming drivers," he said, "and I don't think new drivers are going to want to drive cars that look like the taxis they used to ride in."

The Maepsy-Na has a sticker of $5,800.

Daewoo Motor Co. reported a net profit of $1.4 million for the first six months of 1983 on sales of $180 million, up 58 percent over the same period in 1982.

MARKET SHARES

9 MONTHS
1983 VS. 1982

Make	1983 Market Share	1982 Market Share	Pct. Pt. Change '83 vs. '82
Chevrolet	14.63	15.86	−1.23
Ford	11.32	11.66	−0.34
Oldsmobile	10.76	9.78	+0.98
Buick	9.15	8.99	+0.16
Toyota	6.33	7.10	−0.77
Nissan	6.07	6.03	+0.04
Pontiac	5.72	5.95	−0.23
Honda	4.49	4.89	−0.40
Mercury	4.39	4.13	+0.26
Dodge	3.49	3.16	+0.33
Cadillac	3.17	2.91	+0.26
Plymouth	3.02	3.20	−0.18
Chrysler	2.84	2.13	+0.61
AMC	2.14	1.20	+0.94
Mazda	1.96	2.06	−0.10
Subaru	1.68	1.82	−0.14
VW	1.60	1.97	−0.37
Lincoln	1.10	1.02	+0.08
Volvo	1.05	1.01	+0.04
Mercedes	0.82	0.84	−0.02
BMW	0.65	0.66	−0.01
Audi	0.52	0.59	−0.07
Other Imports	3.09	3.00	+0.09
Misc. Dom.	0.01	0.04	−0.03
TOTAL	6,566,402	5,656,444	

Based on new-car registration figures from R. L. Polk & Co. Registrations not available for Oklahoma, delayed for New Mexico and Kentucky.

Mitsubishi opens new parts center

FOUNTAIN VALLEY, Calif.—Mitsubishi Motor Sales of America has opened its Western Distribution Center in Cypress, Calif., according to Daniel McNamara, vice president - corporate parts.

The 14,000-unit inventory includes all parts needed to service Mitsubishi's lineup of cars and trucks. Designed primarily as a distribution center for the Western region, the facility is tied into MMSA's national computer network and is capable of providing overnight delivery of parts and accessories to any of the 75 U. S. dealers.

Seated safely

Nissan will offer this child safety seat through its nearly 1,100 U. S. dealerships. It plans to sell 13,000 the first year. A free stuffed animal will be given away with each seat purchased through Jan. 31.

Ford sees new impetus toward world car concept

Continued from Page 1

ations into a single unit, as General Motors did with its Worldwide Truck and Bus Group, Lutz said. But the three Ford truck operations have been encouraged to work very closely in development.

"We are very encouraged by their progress," he said.

The Spanish-produced Fiesta was the first European or American-made car of that size to be profitably produced, Lutz said. Spain still ranks with Germany and Belgium among Ford's most productive operations, he said.

The least profitable operations for Ford have been in Great Britain, although some plants there have made great absolute gains. Some British components plants, such as the Bridgend (Wales) engine plant, are among the company's most efficient, Lutz said.

There has been no decision as to the fate of Ford's small Cork (Ireland) assembly plant, although, "We do have to study the viability of plants that size," he said.

Ford has been investing an average of $1 billion a year in its international operations and has made money on its overseas operations every year since 1948, Lutz said.

He said he expects Ford International to continue to be one of the largest contributors to the company's profitability.

• Ford is using only 81 percent of its capacity in Europe, so expansion there is "highly improbable," Lutz said.

One of the reasons is that the Japanese now take about 10 percent of the European market—equivalent to about one million units or five assembly plants, Lutz said.

To contain the Japanese in Europe, Ford has become highly competitive in product, price and manufacturing technology—each of which erodes profits, he said.

One of the reasons that Ford's German workers agreed to allow Ford to ship cars to Scandinavia from Brazil was that they recognized that those sales otherwise would be lost to the Japanese in Scandinavia's unrestricted markets, he said.

About 10 percent of Ford's European products have been sourced outside Europe, Lutz said' "but that is bound to grow."

Asked about any impact of the political unrest in Cyprus on Ford's Turkish joint venture, Lutz said the effect has been minimal.

"Turkey has stabilized well over the past three to four years," he said.

A skeleton crew is maintaining Ford's plant in Alexandria, Egypt, while Ford is negotiating with the government "on a mutually economical way to operate that plant," he said.

Bait-and-switch complaints spur action in N. J.

Continued from Page 1

comment before a new regulation takes effect.

The complaints received by Consumer Affairs, a division of the state Attorney General's Office, involve dealers throughout the state and are not centered in any one geographical area. Barry could not give a precise number of dealers who have complaints against them, though a spokesman for the division said nearly every dealer in the state has complaints filed against them. According to NADA figures, there are 737 franchised auto dealers in the state.

While the division would not reveal any names of dealers, the complaints are investigated and there is a possibility of legal action.

Barry stressed the dvision's goal was to stop illicit practices in advertising and business.

obituaries

Richard E. Anderson

POMPANO BEACH, Fla. — Richard E. Anderson, 57, senior vice-president of Zimmer Corp. and president and founder of Windsor Mobile Homes, Inc., a subsidiary, died Nov. 20 at his home near Bristol, Ind.

Lewis E. Fleuelling

MONROE, Mich. — Lewis E. Fleuelling, who served Monroe Auto Equipment Co. for 33 years in engineering, marketing and executive positions, died Nov. 14. Mr. Fleuelling joined Monroe in 1947 as a project engineer. He was named senior vice president in 1978.

Peter D. Roto

ARLINGTON HEIGHTS, Ill. — Peter D. Roto, 81, founder of Roto Lincoln-Mercury-Subaru-IVECO, Inc. here, died Oct. 29. He opened a Hudson dealership in Chicago in 1925.

C. P. (Jack) Williams

SAN DIEGO, Calif. — C. P. (Jack) Williams, 82, for many years an automotive service consultant, died Nov. 11. Beginning as a mechanic, Mr. Williams became a car dealer before beginning his consultant business. The men he trained in auto service formed the Jack Williams Service Council about five years ago to carry on his work. Mr. Williams himself remained active until earlier this year.

Year-to-date total 30 pct. ahead of 1982

98,598 cars built in three-day week

By Mary Beth Mayer
Staff Writer

With only three days of production last week due to the Thanksgiving holiday, domestic auto output fell 42.25 percent short of the previous week's five-day total.

The auto makers targeted 98,598 units last week, down from 170,732 the previous week but up 48.89 percent over the 66,224 assembled in the year-ago week, also shortened by the holiday.

Because of the holiday, some of the totals for the week ended Nov. 19 are estimated.

So far this year, the manufacturers have finished 6,116,305 cars, 30.76 percent more than the 4,677,782 assembled at this time last year.

Breakdown for last week by company was: General Motors, 57.63 percent; Ford Motor Co., 21.60 percent; Chrysler Corp., 15.09 percent; American Motors, 3.50 percent; Honda, 1.14 percent, and Volkswagen of America, 1.04 percent.

Ford had six car plants on daily overtime last week. They were: Chicago, Edison (N. J.), Kansas City, Lorain (O.), St. Louis and Wayne (Mich.).

Last week at Chrysler, the Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 points put in two 9-hour shifts on Monday and Tuesday and two 8-hour shifts on Wednesday.

The Chrysler Jefferson (Detroit) facility worked two 8½-hour shifts the first two days of the week and two 8-hour shifts on Wednesday. Finally, the St. Louis No. 2 plant worked one 10-hour shift three days last week.

All U. S. car facilities were idle last Thursday and Friday in observance of the Thanksgiving holiday.

Truck makers assemble 35,018 in holiday week

The holiday week pulled domestic truck production down 40.14 percent from the previous week's five-day total. All U. S. truck assembly points were idle last Thursday and Friday in observance of Thanksgiving.

Last week, the makers slated 35,018 trucks, down from the previous week's 58,499, but up 44.59 percent from 24,220 units built in the comparable 1982 period, also shortened by the holiday.

Because of the holiday, some of the totals for the week ended Nov. 19 are estimated.

So far this year, the manufacturers have completed 2,168,176 trucks, a 24.40 percent gain from last year's 1,742,983.

All six Ford facilities were on daily overtime schedules last week.

Car production steady in Canada; trucks decline

Last week's Canadian car production was targeted at 21,301, up 161 units from the previous week's 21,140 and 23.60 percent over the 17,235 built in the year-ago period.

So far this year, the manufacturers have completed 875,932 cars, leading the year-ago output of 773,121 by 13.30 percent.

Truck production last week was estimated at 14,561, a fall of 3.18 percent from the prior week's 15,038. It was nearly double the year-ago week's total of 7,311.

Year-to-date, there have been 494,347 trucks completed, up 10.73 percent from 446,481 finished at this time last year.

So far, there have been about 9,250 T-115 minivans built at Chrysler Corp.'s Windsor facility.

TV special to kick off drive for Harrah museum in Reno

RENO. — A two-hour television special which will kick off a fund-raising drive to establish a museum here for 300 cars from the William Harrah collection was taped here last week.

Called "Superstars and Classic Cars," the special is being syndicated for broadcast between Jan. 8-10, 1984. The show is sponsored by Chrysler Corp. with assistance from Time-Life, Inc., and was produced by Dick Clark Productions.

In addition to sponsoring the show, Chrysler donated two prototype vehicles to the William F. Harrah Foundation to be included in the collection.

Joseph Campana, Chrysler marketing vice president, said that the two vehicles, a Dodge Caravan and a Chrysler Laser, are hand-built prototypes with an estimated value of $250,000 each.

"These two new revolutionary concepts are part of an investment of over $1 billion by the New Chrysler Corp. to build fuel-efficient, high-technology cars at an affordable price," Campana said.

• The hand-crafted prototypes represent some 24,000 man-hours of construction. Life Magazine also donated $35,000 to the foundation, which is seeking to raise $10 million over the next several years which will go toward building a new museum for the collection in downtown Reno.

The television special, which will star Bill Cosby, Debbie Reynolds, John Davidson and Lisa Hartman (as well as cameo appearances by a number of other performers who have starred over the years at Harrah's Casino), was taped before a benefit audience of 1,500 who paid between $100 and $200 to see the show.

The benefit and related activities surrounding William F. Harrah Week here were expected to raise $500,000.

The 1,100-car collection is owned by Holiday Inns, which purchased the Harrah operation several years ago.

Three hundred of the vehicles have been donated to the Harrah Foundation, which was formed after Harrah's death in 1978 in order to preserve the collection. These are the cars which will be on display at the proposed museum.

Zahrte joins company

VIRGINIA BEACH, Va.—William Zahrte has joined Dealer Management Systems. He will be responsible for increasing sales volume and profits of dealers.

8 scholarships awarded in 4-H auto program

CHICAGO. — Eight young persons have been awarded $1,000 scholarships in the national 4-H automotive awards program.

Awards will be presented here today (Nov. 28) at the 62nd National 4-H Congress. They were sponsored by Firestone Tire & Rubber Co.

Winners are: Kevin Mullineaux, 18, Monrovia, Md.; Ted Sims III, 18, Clemson, S. C.; Dan Jensen, 17, Hampton, Neb.; Ross Sestak, 18, El Reno, Okla.; Rick Muterspaw, 19, Springboro, O.; John Carnes, 18, Monroe, N. C.; Jimmy Van Wagner, 17, Citra, Fla., and Rocky Sylvester, 18; Nashua, Mont.

Nearly 90,000 boys and girls participate in the national 4-H automotive program.

U. S. CAR PRODUCTION

	Week Ended Nov. 26, 1983	Week Ended Nov. 27., 1982	Week Ended Nov. 19, 1983	Nov. to date	Jan. 1 to Nov. 27., 1982	Jan. 1 to Nov. 26, 1983
AMERICAN MOTORS	3,450	2,310	5,792	19,145	92,496	178,277
AMC Total	.....	488	.....	.....	48,242	4,071
Concord	.....	.....	.....	.....	.....	4,068
Eagle	.....	.....	.....	.....	.....	3
Renault Total	3,450	1,822	5,792	19,145	44,254	174,206
Alliance	1,725	1,822	3,000	10,505	44,254	142,874
Encore	1,725	.....	2,792	8,640	.....	31,332
CHRYSLER CORP.	14,880	8,926	24,800	58,738	543,817	798,186
Plymouth Total	4,530	3,644	7,550	16,803	218,330	277,046
Horizon	1,620	1,092	2,700	4,920	69,306	103,614
Reliant	2,820	2,478	4,700	11,454	147,731	168,234
Caravelle	60	74	100	280	1,293	4,769
Gran Fury	30	.....	50	149	.....	429
Chrysler Total	5,040	1,328	8,400	20,801	105,029	204,309
LeBaron	1,080	722	1,800	4,420	89,929	76,767
Laser	1,560	.....	2,600	5,882	.....	18,286
Chrysler	1,080	556	1,800	4,721	15,100	97,094
Fifth Avenue	1,320	.....	2,200	5,778	.....	12,162
Dodge Total	5,310	3,954	8,850	21,134	220,458	316,831
Omni	1,860	1,401	3,100	5,655	64,741	113,545
Aries	2,220	1,717	3,700	9,360	117,341	127,593
Daytona	540	.....	900	3,027	.....	12,452
Dodge 400	.....	347	.....	.....	28,559	18,478
Dodge 600	660	489	1,100	2,939	9,817	44,046
Diplomat	30	.....	50	153	.....	717
FORD MOTOR	21,293	18,087	35,487	126,698	1,007,548	1,399,370
Ford Division	13,700	11,697	22,833	83,041	629,843	907,971
Escort	4,352	4,462	7,254	27,395	247,208	257,593
Fairmont	.....	2,170	.....	.....	116,651	23,728
Mustang	2,052	2,266	3,421	11,535	113,539	109,429
LTD/Granada	2,366	2,755	3,944	14,911	116,839	161,335
Thunderbird	2,133	.....	3,554	12,027	29,326	172,494
Crown Victoria/Ford	860	.....	1,433	5,111	.....	84,630
EXP	220	44	366	603	6,280	2,069
Tempo	1,717	.....	2,861	11,459	.....	96,752
L-M Division	7,593	6,390	12,654	43,657	377,741	491,399
Mercury Total	6,141	5,175	10,234	35,988	288,789	397,620
Lynx	898	1,176	1,497	5,362	76,592	67,947
Capri	352	456	587	2,147	30,742	22,930
Zephyr	.....	546	.....	.....	37,088	8,601
Marquis/Cougar	1,098	1,212	1,830	6,358	52,829	68,524
Cougar/XR7	1,717	.....	2,861	10,888	10,580	116,096
Gr. Marquis/Marquis	1,292	1,756	2,153	7,567	79,228	85,615
LN7	.....	31	.....	.....	1,730	290
Topaz	784	.....	1,306	3,666	.....	27,617
Lincoln Total	1,452	1,215	2,420	7,669	88,952	93,779
Continental	280	243	467	1,437	18,319	11,091
Lincoln	360	727	599	1,928	43,272	55,673
Mark VI/VII	812	245	1,354	4,304	21,361	27,015
GENERAL MOTORS	56,825	35,110	100,458	334,321	2,955,313	3,606,426
Buick Division	11,785	9,715	20,090	70,677	690,408	811,165
Skylark	1,506	2,059	3,337	10,896	127,747	99,951
Skyhawk J	2,053	606	2,497	9,016	60,289	69,159
Century	1,940	1,574	3,727	12,035	104,172	152,678
Regal	2,376	2,449	3,822	14,882	190,572	217,743
Buick	3,068	2,441	5,121	19,090	168,177	223,824
Riviera	842	586	1,586	4,758	39,451	47,810
Cadillac Division	3,941	3,708	6,916	23,591	222,230	279,848
Cimarron	303	294	530	1,810	8,369	18,706
Seville	423	354	774	2,531	20,686	51,704
Eldorado	807	757	1,479	4,842	51,997	66,698
Cadillac	2,408	2,303	4,133	14,408	141,178	162,740
Chevrolet Division	19,936	7,750	33,224	113,317	936,616	1,197,359
Chevette	2,614	.....	4,356	14,849	189,987	187,251
Cavalier	4,637	1,038	7,720	26,578	86,131	277,539
Celebrity	3,780	721	6,300	20,464	61,263	156,082
Camaro	3,276	1,483	5,459	17,613	199,565	178,717
Citation	1,161	1,602	1,935	6,564	148,632	75,806
Malibu/El Camino	299	1,363	498	1,747	115,368	99,152
Monte Carlo	2,696	1,235	4,493	15,002	74,823	110,655
Chevrolet	1,008	308	1,680	7,991	38,533	83,330
Corvette	465	.....	775	2,509	22,514	25,027
Oldsmobile Division	14,292	10,977	26,551	85,037	710,996	928,982
Omega	983	1,021	1,733	5,927	69,777	51,710
Firenza	1,098	675	1,788	6,254	41,532	44,515
Cutlass	4,128	3,134	7,995	25,225	195,079	276,773
Cutlass/Ciera	2,746	1,681	5,566	17,688	114,433	194,438
Oldsmobile	4,805	3,936	8,456	26,659	258,571	323,293
Toronado	532	529	1,015	3,284	31,604	38,253
Pontiac Division	6,871	2,960	13,677	41,699	395,063	389,072
Acadian†	.....	.....	339	784	9,489	13,706
2000	1,776	988	4,363	11,439	36,611	102,630
1000	600	.....	1,088	3,166	32,760	38,705
Firebird	1,708	406	3,298	10,171	118,270	92,430
Phoenix	305	485	589	1,778	43,537	23,165
G. Prix/Bonneville	924	1,027	1,966	6,368	124,054	86,878
Parisienne	208	.....	472	2,067	.....	10,974
Fiero	1,350	.....	1,562	5,926	.....	20,584
6000	.....	.....	.....	.....	30,342	.....
HONDA	1,125	60*	1,853	5,999	250*	46,536
VOLKSWAGEN	1,025	1,731	2,342	8,317	76,159	87,510
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	98,598	66,224	170,732	533,218	4,677,782	6,116,305

CANADIAN CAR PRODUCTION

	Week Ended Nov. 26, 1983	Week Ended Nov. 27., 1982	Week Ended Nov. 19, 1983	Nov. to date	Jan. 1 to Nov. 27., 1982	Jan. 1 to Nov. 26, 1983
AMERICAN MOTORS	720	.....	730	2,727	28,252	26,635
CHRYSLER CORP	.....	.....	.....	.....	144,488	104,365
FORD MOTOR	7,580	8,449	7,628	29,051	262,565	247,677
GENERAL MOTORS	12,776	8,786	12,602	49,259	328,359	487,718
VOLVO	225	.....	180	765	9,457	9,537
Total Cars, Canada	21,301	17,235	21,140	81,802	773,121	875,932
N. American Cars	119,899	83,459	191,872	635,020	5,450,903	6,992,237
N. American Trucks	49,579	56,155	73,537	248,316	2,189,464	2,662,523
North American Cars and Trucks	189,478	139,614	265,409	883,336	7,640,367	9,654,760

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 26, 1983	Week Ended Nov. 27., 1982	Week Ended Nov. 19, 1983	Nov. to date	Jan. 1 to Nov. 27., 1982	Jan. 1 to Nov. 26, 1983
CHEVROLET	11,470	7,305	19,117	64,312	601,647	753,306
DODGE	2,400	1,400	4,000	13,444	115,083	131,266
FORD	13,271	11,241	22,118	74,265	634,432	841,184
GMC	3,637	2,086	6,215	21,233	208,422	238,369
INTERNATIONAL	760	626	1,231	4,187	42,552	46,522
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,010	512	3,320	11,780	79,514	34,450
NISSAN	840	.....	1,448	4,795	.....	13,540
AM GENERAL	30*	50*	50*	170*	2,230*	2,260*
MISCELLANEOUS	600*	1,000*	1,000	3,400*	51,000*	45,200*
Total Trucks, U. S.	35,018	24,220	58,499	197,586	1,742,983	2,168,176

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 26, 1983	Week Ended Nov. 27., 1982	Week Ended Nov. 19, 1983	Nov. to date	Jan. 1 to Nov. 27., 1982	Jan. 1 to Nov. 26, 1983
CHRYSLER CORP	4,778	.....	5,402	13,146	92,404	120,726
FORD MOTOR	3,400	2,932	3,361	13,495	124,450	129,386
GENERAL MOTORS	6,248	4,118	6,142	23,581	219,373	239,063
INTERNATIONAL	135	261	133	506	10,254	5,172
Total Trucks, Canada	14,561	7,311	15,038	50,730	446,481	494,347
N. American Trucks	49,579	56,155	73,537	248,316	2,189,464	2,662,523

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

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Renault's R-25

On sale in Europe next March

Renault plans to sell its R-25 in Europe next March. It will replace the R-20/30 big cars and will be offered with a choice of three gasoline engines and two diesels. It is 183 inches long and sits on a 107-inch wheelbase. Weights are 2,650 and 2,833 pounds. Renault officials said there are no plans to sell the car in the U. S. Story on Page 24. Other picture on Page 61.

Ford proposes four-year test of two million cars equipped with passive-restraint system

By Helen Kahn
and
Matt DeLorenzo

Ford Motor Co. is proposing a four-year, two-million-car test fleet for passive belt and/or air bags.

Ford also is proposing a radical change in test procedures for passive restraints, a mandate for all auto makers to equip 5 percent of their car fleets with passive systems and a concerted effort by all safety advocates to get states to pass mandatory belt-use laws.

Ford's recommendations were announced to Transportation Secretary Elizabeth Dole in hearings in Kansas City. The Kansas City meeting was the second in a series of three hearings on the merits of Safety Standard 208, which would require automatic crash protection in passenger cars.

Hearings were conducted earlier in Los Angeles and will conclude this week in Washington. NHTSA Administrator Diana Steed conducted the Los Angeles hearings.

In Kansas City, Ford Vice President Helen O. Petraukus acknowledged Ford's plan for the two-million-car test would need "extraordinary leadership" from government, a "substantial commitment of resources from makers," and a "willingness" from all to admit that belt usage is central to protecting car occupants.

What Petraukas failed to mention is that air-bag advocates will scream about further delay, saying that air bags have been tested and proved over the years. They will also protest vigorously any downgrading of the test procedure to stretch and pull for belts and any weakening of air-bag testing.

Sister auto makers may also not be enthusiastic about being forced into another test fleet—after the one planned by former Secretary William T. Coleman in December, 1976, for a half-million cars failed to get off the ground with a change in Administration.

• The Reagan Administration—the strongest advocate in many a year of laissez-faire and states' freedom to act on their own—may well not embrace the idea of jawboning states to force motorists to buckle up.

But precisely because the Ford plan is guaranteed to make all parties angry, it may be the most positive proposal to come out of the three-days of hearings, following the Supreme Court's remand last June. Even so, were the Ford plan adopted, it also might face a legal test.

Ford's position is that before Americans spend billions, they must be "certain" that air bags are effective and that automatic belts will not be "bypassed or permanently disabled." But since active belts are in all cars, a way must also be found to achieve their benefits.

"Forcing" passive restraint on motorists without assurance they will be accepted could mean a "major and possible unrecoverable setback" for the cause of safety and it might even cause "grave economic dislocation" for the industry.

What Ford also wants is to substitute a full crash test with instrumentation for a mere static test or "stretch and pull" for passive belt systems and a "designed to conform" procedure with a limited test for air bags.

• Ford also wants an industrywide rule — to get "valid" answers to questions, where at present there is only limited

Continued on Page 58, Col. 1

Formal approval could come before Christmas

FTC staff urges OK for GM-Toyota

WASHINGTON. — The Federal Trade Commission's Bureau of Competition has recommended that the FTC give its approval to the General Motors-Toyota joint auto production venture.

And the commissioners usually follow the recommendations of their staff. Formal approval could come before Christmas.

FTC approval is the last obstacle to the agreement between GM and Toyota to build 200,000 subcompact cars of Toyota design in GM's unused assembly plant in Fremont, Calif.

In addition to the 200-page Bureau of Competition report, FTC commissioners will also receive a 900-page neutral analysis from its Bureau of Economics and an independent opinion from John Kwoka, a former FTC economist now teaching at George Washington University, which finds the proposal anticompetitive.

Tentatively scheduled to present their opposing views next week are representatives from Chrysler Corp., Ford Motor Co. and American Motors.

If the FTC allows the joint venture to go through, it appears likely that a suit will be filed by Ford and Chrysler, possibly joined by AMC.

• Speculation is that the commission will split three to two in favor of the venture, with the Reagan Administration appointees outvoting former Democratic Chairman Michael Pertschuk and liberal Republican Patricia Bailey, who are expected to oppose the plan.

Clarence Ditlow III said he is trying to raise money to pay a law firm to challenge participation of FTC Chairman James C. Miller III in the vote on grounds that his acceptance of more than $75,000 in fees from GM before he joined FTC should disqualify him.

Miller has said he will not recuse himself from the decision. Even if he did, a tie vote would be the likely outcome and a tie vote would allow the venture to go through. Commissioners Terry Calvani and George Douglas are expected to vote for approval.

Approval of the proposal would allow GM, the world's largest auto maker, and Toyota, the third largest in the world and the biggest importer of cars to the U. S., to exchange marketing data.

The FTC staff report did find potentially troubling problems in the deal and proposed that the venture be closely monitored. But, it concluded that there is not sufficient evidence for FTC to challenge the legality of the venture at this point.

Ford and Chrysler contend that the joint venture could have a wide variety of anticompetitive effects, including possible price collusion and exchange of future product plans.

The FTC staff report said that instead of trying to block

Continued on Page 61, Col. 1

breaking news

Toyota to import van as a commercial

LOS ANGELES.—Toyota Motor Sales, U.S.A., will offer a commercial version of its van in early 1984. While current van models are imported under the passenger-car quotas the commercial versions will be brought in as trucks and therefore will be subject to the 25-percent truck tariff. Toyota feels there is sufficient demand among fleets and van upfitters to justify the move. The number of commercial vans will not be restricted, while passenger vans under quota are limited to 3,000 a month.

Ford to recall 1,200 workers next year

DEARBORN.—Ford Motor Co. will add a second shift to its Atlanta assembly plant next year returning 1,200 workers to the job. Most of those employes are expected to

See BREAKING NEWS, Page 8, Col. 1

And it could be even better, he says, if Washington would clean up its act

GM's Smith predicts '84 sales of 14 million

By Al Fleming
Industry Editor

Roger B. Smith, chairman of General Motors, forecasts sales of new cars and trucks in calendar year 1984 will total 14 million units, and could "easily beat" that mark "if we get the things needed in Washington in terms of a stable economy and handling of the budget deficit."

Interviewed for Forecast '84, a special section of Automotive News that will run the Smith interview in its entirety next Monday (Dec. 12), the GM chairman also said that:

1. The company's capital spending programs in 1984 and possibly 1985 will be higher than in 1983 because of "some new, ambitious programs that we're undertaking."

2. He believes there will be a 20-million vehicle sales year in the U. S. by the 1990s (compared to the current record of 14.9 million units set in 1978).

3. By the 1990s there will be a labor shortage in the U. S., as a result of unprecedented economic growth and technological breakthroughs that will spawn new industries.

Looking toward the near term, Smith said GM's first-quarter 1984 production schedules will reflect the company's optimism as it heads into the new year.

"We've got every possible plant back (in production) that we can have back. We have two brand new assembly plants (in Lake Orion, Mich., and Wentzville, Mo.) on stream Dec. 1, so the (production increase over first-quarter 1983) will be substantial," he said.

A major hurdle facing GM next year will be new-contract bargaining with the UAW. Their current national agreement expires Sept. 14.

Smith listed "job security" as the issue he believes will be of "paramount importance" in the talks. He said he expects bargaining will focus on "how we work together with the union and our people to make sure we're competitive, and have good jobs for them."

In discussing recent organizational changes among GM staffs and divisions, Smith said the

Continued on Page 61, Col. 4

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Federal judge's ruling sets a trial for Jan. 1

GM loses a move on X-car debate

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — General Motors has lost a major procedural move in the continuing litigation over whether some 1.1 million X-body cars have a safety-related defect.

GM denies it and the government — using GM's own internal documents — says the defect exists and GM knew about it. Trial on the defect issue itself is set for Jan. 1.

GM has contended that the federal court cannot act until NHTSA has itself gone beyond its current initial finding of defect and reached a final determination of defect after having given GM its full rights to defend itself.

The government counters it saved time by going directly to court where GM is guaranteed a trial.

Federal Judge Thomas P. Jackson, in a six-page decision last week, notes that GM's concept of the law seems to be that the government is the "exclusive (or at least the primary) arbiter" of vehicle safety but the court agrees with the government when it says that manufacturers have an "independent duty" to notify owners and to remedy safety-related defects — "with or without a Secretary's order to that effect . . . and a manufacturer who fails in it is in violation of the Act."

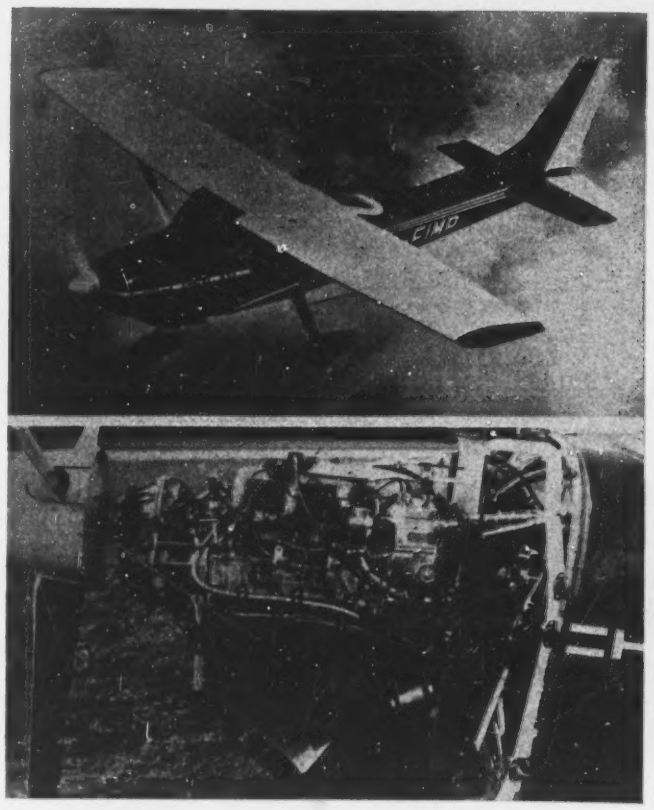
Moreover, says Judge Jackson, the government is obliged to tell the Attorney General when it knows of noncompliance by an auto maker without conditions of time or the status of its administrative proceedings.

Jackson, denying one of the two major GM motions, finds no reason for the case not to go to trial, since NHTSA has nothing ongoing at the present. As for GM's contention that some government charges are themselves defective — that GM breached its duty by failing to make a "good faith" finding of a safety-related defect — Jackson says "it would make no sense to construe it to allow a manufacturer to evade the duty by the expedient of declining, however innocently, to reach its own conclusions as to the relationship between a defect in its vehicles and the safety of the traveling public."

GM has consistently and repeatedly declared that the company never found a safety-related defect in the X-body brakes and that the government has misread more than 100,000 GM documents detailing engineers and some corporate executives' concern over unsolved brake "problems."

In fact, a footnote in a GM filing in court on Nov. 20 indicates the irrelevancy of various documents on the opinion of any GM workers other than two officials.

The footnote says: "Under well-established GM corporate procedures, only the Vice President and Group Executive for North American passenger cars, or in his absence the President of GM, is authorized to determine whether a safety-related defect exists."



Porsche takes to the sky

Porsche is developing its 911 engine for aviation use. Introduced with the 911 sports car in 1963 and still powering the 911 Carrera, the air-cooled "boxer" six combines high output with quiet and simple operation. Unlike other airplane engines, it is designed to run on regular-grade automotive gasoline. The Porsche PFM 3200 is the culmination of a two-year development program. Flight testing began in September and certification is expected by mid-1984.

German merger rumor links BMW and MAN

By Richard Feast
European Editor

LONDON. — Now this is just idle speculation — or is it?

In West Germany lately there has been a lot of talk of a merger between up-market auto maker BMW and troubled heavy truck specialist MAN.

The fact that BMW's success has continued through the recent economic slump and that MAN's fortunes have seldom been at a lower ebb is only part of the story.

Both companies are located in Bavaria, the southern German state. The strong regional sense which Bavarians feel should not be under-estimated. It was underlined by the rejection by Minister President Franz-Josef Strauss of suggestions that companies as diverse as Mitsubishi and General Motors could come to the aid of MAN.

That would not be a Bavarian solution. But a merger of some sorts between MAN and BMW, with financial aid from the regional government, would create an organization more capable of matching the might of Daimler-Benz, located to the northwest in the Baden-Wurttemberg capital of Stuttgart.

• If a merger happened it would be BMW returning a favor to MAN. In the '60s, when the auto maker was in troubles of its own, its aero engine interests were acquired by MAN. Now that company, known as MTU, is jointly owned by Daimler-Benz and MAN.

Last year, BMW made a record 369,000 autos. It will build even more this year and talks of reaching 400,000 next year. It can look back on a solid decade of growth, and look forward to a new R and D center being built at Munich and an additional factory under construction at Regensberg (also in Bavaria).

MAN built 21,500 vehicles last year — a reflection of the downturn in the market, and around 20 percent down on the numbers of the previous few years.

It made a financial loss last year ($125 million) on lower sales, and has cut its workforce (by a quarter, to 16,000 by the middle of next year). There have been factory closures and short-time working.

• The culmination was a change of top management in early November at MAN's parent GHH Group, Europe's largest engineering concern. It was occasioned by the troubles at MAN.

The new chief executive is Klaus Gotte, a financial expert from the Allianz Insurance Group. He replaces Manfred Lennings following a top-level shakeup at GHH over policy toward MAN.

One other small factor: The R and D director BMW chose to replace, Dr. Karlheinb Radermacher, is Dr. Hans Hagen— former development head at MAN.

He defends delay in ad campaign

Bricklin launches fat cash incentive

By John A. Russell
New York Staff Writer

NEW YORK. — A sales-incentive program with cash awards that could reach $890,000 has been kicked off by International Automobile Importers on Bertone X-1/9 and Pininfarina Spider cars in this country.

Malcolm Bricklin, chairman of IAI, explained the program is designed to spark sales efforts in the 100-plus dealerships that are in the IAI fold.

Cash bonuses for each sale are a key to the program. For each 1983 Bertone sold during the period running from Nov. 1 to Feb. 29, the salesman will receive $400 and the sales manager $150. For each 1983 Pininfarina sold, the sales persons will receive $100 and the sales manager will receive $50.

In addition to the cash bonuses, the salesman, sales manager and dealer become eligible for a series of drawings to be followed by a "Grand Drawing."

• At the end of three sales periods, or every month, there will be a drawing of sales coupons. The first-place winner, the dealer, sales manager and sales person, receive $5,000 each. Second place is $2,500 each and third place is $1,000 each.

The final "Grand Drawing" of all coupons during the four-month contest has a first prize of $25,000 for the dealer, and $15,000 for the sales manager and sales person. Second prize is $12,500 for the dealer and $7,500 each for the sales manager and sales person. The third prize is $10,000 for the dealer and $5,000 each for the sales manager and the sales person.

Bricklin said the purpose of the cash awards and the drawings was to attract attention of dealership personnel. There are only about 1,000 of the two cars in the country and '84 models are expected in March. But, he said, many of the new dealers are not familiar with the product. This is a method to draw their attention to the line and get enthusiastic support for it, he said.

Bricklin said the cash bonuses, once verification from the distributor are received are mailed "promptly."

• In the past several months, questions have developed about "aggressive dealer recruitment techniques, lack of a marketing/advertising program and the company's financial integrity.

Bricklin, in an interview, admitted aggressive recruitment

Continued on Page 61, Col. 1

Its aim is to give Chevrolet truck leadership for 1983

GM pay-deferral program finds no followers

By Joseph Bohn
Marketing Editor

General Motors' competitors decided not to counter its three-month consumer payment deferral program, kicked off by GMAC over the Thanksgiving weekend.

The low-cost GM program got mixed reviews from competitors on its ability to stir up sales and traffic.

Essentially, though, Ford, Chrysler and American Motors already had a variety of incentives in place — and, nearing the yearend, some of their budgets are also hitting tilt.

The real significance of GMAC's program lies more in its attempt to give Chevrolet calendar year truck leadership than in seeking to boost sales of the troubled T and X-body models.

Chevrolet threw in extra incentive money as a companion to GMAC's own efforts.

From Nov. 24 to Jan. 4, sales people earn $75 per retail delivery and sales managers $25 on the following new vehicles: Chevette, Citation, S-10 pickups, S-10 Blazer, 2WD and 4WD pickups in the 10 and 20 series.

The full-size Blazer and 2WD and 4WD Suburbans are excluded from the contest.

• Ford is smarting a bit over the fact that registrations for the '83 model year, which concluded in September, show Chevrolet trailing it by 10,000.

Some Ford people think registrations — not retail sales — are the real indicator of who won the '83 model truck competition.

Of course, they also concede that there is always a delay in getting vehicles registered and Oklahoma, for example, isn't counted in the Polk tally.

The controversy, which will probably spill over into the new year, no doubt adds a little spice to marketers on both sides.

Chevrolet's general marketing manager, Thomas Staudt, openly expressed his division's strong desire to get calendar year truck leadership in his dealer mailgrams.

The money currently being spent by Chevrolet and Ford to bolster sales is pretty close to even.

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59th year — No. 4998

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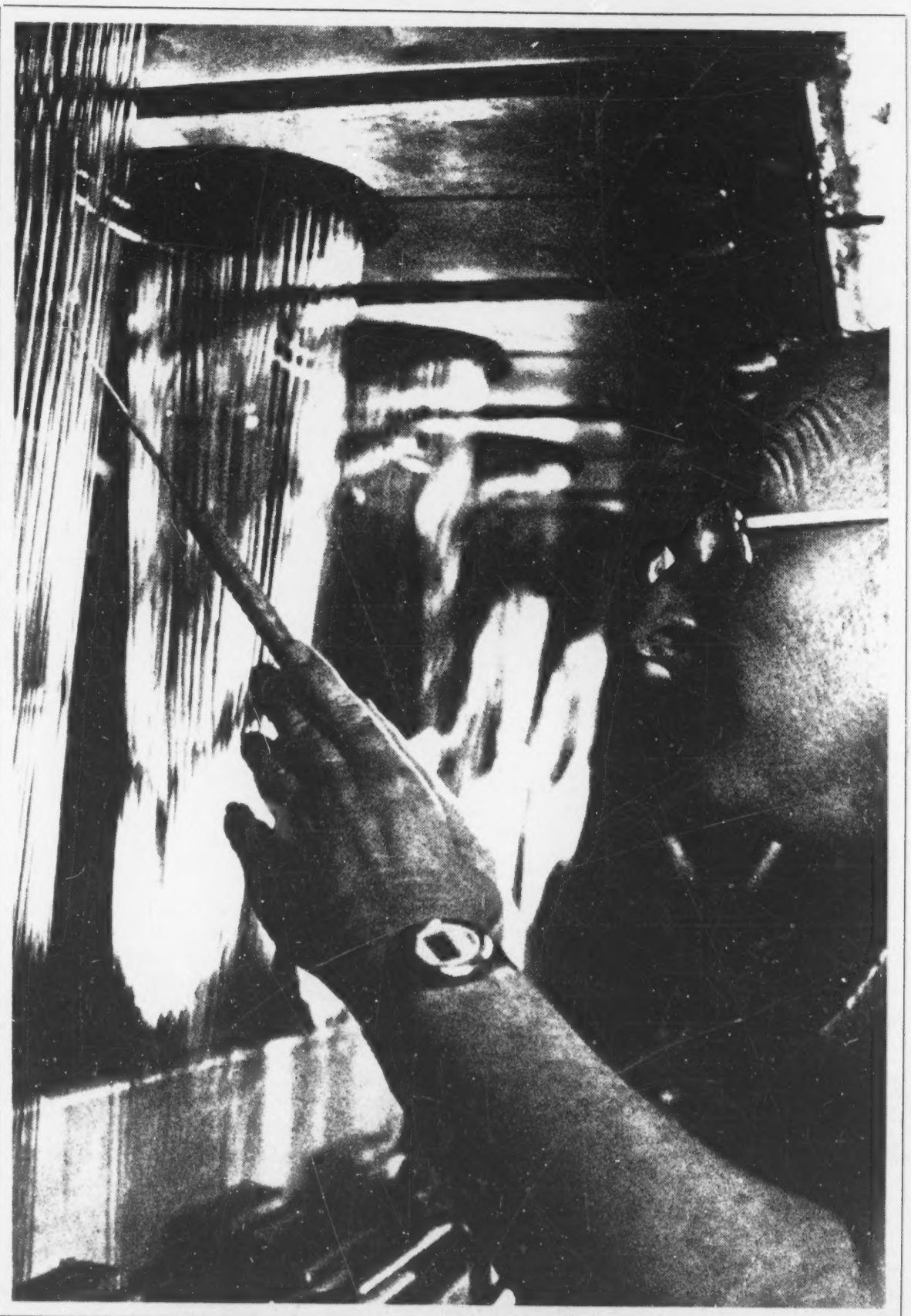


Fiberglass composites on the rise

Dramatic growth forecast for body panels, springs

The growth of fiberglass-reinforced thermoset composites indicates they are no novelty to automotive engineers. They are routinely specified in many automotive applications. But some components recently introduced, such as exterior body panels and springs, are expected to show dramatic growth over the next five years.

According to W. P. Jenks, vice president of Owens-Corning Fiberglas Corp., "We expect thermoset composites to reach a volume of 307 million pounds by 1988. This represents a compounded annual growth rate of 12.2 percent, almost double the expected growth rate (6.6 percent) forecast for automobile and truck production."

Passenger car use of glass fiber composites is growing more rapidly than truck usage. In 1982 passenger cars used 91 million pounds, 59.3 percent of the 154 million pound total. Passenger car share will rise to 64 percent of the projected 1983 composites total, and reach 67 percent by 1988, when passenger car usage will be 206 million and trucks will consume 101 million pounds, according to Jenks.

One dramatic growth area O-C sees for composites in passenger car and truck production is the "suspension, chassis, and frame" category, where growth rate is expected to be triggered by increasing use of glass reinforced composites in springs. Front and rear composite leaf springs are currently in full production on the Chevrolet Corvette. Springs for trucks are forecast to grow at a faster rate than those in passenger cars. The 1982 volume of 894 thousand pounds is forecast to grow to 11.5 million pounds in 1988. Of this, 9 million pounds will be in leaf spring applications.

Body panels represented 73 percent of the 1982 passenger car composite applications and will improve this dominant position to 83 percent in 1988, with the growth coming in new applications, O-C says. Front end panels (grill opening panels) are currently the highest volume application in body panels. Although front ends will continue to grow, they will represent only 34 percent of the total body panel usage by 1988, down from 54 percent in 1982. Rear end panels, similar in purpose and design to grill opening panels, are being used on one

Continued on Page D-2

Photo

Glass fibers manufactured by the flame-attenuated process are used on automobile insulation products made by Manville (Story Page D-2).

This headliner, produced by Manville's Automotive Products Dept. at Defiance, O. for Chrysler's T-115 van, is the largest single-piece fiberglass headliner ever manufactured. It is 100 inches long, 48 inches wide and ¾ inch thick.

Noise, heat and Chapter 11

Manville marches on as auto supplier

Lots of noise. Lots of heat.

Manville Corp. is battling that as a company, and as a supplier of automotive products.

Since August 1982, the firm, headquartered in Denver, Colo., has been operating under Chapter 11 of the U. S. Bankruptcy Code. Its problem was precipitated by persons seeking damages for injuries alleged to have resulted from exposure to asbestos fiber or asbestos-containing products made or sold by the company and its subsidiaries.

Meantime, Manville is trying to operate its business in a normal manner, including manufacturing and selling automotive fiberglass products.

The company has been a leading supplier of automotive insulating components for two decades, and some 80 percent of molded fiberglass going into new cars for thermal and insulating applications reportedly is supplied by Manville.

"The message we want to communicate is that Manville dominates the fiberglass insulation and thermal market," said George A. Ensign, vice president and general manager, OEM Industrial Products Marketing Division, Manville Products Corp.

As for Chapter 11, Ensign said the company has maintained operational control of its business, and that its automotive customers, for some of whom Manville is a single-source supplier, show no evidence of losing confidence in the firm. "We're looking at new automotive programs far down the road," Ensign said.

Competitors are looking over Manville's shoulders, however, including Owens-Corning Fiberglas Corp., Toledo, and Certainteed Corp.'s Insulation Group, Valley Forge, Pa., whose sights are set on expanding their share of the market for fiberglass used in auto headliners and hoodliners.

Acknowledged Ensign: "It's a critical time for Manville. We've held an established position in the market since the early 1960s. We've dominated it, but in the last couple years other manufacturers are jumping in."

The battle is being waged over an automotive noise and thermal insulation market currently estimated at 30 to 35 million pounds of molded fiberglass product annually, and

Continued on Page D-8

Fiberglass

Continued from Page D-1

model. Installation on additional models will start in 1984 and will result in a 1988 rear end panel volume of 10 million pounds.

Three 1984 utility vehicles, AMC Jeep Wagoneer, Dodge Ramcharger and Ford Bronco II, use SMC liftgates. These are high volume closure applications. Production volume for these utility vehicles is expected to exceed that of low volume passenger car models. The use of liftgates will increase from a half million pounds in 1982 to 1.3 million pounds in 1983 and 3.5 million pounds in 1984, O-C says. Liftgates are expected to gain another 88 percent (to 6.5 million pounds) by 1988. Pickup tailgates will add 1.3 million pounds to the 1988 truck total.

A notable application in passenger car tailgates was on the 1983 Oldsmobile B-body station wagon. It has been added to the 1984 Buick Electra and LeSabre station wagons.

In passenger car use, three application categories, "body panels," "suspension, chassis, and frame" and "passenger compartment" account for most of the growth through 1988. In trucks, "cab shells and exterior" and "suspension, chassis, and frame" are the two outstanding growth categories.

Other reinforced composite application categories, such as electrical and underhood components, will grow at rates close to the car and truck production growth rate. "This indicates the maturity of composites in these areas," says Jenks. "Body panels and structural applications, such as springs, will provide the major growth direction for composites to and beyond 1988."

An analysis of glass fiber thermoset composite usage by manufacturing process discloses some significant changes over the 1982-1988 period.

Compression molded thermosets in passenger cars will increase 91 percent between 1982 and 1988 (77,527,000 pounds to 148,250,000), but their share of the total automobile use will drop from 85 to 72 percent, O-C says. This is due, in part, to the increased use of RRIM (reinforced reaction injection molded urethane). From a 1982 base of 883 thousand pounds, RRIM in passenger cars will grow to over 25 million pounds, 12 percent of the passenger car thermoset use, in 1988.

• RRIM is a relatively new system in automotive composites. Starting with a single application in 1982, 1983 production will exceed four million pounds.

The 1984 Pontiac Fiero uses RRIM in fenders and outer door panels, as well as front fascia. The Chevrolet Corvette has RRIM front and rear fascia panels.

Glass fibers provide dimensional stability by reducing the thermal expansion that can cause panel fit to deteriorate in extreme temperature conditions.

In trucks, compression molding will grow 30 percent from 1982 to 1988, but will drop from 87 percent to 70 percent of the total truck thermoset composite use. This is due to major growth in filament wound springs. Filament winding, forecast to use 11.5 million pounds, will comprise 11 percent of the truck thermosets in 1988. Injection molding and low pressure processes will remain at 5 percent and 14 percent of the total throughout the forecast period, O-C says. □

PASSENGER CAR PRODUCTION (North America)

(THOUSANDS OF PASSENGER CARS)

	1982	1983	1984	1985	1986	1987	1988
SUBCOMPACT	1,744	1,897	2,460	2,409	2,500	2,489	2,380
COMPACT	1,011	1,117	1,489	2,115	2,109	2,173	2,138
INTERMEDIATE	1,753	2,587	2,666	2,353	2,335	2,397	2,318
FULL	1,353	1,671	1,918	1,949	2,201	2,256	2,247
TOTAL	**5,861**	**7,272**	**8,533**	**8,826**	**9,145**	**9,315**	**9,083**

TRUCK PRODUCTION (North America)

(THOUSANDS OF TRUCKS)

	1982	1983	1984	1985	1986	1987	1988
LIGHT	2,167	2,273	2,684	2,786	2,659	2,676	2,730
MEDIUM/HEAVY	193	197	233	258	254	254	258
TOTAL	**2,360**	**2,470**	**2,917**	**3,044**	**2,913**	**2,930**	**2,988**

GLASS FIBER THERMOSET COMPOSITE USE IN PASSENGER CARS

(THOUSANDS OF POUNDS)

	1982	1983	1984	1985	1986	1987	1988
SUBCOMPACT	16,493	18,984	33,138	31,452	33,333	32,971	34,052
COMPACT	8,753	13,709	19,462	28,105	38,609	40,124	39,326
INTERMEDIATE	30,488	48,015	50,010	46,336	47,947	49,302	48,769
FULL	35,562	51,458	74,602	76,187	85,220	85,938	84,086
TOTAL CAR	**91,296**	**132,166**	**177,212**	**182,080**	**205,109**	**208,335**	**206,233**

GLASS FIBER THERMOSET COMPOSITE USE IN TRUCKS

(THOUSANDS OF POUNDS)

	1982	1983	1984	1985	1986	1987	1988
LIGHT	47,985	51,797	55,837	59,399	60,547	68,724	69,739
MEDIUM/HEAVY	14,646	22,628	28,479	31,535	30,958	30,958	31,519
TOTAL TRUCK	**62,631**	**74,425**	**84,316**	**90,934**	**91,505**	**99,682**	**101,258**

GLASS FIBER THERMOSET COMPOSITE USE IN PASSENGER CARS BY APPLICATION CATEGORY

(THOUSANDS OF POUNDS)

	1982	1983	1984	1985	1986	1987	1988
BODY PANELS	66,407	100,337	141,763	150,315	171,348	174,330	170,592
ELECTRICAL	117	170	200	193	217	222	217
PASSENGER COMPARTMENT	3,140	3,784	5,293	5,898	6,819	6,817	8,352
SUSPENSION, CHASSIS & FRAME	420	1,324	2,059	2,581	3,584	3,600	4,361
UNDERHOOD	21,212	26,551	27,897	23,093	23,141	23,366	22,711
TOTAL CAR	**91,296**	**132,166**	**177,212**	**182,080**	**205,109**	**208,335**	**206,233**

GLASS FIBER THERMOSET COMPOSITE USE IN TRUCKS BY APPLICATION CATEGORY

(THOUSANDS OF POUNDS)

	1982	1983	1984	1985	1986	1987	1988
CAB INTERIORS	21,648	23,754	25,786	23,047	22,182	22,060	22,568
CAB SHELL & EXTERIORS	20,647	26,311	30,958	37,697	37,328	39,454	40,125
ENGINE DRIVE	1,046	1,152	1,315	1,355	1,315	1,378	1,355
EXTERIOR ACCESSORIES	3,531	3,786	3,866	4,043	3,898	3,898	3,911
SUSPENSION, CHASSIS & FRAME	894	1,012	1,622	2,948	5,266	11,376	11,515
TILT FRONT ENDS	7,691	10,845	13,080	14,378	14,270	14,270	14,478
UNDERHOOD	7,174	7,565	7,690	7,466	7,246	7,246	7,306
TOTAL TRUCK	**62,631**	**74,425**	**34,316**	**90,934**	**91,505**	**99,682**	**101,258**

GLASS FIBER THERMOSET COMPOSITE USE IN PASSENGER CARS BY PROCESS

(THOUSANDS OF POUNDS)

	1982	1983	1984	1985	1986	1987	1988
COMPRESSION	77,527	107,943	138,031	135,846	146,656	148,867	148,252
INJECTION (Thermoset)	10,960	16,787	19,362	19,392	27,503	28,194	27,583
FILAMENT WINDING	183	453	768	1,443	2,572	2,611	2,507
RRIM	464	4,243	16,681	23,142	25,550	25,817	25,101
LOW PRESSURE	2,162	2,740	2,370	2,257	2,828	2,846	2,790
TOTAL	**91,296**	**132,166**	**177,212**	**182,080**	**205,109**	**208,335**	**206,233**

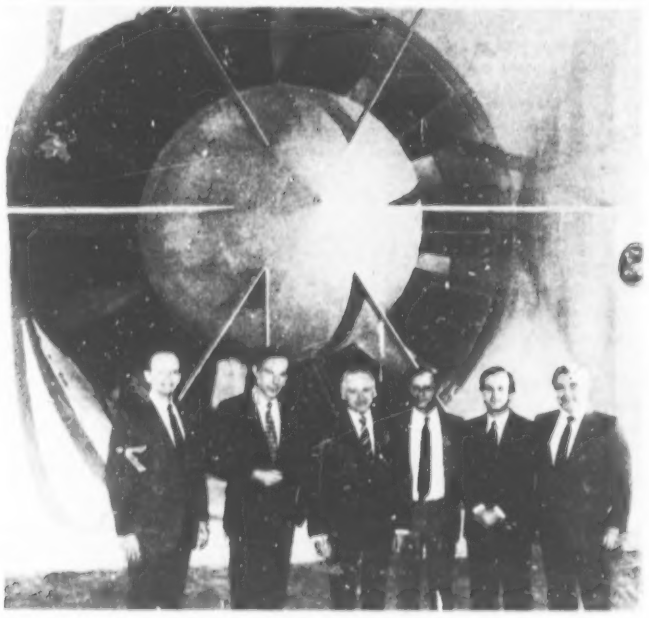
GLASS FIBER THERMOSET COMPOSITE USE IN TRUCKS BY PROCESS

(THOUSANDS OF POUNDS)

	1982	1983	1984	1985	1986	1987	1988
COMPRESSION	54,505	58,987	65,164	68,843	67,583	69,592	70,678
FILAMENT WINDING	1,049	1,174	1,693	2,897	5,229	11,402	11,518
INJECTION (Thermoset)	2,416	3,838	5,113	5,455	5,290	5,290	5,323
PULTRUSION	3	17	20	23	22	22	23
RRIM	32	61	73	81	78	78	80
LOW PRESSURE	4,626	10,348	12,352	13,645	13,303	13,298	13,636
TOTAL	**62,631**	**74,425**	**84,316**	**90,934**	**91,505**	**99,682**	**101,258**

Source: Owens-Corning Fiberglas Corp.

world news briefs



Ford opens its Cologne wind tunnel.

Ford opens tunnel

Ford of Europe's $9.2 million wind tunnel in Cologne, West Germany, is inaugurated by Philip Caldwell, chairman of Ford Motor Co. At the ceremony (above, left to right): Donald E. Petersen, president, Ford Motor Co.; Uwe Bahnsen, vice president-design, Ford Europe; Caldwell; Geoffrey Howard, chief engineer-design engineering, Ford Europe; Kenneth K. Kohrs, vice president-product development, Ford Europe; Howard J. Blanch, chairman, Ford Europe.

MAN change

A new chief executive takes over at West Germany's GHH engineering group. The change stems from troubles at the group's largest division, truck and bus builder MAN. The new boss, Klaus Gotte, is a financial man from the Allianz insurance group. He replaces Manfred Lennings.

Spending in Spain

Ford will invest $42 million in Valencia, Spain. Most of the money will go into an engine plant to produce a new 1.3-liter gasoline engine starting June 1985. Current Valencia engine capacity is 440,000 units annually.

Baby Benz to Bremen

Daimler-Benz's Bremen factory in northern Germany begins production of the 190/190E; 2,000 units will be produced this year, with series production getting under way next year. The W124 replacement for the mid-range car goes into production at Sindelfingen in the fall.

Innocenti losses

Nuova Innocenti (21,600 units built in 1982) anticipates a third year of revenue losses; 1981-82 losses totaled 32 billion lire ($19 million at current rates).

Audi Boost

Audi 1983 sales will top DM 7 billion ($2.7 billion) compared with DM 6.1 billion last year. Production should reach a record 390,000.

Volvo appointment

Willem Vlasblom, 40, joins the management board of Volvo Car, Holland. He is responsible for corporate planning and has worked for Volvo since 1972.

Daimler-Benz up

Daimler-Benz will build and sell more cars this year than last year. Year-end output will surpass 470,000 (458,345 in 1982). Production of the new 190 will reach 109,000, while S-class models produced will reach a record 114,000; almost half will have V-8 engines.

Alfa Romeo

Continued from Page 34

level of collaboration between companies, though he freely acknowledges the enormous difficulties. But his talk suggests that Alfa Romeo's partners will not stop at Nissan (ARNA and Fiat (1985 luxury cars) and will probably involve components as well.

"The big problem in making a joint venture between two companies is that it needs very strong willpower between, say, 20 people. The 20 people have to agree on doing things. It's not so easy, because you have to give, and that's a problem," he maintains.

But an agreement can lead to reduced investments and greater volumes to amortize unit costs.

"The customer will not realize if some of those components between two manufacturers are the same.

"In Europe there are 10 or 11 car manufacturers producing the same number of cars which in the States are manufactured by three car makers. They have scale advantage — unless we make agreements," he believes.

• Innocenti is a former aircraft industry man. He sees what has happened to the civilian aircraft industry in Europe, and that for big computers in Europe.

"We gave up (civil aircraft) in favor of America because we were not in a position in Europe, between the different aircraft industries, to make any proper agreement. In Europe we make only military aircraft.

"And then in Europe we do not have any more any type of big computer industries. Fifteen years ago we had many. They could not make an agreement, so that IBM, Honeywell and so on took over," he reflects.

In reply to a comment about Airbus Industrie gaining world sales, Innocenti states, "I am talking about profitable business.

"The car industry can survive for the next 10 years — with government money. That's a different story," says the man who is managing director of a state-owned enterprise. It is another indication that Alfa Romeo management would like to see the enterprise move from state ownership to the private sector.

Innocenti says that only when Alfa Romeo is making money once more could it pass into private ownership.

"Who would buy shares in a company that's still losing money?" he asks, adding, "The only real problem is profitability, which means market conditions. Then we don't see any basic problems."

In the meanwhile, Alfa Romeo will continue to draw on state funds for at least part of its $1.5-billion investment program over the 1983-87 period. But the managing director reports that "a substantial percentage" of the cash will be from Alfa Romeo's own internal resources.

Some will come in the form of low-interest loans from the Government (some for technological innovation) and around 10 percent will come from the open European money markets.

Registrations boom in UK

Major gains posted in Germany and Spain

By Richard Feast
European Editor

Impressive sales by the two U. S.-owned auto makers — Ford Motor and General Motors — in Europe this year resulted from their showings in their power bases: West Germany, the United Kingdom and Spain.

Their new cars, Ford Sierra and Opel Corsa, not only generated a lot of interest, but came at a fortuitous time.

West Germany, France, the UK and Italy account for three out of four new-car sales in Europe. Spain, the fifth largest market, makes it four out of five.

Unofficial 1983 registrations, for nine months ending in September indicate major improvements in Germany and Spain and a boom in the UK, three countries where Ford and GM are recognized auto manufacturers.

In France, registrations were static and in Italy they declined. (This explains 1983's luckluster performance by Renault, the leading make in France and leading importer in Italy.

New products from Fiat (Uno) and Peugeot (205 and Citroen BX) helped those countries stem otherwise adverse sales trends in their home markets.

Volkswagen was unable to take advantage of the sales resurgence in Germany, due to competition from Opel and Ford and anticipated model halt of its top-selling Golf.

As a group, VW managed a 3.2 percent sales gain, which hides the fact that VW sales were down nearly 4 percent while Audi Division sales rose by nearly one-third.

Total Japanese car sales surpassed the overall trend.

Only other auto maker to approach volumes of Europe's Big Six was BL with 4.2 percent in the nine-month period, but its showing was distorted by the fact that 80 percent of its 342,500 registrations were made in its domestic UK market. It is

Continued on Page 36

NEW-CAR REGISTRATION LEADERS IN EUROPE

Manufacturer	9 mos. 1983	Market share	9 mos. 1982	Change on '82
Ford	1,034,500	12.7	936,900	+ 10.4
Renault	981,700	12.1	1,070,800	– 8.3
Fiat Auto	977,800	12.0	969,500	+ 0.8
VW Group	973,800	12.0	943,900	+ 3.2
Peugeot SA	950,800	11.7	945,200	+ 0.6
General Motors	919,600	11.3	736,500	+ 24.9
TOTAL	8,136,500	100.00	7,716,800	+ 5.4

Rationing ups registrations

Yugoslavians buy cars to get more gas

By Anne Hope
Special Correspondent

Gas rationing, introduced in Yugoslavia in an attempt to force people to use cars less, instead has caused a big hike in numbers of cars licensed.

The latest dodge is to register a car—its age doesn't matter—in order to claim its gas allocation. As a result, Yugoslavia is fast becoming highly motorized, at least on paper.

Since October 1982 every auto owner has been restricted to a gas ration of 40 liters a month. Since many young couples live with parents and inlaws in cities during the week but spend weekends in cottages in the country or by the seaside, they need fuel, which is why old cars are sought, bought and registered, though they may be seldom driven. Their value lies in the petrol coupons they earn.

Many Yugoslavians use two-wheel vehicles for their fuel efficiency. The number of two-car families is growing — and two-car families with motorcycles also are increasing. Often cars are not used because motorcycles can stretch the gas ration.

Yugoslavia is comprised of six republics. It has five nationalities speaking four languages, and three religions with two scripts (Crylic and Latin) in one nation. "Yes, we're six/five/four/three/two in one," I was told. "Nehru said so years ago, and it's still true."

While Yugoslavia's gasoline shortage makes headlines, fuel isn't the only commodity rationed. Though store shelves are stacked high with tins of sardines from the Adriatic, there is a scarcity of instant coffee. Also in short supply are detergents and all goods from the West, which can only be imported in exchange for hard currency.

Off the tourist tracks, few Western newspapers or magazines are available. Locals ask visitors if they have copies of TIME, NEWSWEEK, even AUTOMOTIVE NEWS. Out-of-date copies are read avidly.

Tourists are welcome and tourists with wheels don't have problems buying gas since they can purchase as many coupons as they think they will need. As long as they refuel vehicles registered outside Yugoslavia, or hire cars, they can buy gas coupons for them with no hassle.

On leaving Yugoslavia, any unused coupons can be sold back to the authorities.

• During a four-day conference at Opatija, Croatia, organized by the Yugoslav Society of Automotive Engineers, I discovered that the country, though officially Socialist (what you and I would call Communist), is "non-aligned." That means it is not behind the Iron Curtain and not on the Council for Mutual Economic Assistance, known as 'Comecon' in Western parlance and 'Cmea' in East Bloc language.

Though Yugoslavia has a population of less than 23-million, its traffic fatality toll is high. An average of 15 people die each day on the road and 700 are seriously injured—"epidemic levels," according to delegates at that conference who came from all parts of Europe. (But of 19 delegates expected from Poland only nine attended while those expected from the Soviet Union did not arrive at all.)

More people die in traffic accidents in Yugoslavia than from cancer, heart attacks or other illnesses. But a valid point made at the symposium is that not all crashes involve locals. Many vehicles on the country's *autoput* are in transit to or from the Mid-East.

Vehicle registration grew from 1,252,325 in 1970 to 3,073,034 in 1980, a 245 percent rise. In the same period the number of drivers went up from 1,719,935 to 3,972,400. Today the number of vehicles is increasing at a rate of at least 10 percent a year.

Car assembly began in Yugoslavia in 1955 and totaled 760. Assembly of buses started in 1951, when production was 36 units. Motorcycle assembly started in 1956—with 3,421.

Almost every year since then there has been an increase. The best years were 1978 for motorcycles (79,900) and 1979 for cars (285,262), buses (6,178) and trucks (23,670).

A real success story is the Adria, an attached vehicle or van. Not as big as traditional U.S. motor homes, these vans are popular in Western Europe, especially Italy and France.

Western car makes assembled in Yugoslavia include Renault, Citroen and Volkswagen. "Home-grown" Zastava models are really Fiats produced under license (though the Yugo 45 does include design changes).

Visiting the Renault assembly plant at Nova Mestro, one is surprised to see almost-completed cars awaiting windshields. Waiting is not new in Yugoslavia.

Branded gasoline isn't sold. Station signs simply say "Petrol."

New-Car Registrations by Country

	9 mos., 1983	Change from 1982
West Germany	1,913,900	+13.2
France	1,466,800	− 0.3
UK	1,464,000	+17.7
Italy	1,234,800	− 7.0
Spain	414,800	+ 5.3
Holland	358,800	+15.4
Belgium/Lux.	290,300	− 4.1
Switzerland	221,200	− 6.4
Austria	199,800	+24.0
Sweden	149,700	− 0.9
Finland	92,400	− 1.6
Denmark	89,500	+27.1
Norway	84,100	− 5.1
Portugal	58,800	+ 6.7
Ireland	52,500	−16.4
Greece	45,800	−19.7
Total	8,136,500	+ 5.4

Registrations

Continued from Page 35

not a significant force in mainland Europe.

According to unofficial figures, leading market shares for January-September 1983 are: Ford, 12.7 percent; Renault, 12.1; Fiat Auto and VW group, 12.0; Peugeot SA, 11.7; GM, 11.3; Japanese, 10.2.

Overall the 16-country market was up by 5.4 percent to 8,136,500, with hopes that the 1983 total may reach the record 10.33 million of 1979.

German auto makers stress there is no sales bonanza in their domestic market; they are merely returning to normal levels after 1982's disastrous year.

Similarly, the slight decline in France follows last year's all-time high when more than 2 million cars were sold for the first time.

UK sales have been rising steadily and are likely to better the 1979 record of 1.72 million. It is likely the country will overtake France as the second best European market this year.

Italian sales have been declining since the peak of 1.74 million in 1981.

Spain, after several years in the doldrums, is picking up, and is believed to offer the greatest growth potential in Europe.

Because these five countries account for 80 percent of total European sales, sales booms in Austria and Denmark, and declines in Ireland and Greece, have little bearing on the overall market.

PRODUCTION OVERSEAS

FRANCE

Cars

	9 mos., 1983	9 mos., 1982
Peugeot SA	983,918	924,183
Citroen	409,567	376,397
Peugeot	433,750	391,052
Talbot	140,601	156,734
Renault	1,204,756	1,030,596
Total	2,188,674	1,954,779

Vans, trucks, buses

CBM	56	77
Peugeot SA	100,117	99,933
Citroen	22,159	20,590
Peugeot	62,547	69,723
Talbot	15,411	9,620
Renault	173,140	167,123
Sovam	60	70
Unic	4,775	4,110
Total	278,148	271,313
Total vehicles	2,466,822	2,226,092

SPAIN

Cars

	8 mos., 1983	8 mos., 1982
Citroen	75,686	62,397
Fasa-Renault	191,867	190,313
Ford	146,953	153,835
General Motors	144,812	.....
Seat	145,125	152,680
Talbot	33,892	34,383
Total	738,335	593,608

Vans, trucks, buses

CAF	.....	146
Citroen	13,668	24,823
Enasa	9,131	8,200
Fasa-Renault	19,756	18,998
Ford	3,655	4,852
Hispavitisa	1,939	2,160
Land Rover	13,711	8,119
Mercedes-Benz	5,602	7,883
Motor Iberica	12,662	11,755
Seat	16,387	1,310
Talbot	212	.....
Total	96,723	88,246
Total vehicles	835,058	681,854

JAPAN

Cars

	8 mos., 1983	8 mos., 1982
Daihatsu	125,563	85,283
Fuji	148,341	291,721
Honda	540,467	567,779
Isuzu	79,108	76,926
Mitsubishi	338,239	396,588
Nissan	1,214,352	1,181,716
Suzuki	81,966	61,264
Toyo Kogyo	589,423	552,275
Toyota	1,562,287	1,490,922
Total	4,679,746	4,542,474

Vans, trucks, buses

Daihatsu	224,434	219,811
Fuji	198,574	193,212
Hino	33,748	43,040
Honda	121,329	98,364
Isuzu	169,648	194,025
Mitsubishi	306,517	257,304
Nissan	423,501	402,467
Nissan Diesel	21,414	24,869
Suzuki	331,047	324,050
Toyo Kogyo	199,037	189,919
Toyota	591,141	609,615
Others	430	598
Total	2,620,251	2,557,149
Total vehicles	7,299,997	7,099,623

UNITED KINGDOM

Cars

	7 mos., 1983	7 mos., 1982
BL	261,920	250,358
Austin Rover	238,648	230,577
Jaguar	15,734	12,320
Range Rover	7,538	7,461
Carbodies	1,251	852
DeLorean	.....	1,287
Ford	195,779	201,177
Lotus	318	350
Reliant	51	51
Rolls-Royce	941	1,627
Talbot	74,401	25,401
TVR	160	70
Vauxhall	78,614	63,614
Others	407	342
Total	613,842	545,068

Vans, trucks, buses

Bedford	29,657	32,326
BL	49,570	48,128
Austin Rover	14,880	10,531
Land Rover	27,736	28,914
Leyland Veh.	6,954	8,683
ERF	908	1,139
Foden	368	434
Ford	61,824	71,351
Hestair Dennis	458	471
Karrier	2,874	4,075
MCW	212	190
Reliant	48	3
Seddon Atkinson	702	1,006
Others	407	332
Total	147,028	159,455
Total vehicles	760,870	704,523

REGISTRATIONS OVERSEAS

UNITED KINGDOM

Cars

	10 mos., 1983	10 mos., 1982
Alfa Romeo	7,094	7,659
BL	295,714	246,118
BMW	22,537	21,255
Daihatsu	4,685	4,308
Fiat Auto	45,238	43,620
Ford	461,703	413,689
FSO	3,878	2,752
General Motors	231,035	158,505
Honda	16,581	14,508
Hyundai	3,171	2,550
Lada	17,116	14,756
Lotus	339	372
Mazda	16,168	13,320
Mercedes-Benz	12,275	11,044
Mitsubishi	7,791	7,659
Nissan	93,860	84,720
Panther	91	25
Peugeot SA	95,007	90,217
Citroen	22,858	21,711
Peugeot-Talbot	72,149	68,506
Reliant	79	100
Renault	55,253	57,981
Rolls-Royce	587	751
Saab	8,333	8,348
Skoda	10,019	8,012
Subaru	2,951	2,347
Suzuki	2,928	2,344
Toyota	28,007	24,401
VAG	93,211	81,593
Volvo	54,685	45,471
Zastava	3,872	2,778
Others	4,636	3,201
Total	1,598,844	1,374,408

SWEDEN

Cars

	10 mos., 1983	10 mos., 1982
Alfa Romeo	636	485
BMW	3,127	2,978
Daihatsu	861	1,150
Fiat Auto	4,440	3,532
Ford	17,190	18,039
General Motors	16,225	17,993
Honda	2,414	3,640
Lada	1,639	2,384
Mazda	9,978	8,492
Mercedes-Benz	3,984	5,161
Mitsubishi	1,276	1,184
Nissan	4,560	5,049
Peugeot SA	5,135	4,405
Porsche	168	141
Renault	1,791	2,042
Saab	23,546	24,777
Skoda	307	349
Subaru	491	290
Toyota	6,864	6,636
VAG	17,986	21,564
Volvo	48,129	44,604
Others	24	35
Total	170,771	174,930

ITALY

Cars

	9 mos., 1983	9 mos., 1982
Alfa Romeo	78,729	86,723
BL	20,655	24,550
BMW	22,418	21,642
Fiat Auto	673,717	682,714
Fiat	571,330	590,099
Autobianchi/Lancia	102,387	92,615
Ford	55,721	65,860
General Motors	42,602	42,620
Mercedes-Benz	10,216	10,091
Nuova Innocenti	10,123	17,722
Peugeot SA	82,568	120,662
Citroen	48,185	63,336
Peugeot/Talbot	34,383	57,326
Renault	131,394	146,802
VAG	74,727	91,225
Audi/Porsche	19,186	20,661
Volkswagen	55,541	70,568
Volvo	13,731	11,428
Others	15,084	7,589
Total	1,231,685	1,327,630

WEST GERMANY

Cars

	9 mos., 1983	9 mos., 1982
Alfa Romeo	9,645	8,806
Bertone	754	438
BL	3,994	3,120
BMW	121,234	99,884
Daihatsu	4,911	4,439
Fiat Auto	78,552	73,886
Ford	229,783	181,795
General Motors	359,850	309,587
Honda	25,139	25,961
Isuzu	886	.....
Lada	6,315	4,940
Mazda	46,706	31,615
Mercedes-Benz	194,275	180,416
Mitsubishi	29,888	26,907
Nissan	36,479	32,485
Peugeot SA	73,962	70,192
Citroen	34,210	30,904
Peugeot	21,759	18,410
Talbot	17,993	20,878
Pininfarina	554	126
Porsche	9,533	8,181
Renault	68,956	68,472
Saab	2,831	2,181
Seat	485	.....
Skoda	1,227	1,033
Subaru	3,964	2,936
Suzuki	10,671	8,617
Toyota	39,452	30,113
VAG	548,605	503,820
Audi	138,252	93,956
Volkswagen	410,353	409,864
Volvo	11,713	9,063
Others	999	1,605
Total	1,921,363	1,690,618

HOLLAND

Cars

	9 mos., 1983	9 mos., 1982
Alfa Romeo	3,508	3,266
American Motors	22	37
BL	6,562	5,201
BMW	12,985	12,462
Chrysler	40	43
Daihatsu	3,929	1,874
Fiat Auto	25,196	18,599
Ford	41,229	34,258
FSO	78	50
General Motors	62,695	54,665
Honda	9,763	12,247
Hyundai	2,849	1,676
Lada	7,360	7,366
Mazda	16,898	12,182
Mercedes-Benz	7,717	6,903
Mitsubishi	12,024	11,463
Nissan	19,788	14,790
Peugeot SA	40,798	40,307
Citroen	19,716	18,301
Peugeot/Talbot	21,082	22,006
Porsche	185	146
Renault	24,597	26,348
Saab	3,099	2,770
Seat	568	.....
Skoda	2,267	850
Subaru	3,019	768
Suzuki	9,235	5,556
Toyota	17,199	15,031
VAG	31,776	30,859
Volvo	17,947	12,667
Zastava	1,417	765
Total	384,788	333,213

BELGIUM

Cars

	9 mos., 1983	9 mos., 1982
Alfa Romeo	3,326	3,428
Aro	13	6
Bertone	48	22
BL	4,059	4,594
BMW	8,208	9,999
Chrysler	17	89
Daihatsu	1,491	1,238
Ferrari	32	16
Fiat Auto	16,106	16,169
Ford	20,412	25,104
General Motors	29,795	29,388
Honda	7,601	9,562
Hyundai	808	748
Lada	12,002	14,023
Mazda	9,439	9,820
Mercedes-Benz	7,296	7,021
Mitsubishi	8,162	9,475
Nissan	14,121	10,463
Peugeot SA	36,460	38,290
Citroen	18,341	17,738
Peugeot/Talbot	18,119	20,552
Pininfarina	14	2
Porsche	426	435
Renault	21,662	26,308
Saab	940	849
Seat	485	1
Skoda	2,180	1,835
Subaru	1,791	896
Suzuki	2,350	1,281
Toyota	18,173	16,770
VAG	33,882	35,596
Volga	181	189
Volvo	5,587	5,678
Wartburg	808	677
Zastava	271	94
Others	44	184
Total	268,190	281,250

AUSTRIA

Cars

	9 mos., 1983	9 mos., 1982
Alfa Romeo	2,369	2,187
BL	390	551
BMW	7,016	5,957
Daihatsu	811	241
Fiat Auto	11,505	9,944
Ford	16,459	12,771
General Motors	26,583	22,940
Honda	3,527	2,417
Lada	1,287	1,655
Mazda	22,332	15,637
Mercedes-Benz	3,536	3,853
Mitsubishi	3,651	3,077
Nissan	13,100	9,546
Peugeot SA	12,276	11,552
Citroen	5,427	4,940
Peugeot/Talbot	6,849	6,612
Porsche	445	333
Renault	9,209	9,342
Saab	391	398
Seat	111	.....
Skoda	724	217
Subaru	2,900	2,118
Suzuki	839	657
Toyota	9,337	5,399
VAG	43,701	32,581
Volvo	2,946	2,380
Others	32	107
Total	194,197	155,859

DENMARK

Cars

	9 mos., 1983	9 mos., 1982
AMC	2	14
Alfa Romeo	268	149
BL	79	449
BMW	1,808	1,527
Dacia	218	.....
Daihatsu	2,242	851
Fiat Auto	4,919	3,515
Ford	12,989	11,211
FSO	507	254
General Motors	12,705	10,419
Honda	967	605
Lada	3,961	4,367
Mazda	9,806	6,814
Mercedes-Benz	612	774
Mitsubishi	807	859
Nissan	5,969	3,160
Peugeot SA	6,486	4,837
Citroen	3,714	2,313
Peugeot/Talbot	2,772	2,524
Renault	551	631
Saab	1,638	1,465
Skoda	6,005	6,267
Subaru	210	195
Toyota	8,883	4,841
Trabant	117	1
VAG	4,222	4,196
Volvo	3,119	2,497
Wartburg	828	231
Zastava	14	.....
Total	89,932	70,631

SWITZERLAND

Cars

	8 mos., 1983	8 mos., 1982
AMC	191	239
Alfa Romeo	5,600	6,085
Bertone	176	155
BL	1,659	1,888
BMW	8,391	10,471
Daihatsu	923	786
Ferrari	157	187
Fiat Auto	16,842	18,690
Ford	18,764	16,543
General Motors	25,859	29,224
Honda	5,234	6,401
Isuzu	386	.....
Lada	217	585
Mazda	9,423	10,124
Mercedes-Benz	3,784	4,674
Mitsubishi	6,675	5,271
Nissan	11,029	10,651
Peugeot SA	17,740	18,142
Citroen	7,651	7,781
Peugeot/Talbot	10,089	10,361
Pininfarina	203	125
Porsche	1,088	1,216
Puch	80	118
Renault	10,845	15,298
Rolls-Royce	76	59
Saab	935	927
Skoda	190	139
Subaru	4,736	4,895
Suzuki	2,751	3,509
Toyota	13,336	13,202
VAG	28,781	28,972
Volvo	4,681	4,456
Others	168	170
Total	200,920	213,206

JAPAN

Cars

	8 mos., 1983	8 mos., 1982
Daihatsu	73,515	49,265
Fuji	49,891	48,697
Honda	153,099	149,551
Isuzu	40,671	37,887
Mitsubishi	116,155	157,882
Nissan	547,976	540,499
Suzuki	60,248	47,939
Toyo Kogyo	168,233	159,083
Toyota	808,841	761,677
Imports (all)	23,622	23,263
Total	2,042,251	1,975,629

Vans, trucks, buses

Daihatsu	174,277	167,215
Fuji	129,944	118,679
Hino	23,728	24,709
Honda	109,214	93,551
Isuzu	75,989	81,229
Mitsubishi	198,132	180,385
Nissan	182,755	194,862
Nissan Diesel	12,403	12,068
Suzuki	244,450	240,843
Toyo Kogyo	98,829	96,683
Toyota	239,681	238,637
Imports	.....	1
Total	1,489,402	1,448,862
Total vehicles	3,531,653	3,424,491

Will be forced to merge as GM pulls out all stops

Ford won't survive, analyst says

By Anne Hope
Special Correspondent

LONDON. — "Europe is the battleground where General Motors has taken on Ford," according to Dr. Jim Maxmin, auto industry analyst, who recently switched from being managing director of Volvo Concessionaires in the UK to become managing director of Thorn EMI Television Rentals.

"Ford will obviously be a casualty," he went on. "Not killed, but a casualty.

"If GM knocks out Ford it will inflict substantial damage on the Ford group as a whole."

Maxmin predicted that GM would "sacrifice profit, dealers, practically anything" to hike its market share in the UK by 20 to 25 percent and, if GM's share increases dramatically, Ford would drop from 30 percent to the low 20s.

But Ford wouldn't be the only auto producer to suffer. He said BL would go down from about 18 percent to 12 to 15 percent. The Japanese would continue with 10 to 11 percent. VW-Audi, Peugeot-Citroen-Talbot, Renault and Volvo would each stabilize at 4 to 6 percent. "The rest will be also-rans," he said.

Other Maxmin quotes: "Only the strongest financially can afford to keep dealers going.

"Renault is in deep decline. Recovery may be impossible.

"There isn't a European company which could survive without Japanese technology.

"Ford thinks it can make small cars in Brazil of Japanese quality and at Japanese cost. Ford doesn't accept the decline of the big car. GM does.

"Toyota's invasion of Africa has almost crippled Peugeot.

"If you export into the States today you can make money. VW-Audi makes money on imports but not on Volkswagens made there.

"If the dollar collapses, Jaguar and Rolls-Royce will be in big trouble."

Maxmin, speaking at a function organized by Jean Denton, managing director of the Herondrive vehicle leasing company, wasn't simply thought-provoking when he suggested more joint ventures and more coming together, with far fewer independents.

He added: "GM will be the one survivor in America. Ford will hop into bed with someone and I reckon it will be Toyo Kogyo." Ford already has a 25 percent stock holding in Toyo Kogyo.

"I can't see Chrysler surviving long term."

Turning to the Japanese, he said that he does not expect Suzuki or Isuzu to survive.

Then he spoke about the West Germans: "I think BMW will hit a cash crisis — a big one." But Daimler-Benz "appears to be secure, thanks to its truck operations." The Volkswagen Group is "marginal," he said. "Its fate may be decided in the States or Brazil."

He was equally frank about the French and the Italians: "I can't see PSA surviving while Renault is in the employment business." He thought PSA and Renault would come closer together — and Fiat would probably link with the French.

"I can't see Fiat and Lancia surviving as an independent entity," he added.

Maxmin forecast that Alfa Romeo would move closer to Nissan.

Turning to the UK and BL in particular, he said: "Cash problems will continue. I don't believe BL will have the cash necessary for survival."

Japan invested heavily in technology, double what the U.S. invested, Maxmin said. European manufacturers have also invested to try to catch up with the Americans and the Japanese. But the Europeans are finding that they are unable to recoup their investment, he said.

Maxmin said he thought that the Europeans would come together and formulate a policy for Europe, as had happened with the steel and shipbuilding industries, and there would also be a planned reduction in capacity. At present auto makers in Europe have the capacity, he said, to produce two million more cars than the market required.

"Spain is a growing market," he declared, and referred to GM's success with the Nova (known as the Corsa in the UK) which from nothing is taking 11 percent — "to cripple SEAT"— in Spain.

Maxmin said that the thought survivors would be those producing 500 cars a year or 500,000, but not inbetween.

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IMPORT SALES BY NAMEPLATE

SEPTEMBER, 1983 VERSUS SEPTEMBER, 1982

	September, 1983	September, 1982	9 Months, 1983	9 Months, 1982
Alfa Romeo	222	218	2,466	1,561
Audi	3,241	4,433	34,620	34,651
4000	1,069	1,464	9,125	10,326
4000d	36	332	913	2,328
5000/S	1,670	1,508	14,795	12,481
5000D/TD	51	338	5,145	3,144
5000 Turbo gas	124	308	1,805	3,185
Coupe	285	453	2,598	3,026
Quattro	6	30	235	161
Tourist	.....	.....	4	.....
BMW	5,408	4,606	43,141	38,032
318/320	3,379	3,535	24,931	26,630
528/533	1,411	755	12,205	7,676
633	178	56	1,896	1,089
733	440	260	4,109	2,637
Chrysler/Mitsubishi	8,199	13,076	76,817	85,005
Colt	6,645	10,170	54,478	63,320
Sapporo	723	1,644	9,990	10,040
Challenger	831	1,262	12,277	11,645
Vista	71	.....	72	.....
DeLorean	.....	271	355	2,465
Fiat	.....	649	4,489	12,566
Strada	.....	158	.....	4,158
Brava	.....	60	.....	2,311
X-1/9	.....	90	.....	2,105
Spider	.....	341	.....	3,992
Honda	27,247	29,105	265,522	279,511
Civic	12,435	11,051	107,743	101,043
Accord	9,933	14,944	130,382	148,687
Prelude	4,879	3,110	27,447	29,781
Isuzu	2,053	1,599	15,759	10,774
I-Mark	682	1,599	10,039	10,774
Impulse	1,371	.....	5,720	.....
Jaguar	1,276	797	11,242	6,880
Lancia	.....	101	513	761
Mazda	14,585	14,232	133,110	121,968
GLC	4,696	4,483	41,034	40,255
626	5,407	6,212	51,141	44,324
RX-7	4,482	3,537	40,935	37,389
Mercedes-Benz	5,342	5,277	53,471	47,579
240D	466	764	9,502	10,511
300D	1,677	1,748	14,270	11,490
300CD	179	136	1,500	1,304
300TD	202	192	2,034	2,173
300SD	1,663	1,402	14,146	12,122
280E	.....	.....	.....	25
280CE	.....	.....	.....	1
380SEL	386	238	3,809	2,536
380SL	632	683	6,841	6,079
380SEC	137	112	1,367	1,315
Mitsubishi	2,894	.....	23,199	.....
Starion	427	.....	4,480	.....
Cordia	1,127	.....	8,951	.....
Tredia	1,340	.....	9,768	.....
Nissan	39,951	41,090	411,202	355,351
Sentra/210	15,665	15,666	165,483	144,535
310	.....	4,474	1,916	38,501
Pulsar	4,214	5	46,980	5
Stanza	4,696	5,979	51,514	44,636
Maxima	6,812	4,898	55,835	38,311
200SX	3,118	4,616	28,528	39,775
200ZX	5,039	5,193	56,948	45,633
Hawaii	407	259	3,998	3,562
Other	.....	.....	.....	393
Peugeot	1,238	1,110	11,103	10,850
Porsche	1,279	784	16,518	9,739
924	.....	17	.....	1,667
924 Turbo	.....	14	.....	627
944	804	398	10,198	2,567
911SC/Cabriolet	319	244	4,335	3,318
928	156	111	1,985	1,560
Renault	2,810	2,689	26,413	28,996
Le Car	183	1,706	10,731	14,354
18i	991	166	4,940	7,029
Fuego	1,636	817	10,742	7,613
Saab	1,531	1,358	19,751	13,692
900	266	333	5,206	3,361
900S	236	283	4,953	3,064
Turbo	834	709	9,145	7,037
Tourist	195	33	447	230
Subaru	13,344	13,393	120,867	111,459
Toyota	24,882	37,718	407,511	400,775
Starlet	164	2,172	5,749	15,309
Corolla	4,433	12,618	102,492	134,858
Tercel	6,570	9,632	114,506	99,440
Celica	6,847	6,780	92,924	89,474
Supra	884	2,944	19,640	25,414
Camry	3,051	.....	35,019	.....
Corona	.....	10	12	3,086
Cressida	2,165	3,056	29,455	27,400
Land Cruiser	341	213	3,591	2,296
Hawaii	401	293	4,097	3,577
Van Wagon	26	.....	26	.....
Other	.....	.....	.....	1
Volkswagen	4,655	6,043	55,824	50,342
Rabbit Convertible	473	719	7,588	6,804
Jetta	1,016	1,917	14,409	15,556
Vanagon	681	1,004	10,585	9,816
Quantum	1,245	1,031	12,795	8,861
Dasher	.....	27	.....	619
Scirocco	1,240	1,345	10,447	9,492
Volvo	5,935	4,050	69,721	59,972
DL	2,793	1,947	34,723	33,370
GL	884	678	12,099	9,166
GLT	.....	.....	.....	197
GLT Turbo	1,193	722	10,671	8,187
GLE	1	238	210	2,201
DL Diesel	.....	28	.....	486
GL Diesel	329	408	3,850	5,601
Coupe	.....	2	12	76
760 (gas)	496	.....	5,437	.....
760 TurboDiesel	180	.....	1,695	.....
Tourist	59	27	1,024	688
TOTAL	166,163	182,599	1,803,613	1,682,929

Stephenson signs with Chevrolet

Nelda P. Stephenson has signed with Chevrolet to open Nelda Stephenson Chevrolet, Inc., in Florence, Ala. She became the dealer-operator of Bobby Mitchell Chevrolet, Inc., in 1981, but the dealership has been reorganized and the name has been changed. At the signing are Terry A. Williamson, left, zone manager, and Hillard Matthews, financial participant.

factories list auction dates

American Motors

Dec. 6—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Dec. 7—Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O., and Kansas City Auto Auction, Kansas City, Mo.

Dec. 8—Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Dec. 14—Central States Auto Auction, Mason City, Ia.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obetz, O.

Dec. 15 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Dec. 16—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Dec. 20—Aptco Auto Auction Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Dec. 21—Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O., and Kansas City Auto Auction, Kansas City, Mo.

Dec. 22 — Minneapolis Northstar Auto Auction, Shakopee, Minn.

Dec. 28—Central States Auto Auction, Mason City, Ia., and Southern Auto Auction, Warehouse Point, Conn.

Dec. 29—Aptco Auto Auction, Taylor, Mich., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Dec. 6—Hatfield Auto Auction, Hatfield, Pa.; Southwest Auto Auction, Phoenix, Ariz.; Aptco Auto Auction, Taylor, Mich.; Florida Auto Auction of Orlando, Ocoee, Fla., and Baltimore Washington Auto Exchange, Baltimore, Md.

Dec. 7—Butler Auto Auction, Gibsonia, Pa.; Columbus Fair Auto Auction, Obetz, O.; Minneapolis Auto Auction, Plymouth, Minn.; Concord Auto Auction, Acton, Mass., and Harrisonburg Auto Auction, Harrisonburg, Va.

Dec. 8—166 Auto Auction, Springfield, Mo.; Northway Exchange, Clifton Park, N. Y., and Clanton's Auto Auction, Darlington, S.C.

Ford Motor Co.

Nov. 30—Concord Auto Auction, Acton, Mass., and Southwest Auto Auction, Phoenix, Ariz.

Dec. 1—Nashville Auto Auction, Nashville, Tenn.

Dec. 6—Arena Auto Auction, Chicago, Ill., and Harrisonburg Auto Auction, Harrisonburg, Va.

Dec. 7—Columbus Fair Auto Auction, Obetz, O., and Brasher's Southern California Auto Auction, Fontana, Calif.

Dec. 9—Denver Auto Auction, Englewood, Colo.

Dec. 13—Dallas Auto Auction, Dallas, Tex.

Dec. 14—Clanton's Auto Auction, Darlington, S. C., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Dec. 15 — 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N. J.

Dec. 20—Aptco Auto Auction, Taylor, Mich.

Dec. 21—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northway Exchange, Clifton Park, N. Y.

McDavid purchases Datsun-Subaru deal

PASADENA, Tex. — David McDavid has purchased Pasadena Datsun-Subaru and changed the name to McDavid Datsun-Subaru.

McDavid also owns McDavid Pontiac and McDavid Honda in Dallas and McDavid Oldsmobile-Honda in Houston.

Avis boss looks at future of business

Computerized rental network seen

By Francis J. Gawronski

A futuristic look at the car-rental industry was presented by Joseph V. Vittoria, president, Avis, Inc., Garden City, N.Y., at the recent travel industry conference of the American Automobile Assn. in Hong Kong.

Noting that Avis has had on-line, real-time computer capability for a number of years, and that other major rental firms were expected to add such capabilities, Vittoria forecast worldwide communication links by the rent-a-car industry.

"Think of it," Vittoria said. "Once you've made a reservation, you'll be able to walk up to a stand-alone machine, insert a credit card, answer a couple of simple questions, and your rental agreement will be issued by the machine. You then show us your driver's license, proceed directly to your car, and drive away."

Vittoria said the industry's first such self-service rental machines will be tested by Avis sometime this month in the New York metropolitan area, through an adaption of the Rapid Return automated check-in units which already are used by more than 20 percent of the renters in peak traffic hours at locations where Avis now has them in place.

• Vittoria said the upcoming self-service units will not be limited to rent-a-car locations, but could easily be placed in high-traffic areas such as shopping centers, hotel lobbies, remote airline terminals, or office complexes.

"Now you're probably saying to yourself, 'OK, now you're trying to do away with our commissions,'" Vittoria told the AAA meeting.

"No way, he said. "If a reservation was made through a travel agent, and the customer picks up his rental agreement at a self-service unit, you'll get your commission."

In a discussion of other high-tech services that will be introduced by the car rental industry, Vittoria singled out terminal units for travel agencies which not only offer instant reservations and identification of the best rate available for the individual transaction, but also provide a variety of regular management reports, such as travel patterns, frequency of rental, and the systematized tracking of commissions on monthly, weekly or daily basis.

"The car rental industry will be bringing fully integrated rental capability right into your office," he said. "In fact, it won't be long until you'll be able to deliver a car rental agreement directly to your clients, along with the airline ticket and hotel confirmation."

Vittoria emphasized that on-line, real-time computer capability was necessary before such innovations are available industrywide, and he noted that the 11-year-old Avis on-line computer system was still "the only one of its breed in our entire industry."

"But we won't be alone for long," he said. "After all, rent-a-car industry revenues are up 10 to 12 percent to date in 1983 —and Avis is up about 20 percent.

"Business and leisure travel are rebounding, in the U.S. and throughout the world," he said. "The car-rental industry is poised for the greatest decade of growth in its history."

"You'll be seeing a technological revolution in our industry over the next few decades," he said, "and the travel agencies and the traveling public will be the primary beneficiaries."

• Elsewhere, Robert J. McKenna, formerly president of Holland America Line (U.S.A.), Inc., Stamford, Conn., has been appointed vice-president and general manager of Avis Rent A Car System, Inc.

Prior to joining Holland America, McKenna spent 22 years in the rent-a-car industry. He joined Hertz Corp. in 1960, and after serving in a variety of positions in the car rental operations, was named executive vice-president of the Hertz Truck Division.

AmiCar Rentals, Inc., Madison, N.J., has been established by Dan Brettler, a Budget Rent A Car licensee for more than 11 years, and Randy Bullock, who was with National Rental Car Systems, Inc., more than 10 years.

Targeted for the automobile dealer market, both new and used, AmiCar is currently setting up licensees and providing on-site training. AmiCar trains all licensees and their employees "in the methods and procedures that have had proven success in the car-rental industry," Brettler said.

"The combination of the AmiCar system and the automobile dealer's resources fills a void in the local car-rental market for an inexpensive car rented from a professionally operated," Brettler said.

• United States Fleet Leasing, Inc., San Mateo, Calif., has acquired a fleet of 25,000 net finance leased vehicles from Hertz Corp. The transaction involved acquisition of approximately $29 million of assets, with financing arranged through New York banks.

Ira Brind, president, Brind Leasing Corp., has announced the acquisition of Riteway Rentals, Inc., New Brunswick, N.J. Riteway, which currently operates over 3,000 vehicles with 10 locations in greater New York, will become a wholly owned subsidiary of Brind.

The combined revenues of Brind and Riteway will exceed $40 million annually. Brind is a subsidiary of McDonnel Douglas Financial Corp.

GMAC names Trice

BALTIMORE. — James E. Trice has been promoted to manager of the General Motors Acceptance Corp. control branch here. He succeeds Fred B. Winckler Jr. who has been transferred to San Francisco.

Used Car Sales
Auction Averages

December to date	$3,795
Month ago	$5,161
Year ago	$4,569

Model breakdown
Auction Averages

	DECEMBER TO DATE	NOVEMBER	OCTOBER
1983	$11,011	$ 3,086	$10,112
1982	6,335	7,035	7,653
1981	5,250	5,739	6,114
1980	4,475	4,813	5,185
1979	3,954	4,095	4,386
1978	2,856	3,187	3,316
1977	1,852	2,475	2,365
1976	1,245	1,791	1,868
Overall Average	$ 3,795	$ 5,059	$ 5,241

Annual costs to operate '83 wagons vary widely

ROCHESTER, Wis. — The average annual costs to own and operate a 1983 station wagon varies by as much as $2,425, according to a report by Runzheimer & Co., Inc.

Ten '83 station wagons were selected for the study, and costs were based on the cars being driven 20,000 miles a year for three years.

Operating costs for the 11 vehicles ranged from the 8-cylinder Ford LTD Crown Victoria Country Squire at $5,934 per year to the 4-cylinder Honda Civic station wagon at $3,509.

Of the six 4-cylinder wagons studied, the most costly to operate is the Volvo DL, with an annual cost of $5,117.

The Datsun Maxima is more expensive to operate than the Dodge Aries and Chevrolet Malibu Classic wagons. SAE standards classify the Maxima as a small wagon, while the other two wagons are termed intermediate.

The wagons were similarly equipped, and all had automatic transmission, power steering, power disk brakes, air conditioning, tinted glass, AM radio and body side moldings.

ANNUAL COSTS TO OPERATE '83 WAGONS

Make/Model	Cyl./Liters	Average Annual Costs Operating	Ownership	Total
Honda Civic	4/1.5	$1,100	$2,409	$3,509
Toyota Corolla	4/1.6	1,100	2,513	3,613
Chevrolet Cavalier	4/2.0	1,310	2,563	3,873
Ford Escort L	4/1.6	1,260	2,018	3,878
Nissan Maxima	6/2.4	1,440	3,534	4,974
Dodge Aries	4/2.2	1,350	2,984	4,334
Chevrolet Malibu Classic	6/3.8	1,640	3,197	4,837
Volvo DL	4/2.3	1,430	3,687	5,117
Oldsmobile Custom Cruiser	8/5.0	1,890	3,888	5,778
Ford LTD Crown Victoria Country Squire	8/5.0	2,040	3,894	5,934

Basis: All costs based on three years/60,000 miles of ownership. Operating expenses include gasoline at $1.35 per gallon, oil, maintenance and tires. Ownership expenses include licensing, depreciation, financing, taxes and insurance.

Source: Runzheimer & Co.

classified want ads

CARS WANTED

WANTED
CITATIONS, CAVALIERS, and MONTE CARLO SUPER SPORTS
Call: Jim Richardson
BAY CHEVROLET
804-855-2261

WANTED: JAGUARS: XJS - XKE - XJ6L - XJ12L. We'll pick up anywhere, cash waiting. Call 313-548-8911.

WANTED
DODGE, CHEVY, FORD AND GMC
VANS FOR CONVERSION
Ordered To Our Specs.
Contact: Dave or Gunther
414-781-1170

WANTED
ALL USED POLICE CARS
WILL TRAVEL ANYWHERE
TOP PRICES PAID
Call: MARVIN 212-681-0400
We Help You With Bids
We're #1 In the Industry

WANTED MERCEDES-BENZ: 450 SL, 450 SEL, 450 SLC. We'll pick up anywhere, cash waiting. Call 313-548-8911.

WANTED
PORSCHES & AUDIS
911's
Cost plus $2,000
928's
Cost plus $2,000
944's
List — $500
'84 5000's
Cost plus $1,500
'84 4000's
Cost plus $350
Also,
'73—'84 MERCEDES SL's
IMMEDIATE PICKUP
Call: RICK GIBBS
804-272-5871
HAYWOOD-CLARK PORSCHE/AUDI
RICHMOND, VIRGINIA

CARS WANTED

HONDAS WANTED
ALL MODELS
Top Prices Paid
with or without RDR cards
Call: Peter Miller
804-490-0111

MAZDAS
WE PAY HIGHEST PRICES OVER INVOICE
Call
DELRAY MAZDA
Ask for BOB SARRA
305-278-7800

TOYOTAS WANTED
HIGHEST PRICES OVER INVOICE
WE NEED
CARS, TRUCKS, & VANS
MULLER TOYOTA
RTE. 31, HAMPTON, NEW JERSEY
201-537-2115

VOLVOS WANTED
Highest prices paid over
JOHNSON COUNTY VOLVO
MISSION, KANSAS
913-384-3880
Ask for Steve Nochlin

PORSCHES WANTED 928, 924, 911. Targas and coupes and 914. Will pick up anywhere. Cash waiting. Call 313-548-8911.

WANTED
NEW & USED
TOYOTAS
ALL MODELS
TOP PRICES PAID
With or without RDR cards
Call: CHARLES BARRETT
914-698-8120

WANTED
NEW CARS
Subaru — Rolls Royce
Toyota — Porsche
Dodge — Audi
Honda — Cadillac
BMW — Mercedes
GOLD COAST LEASING
800-327-5544

HONDAS NEEDED
All Models
TOP PRICES PAID
With or without RDR Cards
Call: Mike Erwin
COLONIAL IMPORTS HONDA
804-733-0700

Earnhardt deals earn funds for 'Jerry's kids'

TEMPE, Ariz. — A promotion to earn donations for the Jerry Lewis telethon for muscular dystrophy brought scores of customers and interested participants to Earnhardt Ford here and Earnhardt Dodge in Scottsdale, Ariz.

The dealerships contributed $100 for each car sold during the telethon and $15,000 was raised by the Earnhardt dealerships for the national telethon.

During the telethon, the dealership kept their doors open later than usual and dealer Tex Earnhardt appeared for several hours on the local TV outlet for the telethon.

A large thermometer recording the progress of the car sales in the Tempe dealership buoyed customers' enthusiasm.

NRG Dynamics develops reusable aerosol can

IRVINGTON, N. J.—NRG Dynamics has developed a refillable, rechargeable and reusable aerosol can designed for common liquids used in service shops.

Called Air-O-Sol, the can works with any liquid (including paint), normally applied as an aerosol, according to NRG. The can is charged by an air compressor with an air adapter hose supplied at no charge.

Classified Want Ads

CARS WANTED

NEW
TOYOTAS
WANTED
Highest Prices over Invoice
Call DWIGHT ROELAND or BRUCE FRIEMAN
DELRAY TOYOTA
DELRAY BEACH, FLORIDA
305-276-5000

NEW
TOYOTAS
WANTED
List Price Paid
CARS & 4x4 TRUCKS
Call DENIS DAGGER
SOUTH SHORE TOYOTA
AMITYVILLE, NEW YORK
516-789-2700

BEFORE YOU TRADE
For that nice low mileage BMW, Jag, Mercedes, Porsche or other exotic, call me for the best price. Then make your deal with no risk.
TERRY SIMPSON
BOWLING GREEN, KY.
502/781-3591

DATSUNS
WANTED
ALL MODELS
with or without RDR cards
Call Brian Pearson
516-825-8700

IMPORT SALES BY NAMEPLATE

OCTOBER, 1983 VERSUS OCTOBER, 1982

	October, 1983	October, 1982	10 Mos., 1983	10 Mos., 1982
Alfa Romeo	185	208	3,651	1,752
Audi	3,017	3,435	37,637	38,086
4000	700	892	9,825	11,218
4000d	19	189	932	2,517
5000/S	1,983	1,312	16,778	13,793
5000D/TD	29	360	5,174	3,504
5000 Turbo gas	83	284	1,888	3,469
Coupe	201	372	2,799	3,398
Quattro	2	26	237	187
BMW	4,562	3,781	47,703	41,813
320	2,825	2,794	.....	29,424
528	1,143	669	.....	8,345
633	167	83	2,063	1,172
733	427	235	4,536	2,872
Chrysler/Mitsubishi	9,615	4,680	86,434	89,685
Colt	6,817	3,168	61,295	66,488
Conquest/Sapporo/Chal.	1,448	1,512	23,715	23,197
Vista	1,350	.....	1,424	.....
DeLorean	.....	251	355	2,830
Fiat	.....	570	4,489	13,136
Strada	.....	114	.....	4,272
Brava	.....	47	.....	2,358
X-1/9	.....	93	.....	2,198
Spider	.....	316	.....	4,308
Honda	32,285	28,650	297,807	308,161
Civic	7,081	10,108	114,824	111,151
Civic CRX	3,480	.....	3,480	.....
Accord	16,298	14,630	146,630	163,317
Prelude	5,426	3,912	32,873	33,693
Isuzu	1,505	1,631	17,263	12,405
I-Mark	491	1,631	10,889	.....
Impulse	1,014	.....	6,374	.....
Jaguar	1,128	866	12,370	7,746
XJ6	914	.....	.....	.....
XJS	214	.....	.....	.....
Lancia	.....	214	513	975
Mazda	14,578	13,673	147,688	135,641
GLC	3,858	4,777	44,892	44,741
626	6,147	4,944	57,288	49,153
RX-7	4,573	3,952	45,508	41,259
Mercedes-Benz	5,678	5,541	53,149	53,120
190D	71	.....	.....	.....
190E	634	.....	634	.....
240D	149	751	9,651	11,262
300D	1,596	1,838	15,866	13,323
300CD	163	119	1,663	1,423
300TD	228	197	2,262	2,370
300SD	1,420	1,526	15,566	13,648
280E/CE	.....	.....	.....	26
380SE	99	.....	99	.....
380SEL	303	264	4,112	2,800
380SL/SLC	838	712	7,679	6,791
380SEC	177	136	1,544	1,451
Mitsubishi	3,186	1,175	26,365	1,175
Starion	473	361	4,953	361
Cordia	1,244	433	10,195	433
Tredia	1,469	381	11,237	381
Nissan	35,112	33,754	446,314	389,105
210	.....	312	361	60,915
Sentra	14,204	13,748	179,335	97,680
310	3	2,488	1,925	40,989
Pulsar	4,639	175	51,619	180
Stanza	3,723	5,026	55,237	49,662
Maxima	6,866	4,497	62,701	42,808
200SX	1,944	3,239	30,472	43,014
280ZX	3,262	3,945	60,230	49,578
Hawaii	451	324	4,434	3,886
Peugeot	1,142	1,191	12,132	12,041
Porsche	1,566	1,237	18,084	10,976
924	.....	6	.....	1,673
924 Turbo	.....	5	.....	632
944	1,063	795	11,261	3,362
911SC	298	331	4,633	3,649
928	205	100	2,190	1,660
Renault	2,313	3,116	28,726	32,112
Le Car	128	2,189	10,859	16,543
18i	615	204	5,555	7,233
Fuego	1,570	723	12,312	8,336
Saab	1,999	1,444	21,750	15,136
900	572	333	5,778	3,693
900S	438	263	5,391	3,327
Turbo	875	824	10,020	7,861
Tourist	114	24	561	255
Subaru	12,045	13,770	132,912	125,229
Toyota	53,789	40,532	461,300	441,307
Starlet	328	1,540	6,077	16,849
Corolla	14,264	14,501	116,756	149,359
Tercel	13,541	9,233	128,047	108,673
Celica	10,306	8,474	103,230	97,948
Supra	2,519	3,063	22,159	28,477
Camry	6,025	.....	41,044	.....
Corona	.....	11	12	3,097
Cressida	3,900	3,083	33,355	30,483
Land Cruiser	354	280	3,945	2,496
Hawaii	534	347	4,631	3,924
Van Wagon	2,018	.....	2,044	.....
Volkswagen	5,671	4,370	61,495	54,712
Rabbit Convertible	569	594	8,157	7,397
Jetta	1,510	1,174	15,919	.....
Vanagon	1,228	831	11,813	10,546
Quantum	1,187	832	13,982	8,870
Dasher	.....	16	.....	635
Scirocco	1,177	939	11,624	10,431
Volvo	6,748	4,290	76,469	64,262
DL	3,574	2,119	38,297	35,489
GL	1,485	778	13,584	9,944
GLT/Turbo	885	665	11,556	9,049
GLE	1	190	211	2,391
DL Diesel	.....	30	.....	516
GL Diesel	246	457	4,096	6,058
Coupe	.....	2	12	78
760 (gas)	338	.....	5,775	.....
760 TurboDiesel	162	.....	1,857	.....
Tourist	57	49	1,081	737
TOTAL	196,124	168,379	2,000,626	1,851,404

Makers produce 181,714 units with heavy overtime

U. S. car output highest in 4 years

By Marjorie Sorge

U. S. auto production last week was the highest in almost four years as the makers built 181,714 units.

The week ending Dec. 15, 1979 the domestic producers built 187,259 cars.

The November forecast of 657,283 is the highest November in five years. In November 1978, the makers built 862,127 cars. Last year the makers built 404,542 cars, off 62.48 percent from this year's output.

Heavy overtime, particularly at General Motors contributed to the jump in auto production last week when output was up 93.94 percent from the previous week's 93,695 and up 74.65 percent from last year's 104,044. The previous week's output is low because of the two-day Thanksgiving holiday.

So far this year the auto makers have produced 6,293,071 units, up 31.88 percent from last year's 4,771,877.

GM scheduled Saturday overtime at 10 plants last week including Arlington, Bowling Green, Detroit, Fairfax, Flint, Janesville, Lordstown, Norwood, Oklahoma City and Van Nuys.

GM began production last week of its new front-drive C bodies at its Lake Orion (Mich.) plant.

Ford scheduled overtime Saturday at its Chicago assembly plant.

Chrysler worked overtime last week at four plants. Newark, St. Louis No. 1 and Belvidere worked nine hours on both shifts daily while Jefferson worked 8½ hours on both shifts and St. Louis No. 2 worked 10 hours on one shift.

Volkswagen of America was down Nov. 28 for Deer Day, a negotiated vacation day on the first day of hunting season.

Breakdown by company for the week was: GM, 59.41 percent; Ford, 20.46 percent; Chrysler, 14.80 percent; American Motors, 3.16 percent; Volkswagen, 1.14 percent, and Honda, 1.03 percent.

Nissan Australia builds sedan version of Pulsar

SYDNEY, Australia. — Nissan Australia is chasing the Meteor market with a sedan version of the locally built Pulsar.

Meteor has been a very successful variation of Ford's front-drive Laser which in turn is based on the Mazda 323.

Adding a trunk to the Pulsar hatchback body shape increases the price by $200 but the new Pulsar still costs $69 to $710 less than the equivalent Ford model.

Company engineers claim that the trunk style increases the body's torsional strength and gives better sound insulation. They expect to sell an extra 700 Pulsars a month by offering a choice of body styles.

A revised suspension and exhaust system introduced with the sedan is also fitted to the hatchback as a running change.

Apart from the body shape, the front-drive Pulsar sedan is identical to the hatchback and comes in two models, GX and GL.

Both have 5-speed manual transmissions as standard and an unusual lock-up automatic as an option.

A lengthy test drive on International Harvester's test track near Anglesea, Victoria, shows that the Pulsar sedan is roomy, quiet, stable and lively, with a reasonable ride on rough surfaces and strong braking.

The GX model has a high level of equipment, including a stereo sound system, cloth trim, tinted laminated windshield, tachometer and remote releases for the trunk lid and fuel filler door.

Pulsar sedan prices start around $8,470.

Nissan Australia offers Pulsar sedan

Nissan Australia has added a trunk to the Pulsar hatchback body shape and boosted the price by $200. Company engineers said that the trunk style increases the body's torsional strength and gives better sound insulation. Nissan expects to sell an extra 700 Pulsars a month.

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 3, 1983	Week Ended Dec. 4, 1982	Week Ended Nov. 26, 1983	Nov. Est.	Jan. 1 to Dec. 4, 1982	Jan. 1 to Dec. 3, 1983
CHEVROLET	7,472	13,592	5,443	62,769	615,396	754,751
DODGE	3,700	207	2,304	15,568	115,233	134,870
FORD	21,790	14,017	12,476	86,544	650,722	862,179
GMC	6,353	4,127	3,891	25,299	212,328	244,976
INTERNATIONAL	1,221	1,023	738	4,898	43,590	47,721
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	3,700	2,254	2,047	14,037	81,568	98,187
NISSAN	1,500	.....	966	5,821	.....	15,166
AM GENERAL	50*	50*	30*	200*	2,280*	2,310*
MISCELLANEOUS	1000*	1,000*	600	4,000*	5,200*	46,200*
Total Trucks, U.S.	46,786	36,350	28,495	219,136	1,781,220	2,208,439

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 3, 1983	Week Ended Dec. 4, 1982	Week Ended Nov. 26, 1983	Nov. Est.	Jan. 1 to Dec. 4, 1982	Jan. 1 to Dec. 3, 1983
CHRYSLER CORP.	4,879	.....	5,029	16,325	92,404	125,856
FORD MOTOR	3,360	2,017	3,392	15,503	127,268	132,738
GENERAL MOTORS	6,248	4,844	6,202	27,294	223,491	245,265
INTERNATIONAL	135	278	135	589	10,515	5,307
Total Trucks, Canada	14,622	7,139	14,758	59,701	453,678	509,166
N. American Trucks	61,408	43,489	43,253	278,837	2,234,898	2,717,605

†—How includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Truck production in November is best since 1978

Truck production for November is estimated at 219,136 units, making it the best November in five years. In November, 1978, truck makers built 339,721 units. Last year 126,935 trucks were built in November, 72.63 percent below this year's output.

Bolstered by overtime at six plants, last week's truck production was 46,786, up 64.19 percent from the previous week's 28,495 and up 28.70 percent from last year's 36,350. The previous week's output was off because of the Thanksgiving holidays.

So far this year the truck manufacturers have built 2,208,439 units, up 23.98 percent from last year's 1,781,220.

Saturday overtime was scheduled at six plants last week including General Motors Janesville, Lordstown, Pontiac and St. Louis and Ford Lorain and Wayne.

Car production up threefold for week in Canada

Last week's Canadian car production was targeted at 22,905, up 7.75 percent from the previous week's 21,259 and almost three times more than the 7,752 build in the year-ago period.

So far this year, the manufacturers have completed 898,795 cars, leading the year-ago output of 779,783 by 15.27 percent.

Truck production last week was estimated at 14,622, a slight fall from the 14,758 units assembled in the prior week. Last week's total was, however, more than double the 7,139 trucks built in the year-ago period.

Year-to-date, there have been 509,166 trucks finished, up 12.24 percent from 453,678 completed at this time last year.

Chrysler Corp. estimated that 2,227 T-115 minivans were built at its Windsor facility. Of that total, 1,102 were Dodge Caravans; 1,065 were Plymouth Voyagers, and 60 were Mini Ram Vans.

U. S. CAR PRODUCTION

	Week Ended Dec. 3, 1983	Week Ended Dec. 4, 1982	Week Ended Nov. 26, 1983	Nov. Est.	Jan. 1 to Dec. 4, 1982	Jan. 1 to Dec. 3, 1983
AMERICAN MOTORS	5,750	3,890	2,999	22,144	96,926	183,576
AMC Total	.....	819	.....	.....	49,050	4,071
Concord	.....	.....	.....	.....	.....	4,068
Eagle	.....	819	.....	.....	49,050	3
Renault Total	5,750	3,071	2,999	22,144	47,876	179,505
Alliance	2,875	3,071	1,500	12,005	47,876	145,524
Encore	2,875	.....	1,499	10,139	.....	33,981
CHRYSLER CORP.	26,900	14,859	13,928	73,926	558,843	824,134
Plymouth Total	8,650	6,427	4,170	21,633	224,774	285,336
Horizon	3,800	2,455	1,815	7,395	71,598	107,609
Reliant	4,700	3,912	2,262	13,716	151,809	172,376
Caravelle	50	60	51	301	1,367	4,810
Gran Fury	100	.....	42	221	.....	541
Chrysler Total	7,000	2,185	3,843	23,804	107,157	210,112
LeBaron	2,500	1,381	1,192	6,032	91,361	79,379
Laser	900	.....	463	5,325	.....	18,089
Chrysler	1,600	804	1,049	5,650	15,856	98,663
Fifth Avenue	2,000	.....	1,139	6,797	.....	13,981
Dodge Total	11,250	6,247	5,915	28,489	226,912	328,686
Omni	3,100	1,698	1,814	7,469	66,742	116,599
Aries	4,400	3,068	2,243	12,023	120,458	132,016
Daytona	2,100	.....	1,244	4,991	.....	15,256
Dodge 400	.....	569	.....	.....	29,056	18,478
Dodge 600	1,600	912	595	3,834	10,656	45,581
Diplomat	50	.....	19	172	.....	756
FORD MOTOR	37,175	19,611	21,387	149,103	1,027,875	1,436,639
Ford Division	24,245	11,151	13,647	97,538	641,958	932,163
Escort	7,460	.....	4,072	31,591	247,400	264,773
Fairmont	.....	3,220	.....	.....	119,782	23,728
Mustang	3,443	3,348	2,141	13,690	117,893	112,961
LTD/Granada	4,575	4,386	2,376	17,666	121,128	165,920
Thunderbird	3,427	.....	2,021	13,972	29,326	175,809
Crown Victoria/Ford	1,984	197	933	85,894	216	86,687
EXP	539	.....	321	1,028	6,213	2,709
Tempo	2,817	.....	1,783	13,216	.....	99,635
L-M Division	12,930	8,460	7,740	51,565	385,917	504,476
Mercury Total	10,245	6,050	6,261	42,257	294,786	407,985
Lynx	1,301	.....	948	6,193	76,532	69,298
Capri	636	685	349	2,526	31,676	23,563
Zephyr	.....	755	.....	.....	37,733	8,601
Marquis/Cougar	2,253	1,855	1,262	7,874	54,613	70,941
Cougar/RX7	3,055	.....	1,700	12,704	10,580	119,134
Gr. Marquis/Marquis	1,641	2,755	1,222	8,482	81,934	87,186
LN7	.....	.....	.....	.....	1,718	290
Topaz	1,359	.....	780	4,478	.....	26,972
Lincoln Total	2,685	2,410	1,479	9,308	91,131	96,491
Continental	511	482	284	1,748	18,755	11,606
Lincoln	664	1,432	379	2,346	44,580	56,356
Mark VI/VII	1,510	496	816	5,214	29,996	28,529
GENERAL MOTORS	107,960	62,725	52,653	394,903	3,007,170	3,710,214
Buick Division	24,575	15,258	11,912	85,551	705,587	835,867
Skylark	3,425	3,417	2,118	13,563	131,054	103,988
Skyhawk J	3,111	1,185	1,533	10,363	61,562	71,750
Century	4,480	533	2,030	14,813	104,673	157,248
Regal	4,860	5,072	2,385	17,807	195,541	222,612
Buick	7,102	3,966	3,023	23,307	172,202	230,881
Riviera	1,597	1,085	823	5,698	40,555	49,388
Cadillac Division	7,451	6,872	3,780	27,902	229,209	287,138
Cimarron	615	563	338	2,214	8,879	19,356
Seville	723	549	395	2,937	21,236	32,399
Eldorado	1,377	1,220	761	5,623	53,237	68,029
Cadillac	4,736	4,540	2,286	17,128	145,857	167,354
Chevrolet Division	34,547	20,586	17,736	131,848	946,732	1,229,706
Chevette	4,291	5,069	2,658	17,468	189,987	191,586
Cavalier	8,356	1,963	4,060	31,015	87,160	285,318
Celebrity	6,370	1,280	3,155	23,661	62,544	161,827
Camaro	6,073	3,801	2,832	20,813	203,434	184,346
Citation	1,881	1,474	1,109	7,641	149,823	81,435
Malibu/El Camino	603	2,719	286	2,096	116,526	99,742
Monte Carlo	4,224	3,281	2,215	17,056	75,343	114,398
Chevrolet	1,879	999	963	9,074	39,401	85,164
Corvette	870	.....	458	3,024	22,514	25,890
Oldsmobile Division	28,390	16,222	13,937	101,684	726,916	957,017
Omega	1,635	1,722	977	6,902	71,454	53,339
Firenza	2,302	993	1,091	7,629	42,409	46,810
Cutlass	8,160	6,312	4,051	30,044	201,393	284,856
Cutlass/Ciera	5,329	.....	2,805	20,945	114,467	199,826
Oldsmobile	9,735	6,376	4,498	32,193	264,763	332,721
Olds 98 (fwd)	57	.....	.....	.....	.....	57
Toronado	1,172	819	515	3,971	32,430	39,408
Pontiac Division	12,997	3,787	5,288	47,918	398,726	400,486
Acadian†	.....	98	253	1,037	9,489	13,959
2000	3,552	102	1,285	13,080	36,720	105,691
1000	961	560	479	3,622	33,065	39,545
Firebird	3,387	1,379	1,021	11,517	119,796	95,130
Phoenix	506	.....	208	1,985	43,593	23,574
G. Prix/Bonneville	1,537	1,648	594	6,961	125,721	88,085
Parisienne	424	.....	123	2,237	.....	11,313
Fiero	2,630	.....	1,325	7,479	.....	23,189
6000	.....	.....	.....	.....	30,342	.....
HONDA	1,875	75*	1,134	7,133	360*	48,420
VOLKSWAGEN	2,054	2,884	1,549	10,074	78,540	90,088
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U.S.	181,714	104,044	93,695	657,283	4,771,877	6,293,071

CANADIAN CAR PRODUCTION

	Week Ended Dec. 3, 1983	Week Ended Dec. 4, 1982	Week Ended Nov. 26, 1983	Nov. Est.	Jan. 1 to Dec. 4, 1982	Jan. 1 to Dec. 3, 1983
AMERICAN MOTORS	730	.....	730	3,175	28,252	27,375
CHRYSLER CORP.	.....	.....	.....	.....	144,488	104,365
FORD MOTOR	9,110	3,450	8,148	35,085	265,926	257,355
GENERAL MOTORS	12,840	4,077	12,156	56,343	331,885	499,938
VOLVO	225	225	225	900	9,232	9,762
Total Cars, Canada	22,905	7,752	21,259	95,503	779,783	898,795
N. American Cars	204,619	111,796	114,954	752,786	5,551,660	7,191,866
N. American Trucks	61,408	43,489	43,253	278,837	2,234,898	2,717,605
North American Cars and Trucks	266,027	155,285	158,207	1,031,623	7,786,558	9,909,471

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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But shortages persist

Car stock rises to 55 days

By Richard A. Wright
Assistant Managing Editor

The domestic makers managed to beef up their new-car inventory during November to a 55-day supply by Dec. 1, but shortages in the hot-selling lines persisted.

The inventory totaled 1,307,756 Dec. 1, a 55-day supply, compared with 1,224,092 a month earlier, a 48-day stock. A year earlier, the industry had 1,164,338 cars in stock Dec. 1, a 52-day supply.

Shortages were most numerous in General Motors lines, with Pontiac's Fiero shortest of all. Also lean were some of the standard and luxury nameplates.

GM, Ford Motor Co. and Chrysler Corp. increased their inventories during November, while American Motors and Volkswagen of America pruned stocks a bit.

• GM opened December with a 50-day supply, up from 42 days a month earlier. Shortages were the rule for Fiero, Olds 88 and 98, Buick LeSabre, Electra and Riviera, all Cadillacs except Cimarron and Chevrolet Corvette.

Ford Motor Co. had a 65-day stockpile Dec. 1, up from 58 days a month earlier. Ford was short of Lincolns.

Chrysler Corp. went into December with a 64-day supply, up from 54 days Nov. 1.

AMC trimmed its inventory from 76½ days Nov. 1 to a 68-day supply Dec. 1, while VWoA cut its stock to a 58-day supply Dec. 1 from 68 days. Honda had a 22-day supply of U.S.-built Accords, unchanged from a month earlier.

The Dec. 1 domestic new-car inventory was divided this way: GM, 54.37 percent; Ford Motor Co., 27.84 percent; Chrysler Corp., 12.12 percent; AMC, 3.88 percent; VWoA, 1.41 percent, and Honda, 0.38 percent.

A month earlier, the domestic new-car inventory was divided as follows: GM, 54.23 percent; Ford Motor Co., 27.24 percent; Chrysler Corp., 12.97 percent; AMC, 3.68 percent; VWoA, 1.52 percent, and Honda, 0.36 percent.

• By size class, each market segment increased its days-supply figures during November, except luxury, which was down sharply.

On Dec. 1, the industry had the following supplies by market class: Subcompact, 62½ days; compact, 63 days; intermediate, 57½ days; standard, 45 days, and luxury, 34 days.

A month earlier, the days-supplies by market class were: Subcompact, 59; compact, 55; intermediate, 47; standard, 36, and luxury, 47.

The Dec. 1 domestic inventory was divided this way among market segments: Subcompact,

Continued on Page 3, Col. 4

breaking news

GM to appeal N. Dakota X-car brake verdict

DETROIT. — General Motors plans to appeal a North Dakota jury's verdict that the brake system in a 1980 Chevrolet Citation was defective and dangerous and that GM was negligent in designing and selling the car that way. The case stemmed from an accident in which the wife of the Citation driver was rendered a paraplegic. It is the first major lawsuit GM has lost on X-car brakes. The Federal Government is suing GM in Washington, seeking recall of 1.1 million '80 X-cars and asking $4 million in damages. GM has denied the charges against X-car brakes.

Ford may offer more oomph in Mark VII

DEARBORN.—Ford Motor Co. is studying the possibility of making available a hotter engine for its luxury Continental Mark VII introduced in November. Ford's 165-HP, high-output 5.0-liter V-8 with electronic fuel injection is the engine under consideration. Standard in the Mark now is a 5.0-liter fuel-injected V-8 of 140 HP.

See BREAKING NEWS, Page 8, Col. 1

Micro-micro-mini

Yamaha midget bows in Japan

Yamaha has built a neat little experimental town or factory car. Called the PTX-1, it has a plastic body. The 50-cc engine may be too small to make this a practical vehicle for everyday use—even in Japan.

U.S. sales considered for Dutch-built Volvo

By Richard Feast
European Editor

HELMOND, Netherlands. — The U.S. market could be worth up to 30,000 units a year for the next-generation Dutch-built Volvo small car, according to Andre Deleye, president of Volvo Car BV here.

These are ambitious numbers for a company which does not sell in the U.S. at present and which this year will make a record 100,000 cars.

"It's logical that we should have that ambition because our Swedish colleagues are rather well established in that market," Deleye said. "They have a very good organization and dealers in the U.S."

"However, that's a very big step for a company like ours. There are stringent rules in the American market and product liability laws. They're not points that we'll have difficulty with, but it's a question of quite some involved costs to satisfy the technical and other requirements in the U.S."

Volvo car is owned 30 perby Volvo Car Corp. of Sweden and 70 percent by Dutch state interests. It has never sold cars in the U.S.—though when the company was originally created as DAF, a handful were exported to the U.S.

• Volvo Car's current model is the 300 series, sold throughout Europe alongside Swedish-made Volvos. It is a best seller in the UK, which accounts for around a third of output.

But it will not be the 300 series which will be exported. It will be the next-generation model which Volvo Car promises "for the second half of the 1980s."

Accurate details are scarce, but sources in the Netherlands suggest that it will appear as a front-drive car—the 300 has rear-drive—in 1986. Engines are expected to be those from the Renault 9/11 (Alliance/Encore), an already certified engine.

Volvo Car already buys engines from Renault, as well as its Swedish sister company.

Inevitably it will utilize the latest CVT transmission from Van Doorne's Transmissie, in which Volvo Car has a controlling interest.

A spokesman for Volvo of North America said there are "no plans at this point in time" to import the Dutch-built car. They have been tested in the U.S., he said, adding that import in the future is possible.

• When Deleye talks of U.S. sales of 25,000 to 30,000, he describes these as ambitious.

"That's very much related to

Continued on Page 8, Col. 5

Opponents clash at passive-restraint hearing

Change human nature or machines?

By Helen Kahn
and Geoff Sundstrom

WASHINGTON.—Seven days and nights of hearings on what the government should do with a passive-restraint standard were climaxed by the appearance of two witnesses who personified the polarity of views expressed.

On one side, Michigan Rep. John Dingell favored rescission of the standard. On the other, Joan Claybrook, former head of NHTSA, supported reinstatement of Standard 208 and quick implementation.

Most witnesses did not quarrel with the importance of getting people to wear belts they have paid for, but many said the passive-restraint standard was an approach that required changing machines — an easier task than changing human behavior and a quicker approach than waiting for 50 states to act.

In general, the auto makers were aligned against the insurance companies, and the public health groups against the engineers.

NHTSA—which has bent over to accommodate all "interested parties" and to make a new and expeditious record — heard not much that was new except for the Ford proposed fleet mandate and except for a mechanical sensor. The idea of a cheap and retrofitted air-bag system that might be useful as a supplement but perhaps not entirely suitable for all configurations was also brought up.

In other developments:

1. Allen Breed testified he has developed a mechanical sensor to make an air-bag module feasible for retrofit at greatly reduced cost.

2. Volvo said it has decided to offer a driver-only optional air bag on 1987 models. It will thus join Mercedes-Benz (1984) and BMW (1985).

3. General Motors said it plans to file details later this month on how to protect the unbelted driver with greater "forgiveness" from interior surfaces and such fixtures as the steering wheel.

4. Several insurance firms took the position that reinstatement of the standard with an effective date for 1986 models (rather than the possible 1987 date suggested by NHTSA) would be appropriate and legally necessary under the remand from successful insurance company litigants.

5. American Motors proposed an annual $40-million fund, half from government and half from industry, to educate consumers to buckle up.

6. The Insurance Institute for Highway Safety said a national survey showed more than half

Continued on Page 60, Col. 1

Service Index grows slowly

By Francis J. Gawronski
Service Editor

Service and parts business in the nation's new-car dealerships continued on the bright side in October, but the rate of growth dipped from that recorded in the previous two months.

According to the Automotive News Service Index, shop business in October amounted to 111.8 percent of that done in the corresponding month in 1982.

In August, service and parts volume amounted to 115.5 percent and in September it was 115.3 percent of the business recorded in the same months of 1982.

October also marked the eighth consecutive month in which shop volume has recorded an increase over the year-earlier month.

As in the previous five months, all indicators used in

Continued on Page 8, Col. 3

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Other importers accused

Prospective dealers coerced, Bricklin says

By John A. Russell
New York Reporter

NEW YORK.—Major importers in the U.S. were accused last week of trying to prevent their dealers from dualing with International Automobile Importers, Inc., and Malcolm Bricklin, chairman of IAI, said letters were being mailed to all import presidents advising them of this situation.

Bricklin told AUTOMOTIVE NEWS at least 40 incidents have been reported where dealers who expressed an interest in the Pininfarina and Bertone automobiles have been pressured and could not go through with the deal.

Makes named specifically were Mercedes-Benz, BMW, Porsche-Audi and Subaru.

Bricklin said the influence exerted included threatening to cut the dealers car allocations, or telling the dealer they would receive more cars if they did not sign with IAI.

Bricklin said dealers expressed fear of signing with IAI because of the threats that have been made in the field.

The letters going to the import presidents, he said, are to advise them that a situation does exist of which they might be unaware.

• All the representatives of importers whose dealers were named by Bricklin said they were not familiar with the charge.

A spokesman for Mercedes-Benz of North America said it was not a company position to discourage dual franchises. He added the district sales people do point out advantages to being exclusive but there is no campaign to discourage duals.

A BMW spokesman said it was not a "policy of the company to put pressure on dealers." He added that BMW does not have an official policy on dual dealerships, adding that many BMW dealers at present are dualed.

A spokeman for Porsche-Audi said he did not know of the incidents, but said there is a contractural agreement with all dealers that they cannot put another franchise in the same building with the Porsche-Audi franchise.

As for Subaru of America, the company which Bricklin founded, Alan B. Ross, vice president of corporate communications, said there was no effort on SoA's part to discourage dualing with IAI, adding that SoA staff do not come into contact with dealers since they have an independent distributors network.

"To us it's just another car line," he said.

Bricklin said he will not be stopped from signing first-class dealers in an area no matter what franchises they currently hold.

The convertible look

E&G Classics, Columbia, Md., gives the Chrysler Corp. E-Class models the appearance of a convertible. Pictured is a Dodge 600-ES.

As Jensen retires

GM names Atwood executive VP

A fast-rising General Motors executive took a big step up the ladder last week. Donald J. Atwood, 59, was chosen to succeed Reuben R. Jensen as executive vice president of the corporation.

Atwood will take over his new duties Jan. 1 when Jensen retires. Jensen will be 63 on Dec. 22. Atwood also was elected to the GM board of directors.

Since November, 1981, Atwood has been vice president and group executive in charge of the worldwide Truck and Bus Group. His new job will include those activities plus the Power Products and Defense and Components operations.

Donald J. Atwood

Reuben R. Jensen

Atwood will hold one of the five top jobs in the corporation. As executive vice president, he will join F. Alan Smith, heir-apparent to the chairmanship. They are outranked only by the chairman, the president and the vice chairman.

When an executive reaches Atwood's rank, there often is speculation about his next post — the presidency of the company, for example.

Such a promotion is unlikely in this case. Atwood is 59, less than two years younger than GM President F. James McDonald, and it is highly unlikely that GM would appoint a president who could serve only a year and nine months before reaching retirement age.

Atwood's rise at GM has been swift. He became a vice president in August, 1978, a little more than five years ago. The progression from vice president to executive vice president — for the very few who make it — usually takes much longer than that.

• Atwood joined GM in 1959 as an assistant director of the Boston Engineering Facility of AC Spark Plug Division. He became director of that facility two years later and in 1962 was named director of sales and engineering at AC's Milwaukee operations. He was appointed director of operations for AC Electronics (now Delco Electronics Division) in 1969.

When Detroit Diesel Engine and Allison divisions were consolidated into Detroit Diesel Allison Division in 1970, Atwood was named manager of the Indianapolis operations.

He became the first general manager of GM's new Transportation Systems Division in 1974 and general manager of Delco Electronics later that year.

In 1978, he was elected a GM vice president and named general manager of Detroit Diesel Allison. In January, 1981, he became vice president and group executive of the Electrical Components Group, the post he held when he was named head of the worldwide Truck and Bus Group on Nov. 2, 1981.

GM has not appointed a successor to Atwood in that position.

Jensen has been with GM since 1946, starting as a machine tool and die engineer with Detroit Transmission Division (now Hydra-matic Division).

He was named Hydra-matic general manager in 1965, general manager of Allison Division in 1967 and was elected a GM vice president later that year. His 16 years as an officer of GM is the longest tenure of any current officer.

Jensen was appointed group executive of the Nonautomotive and Defense Group in 1970 and later served as group executive for the Car and Truck Group and group executive for Overseas Operations.

He was elected an executive vice president in 1974 with responsibility for Overseas Operations and Nonautomotive and Defense Operations. He was named to the board of directors at that time.

Jensen has been in charge of Power Products and Defense and Component Operations since 1978. When the worldwide Truck and Bus Group was formed in 1981, it was placed in his sphere.

New-car supply rises to 55 days; shortages persist

Continued from Page 1

19.87 percent; compact, 26.47 percent; intermediate, 36.12 percent; standard, 10.08 percent, and luxury, 7.46 percent.

A month earlier, the inventory was divided as follows: Subcompact, 19.65 percent; compact, 25.08 percent; intermediate, 35.58 percent; standard, 9.04 percent, and luxury, 10.65 percent.

• The Dec. 1 days-supply figures by market class were:

Subcompact — Fiero, 17; Accord, 22; LN7, 39½; Laser, 52; Rabbit, 58; Escort, 61; Horizon, 63; Omni, 66; Chevette, 69; Encore, 70; Daytona, 73; Turismo, 73½; Alliance, 74½; Lynx, 88; Charger, 93; 1000, 93, and EXP, 108.

Compact — Eagle, 42; Cavalier, 49; Skyhawk, 52½; Camaro, 53; LeBaron, 55; Mustang, 60; Firebird, 60; Aries, 66; Reliant, 67; Dodge 400, 68; Topaz, 70; Sunbird, 79; Firenza, 80; Tempo, 82; Cimarron, 86, and Capri, 88.

Intermediate — Malibu, 39; Ciera, 40½; Century, 41½; Regal, 43; Cutlass, 44; LTD, 47; Celebrity, 52; 6000, 52; Chrysler E Class, 53; Marquis, 55; Skylark, 63; New Yorker E, 69; Dodge 600, 69; Bonneville, 71; Grand Prix, 77; Monte Carlo, 80; Thunderbird, 82; Omega, 85; Cougar XR7, 97; Phoenix, 99, and Citation, 104.

Standard — Olds 88, 27½; Gran Fury, 33; LeSabre, 38; Grand Marquis, 44; Crown Victoria, 50; Diplomat, 53; Chevrolet, 54; Cordoba, 57, and Parisienne, 58.

Luxury — Lincoln, 27; Seville, 27; Olds 98, 27½; Eldorado, 30; Electra, 33; Cadillac, 33½; Corvette, 35; Riviera, 36; Continental, 41; Toronado, 48; Mark VII, 50, and Fifth Avenue, 75.

NEW-CAR STOCKS

	Dec. 1, 1983	Nov. 1, 1983	Dec. 1, 1982
Alliance	74½	86	65
Encore	70	65	....
Eagle	42	72	90
AMERICAN MOTORS	68	76½	79
Horizon	63	53	66
Turismo	73½	51	67
Reliant	67	56	50
Gran Fury	33	42½	83
Plymouth	66	54	61
LeBaron	55	43	80
Cordoba	57	38	61
E-Class	53	38	75
New Yorker E	69	51	....
Fifth Avenue	75	49	62
Laser	52	68	....
Chrysler	56	48½	71
Omni	66	53	61
Charger	93	69½	66½
Aries	66	61	72
Dodge 400	68	54	108
Dodge 600	69	57	93
Diplomat	53	35	50
Daytona	73	76	....
Dodge	70½	59	75
CHRYSLER CORP.	64	54	69
Escort	61	51	63
EXP	108	78	56
Mustang	60	57	87
Tempo	82	67	....
LTD	47	48	33
Thunderbird	82	83	39
Crown Victoria	50	40	56
Ford	65	58	58
Lynx	88	65	72
LN7	37½	38½	64
Capri	88	82	91
Topaz	70	66	....
Marquis	55	48	67
Cougar XR-7	97	74	30
Grand Marquis	44	31	56
Mercury	72	59	59
Lincoln	27	26	39
Continental	41	69	34
Mark VI	50	57	41
Lincoln	39	41	39
FORD MOTOR	65	58	57
Skyhawk	52½	29	64
Skylark	63	46	55½
Century	41½	36	34
Regal	43	32	49½
LeSabre	38	29	47
Electra	33	29	53
Riviera	36	36	62
Buick	43½	34	49
Cimarron	86	69	60
Seville	27	32	33
Cadillac	33½	34	34
Eldorado	30	32	33
Cadillac	35	35	35
Chevette	69	78½	41
Cavalier	49	46	54
Citation	104	83	50
Camaro	53	46	38
Celebrity	52	50½	55
Malibu	39	26	43½
Monte Carlo	80	63	55
Chevrolet	54	51	52
Corvette	35	34	80
Chevrolet	58	54	48
Firenza	80	53	66
Omega	85	51	39
Ciera	40½	38	39
Cutlass	44	28½	36
Olds 88	27½	23	34
Olds 98	27½	24½	45½
Toronado	48	41	47½
Oldsmobile	41	31	40
1000	93	81	60½
Fiero	17	17	65
Sunbird	79	73	67
Phoenix	99	88	52
Firebird	60	58	52
Bonneville	71	55½	42
6000	52	45	55
Grand Prix	77	54	61
Parisienne	58	56	....
Pontiac	62½	53½	57
GENERAL MOTORS	50	42	47
Volkswagen	58	68	67
Honda	22	22	....
TOTAL	55	48	52

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59th year — No. 4999

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Grand Prix for sun worshippers

Convertible Specialists, Inc., Gardena, Calif., has added the Pontiac Grand Prix—as well as the other General Motors G-body cars — to its line of convertible conversions. The $4,000 conversion, sold through Convertible Concepts, Ltd., Blaine, Wash., features a power top and full headliner. The original back seat is retained.

Dealership helps the poor

Bob Simonds Pontiac-Honda, Phoenix, allowed one of its Fieros to be used as a pace car for the city's 10-kilometer Run Against Hunger. The car is shown with the front row of the race's wheelchair participants. The event raised funds for three area charities.

New-car sales rebound; month's total tops 780,000

By Jenny L. King
Staff Writer

Domestic new-car sales were back on the winning track by the end of November following a surprise mid-month decline of 17.09 percent. Total for the month for the U. S. auto makers was up 5.80 percent from year-ago sum, bringing to 10 the number of months this year in which sales have surpassed 1982 levels.

Sales of imported cars also were up in November. They

Tables on Page 58.

have been ahead of 1982 in 10 of the 11 months so far this calendar year.

Powered by a late-November sales increase of 37.05 percent, domestic sales climbed 5.80 percent to 590,527 from 558,146 last year. Imports gained more than 5,000 units with a total of 190,177 for the month this year compared with 185,059 in 1982.

The industry total was 780,704, up 5.05 percent from 743,205 last year.

Year-to-date domestic sales were up 17.47 percent, to 6,235,881 from 5,308,612, putting them ahead of the U. S. totals for 1982 and 1981, but below the 1980 domestic total of 6,578,275 for 11 months.

Import sales for the first 11 months were up 7.48 percent from 1982, with 2,189,803 versus 2,037,403.

Year-to-date industry-wide sales were 8,425,684, up 14.70 percent from 7,346,015.

• All the major domestic auto makers except General Motors reported November sales increases. GM's tally was off 0.58 percent (357,247 this year compared with 359,349 in 1982). Ford Motor Co. was up 13.58 percent, to 139,319 from 122,661, while Chrysler Corp. reported a 10.16-percent climb, to 61,605 from 55,921.

American Motors dealers delivered 18,604 AMC and U. S.-built Renault cars in November, up 38.21 percent from 13,461. Volkswagen was up 17.68 percent, to 7,948 from 6,754, and Honda sales totaled 5,804 in its first November in the domestic market.

GM dropped nearly four percentage points in its share of the domestic market in November, plunging to 60.50 percent from 64.38 percent. Ford expanded to 23.59 percent from 21.98 percent. Chrysler was up to 10.43 percent from 10.02 percent.

AMC held 3.15 percent of the total, up from 2.41 percent and

Continued on Page 58, Col. 1

Two firms sued for removing catalytic units

WASHINGTON. — Catalytic converters were allegedly removed from company vehicles owned by Atlantic Richfield Co., Philadelphia, and from customers' vehicles serviced by Lew Smith Muffler & Parts, Inc., Covington, Ky., according to a Department of Justice action.

The complaint is being brought against the two firms on behalf of EPA.

The action charges Atlantic Richfield with the removal of 12 catalytic converters from company owned vehicles and claims that leaded gasoline was used in 28 vehicles requiring unleaded fuel. The requested civil penalty exceeds $330,000.

The EPA said Lew Smith Muffler & Parts had removed 46 catalytic converters from customer vehicles, and had enlarged the gasoline inlets on seven of the vehicles so they could use leaded gasoline. The government is asking $132,500 in civil penalties from the muffler shop.

EPA recently issued both companies Notices of Violation, and attempted to settle out of court. When settlement could not be reached, the cases were turned over to the Department of Justice, EPA said.

Bendix unit files patent complaints

CLEVELAND.—Bendix Automation has filed a complaint with the International Trade Commission against Amada Co. under a provision of Section 337 of the Tariff Act, according to Bendix legal counsel, Howard Massung.

The complaint states that Amada Co., Ltd. of Japan and its U. S. subsidiary U. S. Amada, Ltd., have infringed patents licensed to Bendix Automation Co. for the Right Angle Shear (RAS). Bendix Automation holds exclusive rights to those patents.

The ITC has accepted the complaint and ordered an investigation.

Production 3 to 5 years away, Continental says

New way developed to attach tire

By Anne Hope
Special Correspondent

LONDON. — Continental, Europe's No. 2 tire maker, has taken the unusual step of launching its new tire system now even though it doesn't expect production to start for some years — "possibly three but more likely five," according to Chairman Helmut Werner.

So why the rush? Why the premature disclosures?

Because Conti — full name Continental Gummi-Werke and understood to be one of only two European tire producers in the black — wants partners.

Without partners, the new concept, called the ContiTire-System (three words rolled into one), just won't succeed.

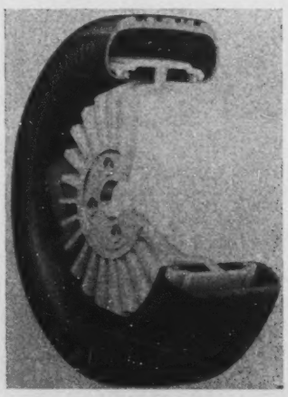
Conti is spending around $40 million — about 30 percent of its annual development budget — on perfecting the CTS for production. That annual investment gives an indication of how important the new concept is to the Group. But, even so, more backing is needed.

• CTS, which is claimed could capture a third of the original equipment and replacement tire market in the U. S., Japan and Europe, was the idea of Conti engineer Wolfgang Rach — apparently a modest man, for he wasn't at the presentation in London. The first patent on his system was taken out in 1980.

A further 20 patents have been applied for in an attempt to safeguard the system worldwide.

Not that Conti wants to go it alone. Far from it. R & D costs have strained Conti, which, anyway, nearly went bankrupt in the late '60s. Then, in 1973, Dr. Carl Hahn, whose father was one of the founders of Auto Union, took the top job at Hanover. By the time Hahn left in December, 1981, to return to Volkswagenwerk as chairman, Continental had become Europe's No. 3 tire producer.

• It was while Hahn was with Conti that a technical and commercial agreement was signed with an important overseas partner, Japan's Toyo Tire & Rubber. In 1982, an agreement with General Tire & Rubber of the U. S. followed.



Conti's system

New way of fitting tire to rim has been announced by Continental Gummi-Werke in Europe even though much testing remains to be done. Many advantages are claimed for the "hook-on" tire mounting.

The agreement with General was especially important, for it gave Conti entry to the huge stateside market through General's large distribution network.

These agreements have made Conti into a powerful force to be reckoned with outside Europe, the company believes.

Conti executives consider that CTS will "put the Group on the world map" and even have as much impact as Michelin after launching the radial tire.

But, to quote Werner again, "The competition is not asleep."

Conti doesn't make wheels, which could be considered a snag, as the CTS needs a special wheel and rim.

However, at a very early stage, Conti contacted "a very competent wheel manufacturer."

• Conti is now looking at automatic fitting. At present, the few CTS concepts produced have all had to be mounted by hand.

It takes four to 14 seconds to mount a tire on its rim in a car plant. If fitting cannot be done quickly on the line, required volumes won't be achieved.

"I don't believe that any large-scale car manufacturer will take the CTS until the machinery to mount it automatically is available," Werner said.

• "It is no longer enough just to present a brilliant technical achievement."

Claims for CTS include:

10 percent more driving comfort; 10 percent more skid resistance; 10 percent higher mileage; 10 percent less weight; 15 percent more room for fitting brakes and especially asbestos-free ones; 15 percent less rolling resistance, and 25 percent better behavior when driving and claimed run-flat capability for at least 250 miles.

Conti people are convinced that the advantages offered by the CTS will persuade car makers to decide to fit the CTS as standard within a few years. Exactly when depends on the auto producers and tire/rim makers.

Ford truck incentive aimed at beating Chevy for year

DETROIT. — Ford Division apparently figures a 10 percent increase in truck sales in December over what it originally anticipated will be enough to beat Chevrolet in calendar-year truck sales.

Essentially, that's what a last-minute $300 to $4,000 contest for sales managers is geared to.

The Ford Division "Holiday Happiness—Gold to Go" contest runs from Dec. 1-31. It puts sales managers into one of four groups and gives each group an all-truck objective of 110 percent of their original forecast.

Managers in the top group, representing the large dealerships, who hit 110 percent have a choice of two gold Rolex watches (men's or women's); one watch and $2,000, or $4,000 in cash.

The watches reportedly have a retail value of $4,000 each.

Managers in the second-tier group get one Rolex watch or $2,000.

Those in the third group get $1,000, and those in the fourth receive $300.

Everyone who hits 110 percent wins. Managers can step up into the next higher category than the one they're in by accepting the minimum objectives of the higher category.

Dealers who don't have sales managers can designate themselves to be eligible. Fleet, lease and retail sales count, and new '83/'84 trucks are included in the objectives.

This program supplements a previously reported "Holiday Happiness" contest which runs concurrently. It is intended to counter the pressure of a recently announced Chevrolet truck contest.

Hall of Fame plans 45th annual affair

MIDLAND, Mich.—The Automotive Hall of Fame will present 10 Distinguished Service Citations and announce new electees to the Hall of Fame at a luncheon to be held Feb. 5 in Dallas in conjunction with the NADA convention.

Featured speaker will be Gerald Greenwald, vice chairman of Chrysler Corp.

The 45th annual luncheon will be held at noon in the Reunion Ballroom of the Hyatt Regency Dallas. Tickets are available ($30 each) from Automotive Hall of Fame, Inc., P.O. Box 1742, Midland, Mich. 48640.

ESOP brings $4,452 in stock to Chrysler aides

DETROIT. — Chrysler Corp. employes who have participated in the first three years of the Chrysler Employe Stock Ownership Plan (ESOP) now have approximately 159 shares of Chrysler Corp. common stock in their plan accounts, the company said.

Based on the Dec. 2 closing price of $28 per share, the value of such shares is about $4,452.

Accounts for approximately 68,000 Chrysler employes have each been credited with about 19.6 shares of Chrysler Corp. common stock for the third year of the four-year plan set up under the Chrysler Loan Guarantee Act of 1979.

The ESOP covers employes whose compensation and benefits were modified as a result of the Act. The Act requires that $162.5 million worth of Chrysler common stock be contributed to the plan over a four-year period ending June 30, 1984.

The stock is put into a trust for the employes until they retire or otherwise terminate employment.

In the first three years, Chrysler has contributed 13,590,000 shares to the plan. Including the shares in the ESOP, Chrysler said, Chrysler employes and retirees own approximately 15.9 percent of the company's common stock.

They clash with gray-marketers at hearings

Importers ask EPA rule changes

Continued from Page 2

000 for a car we can't work on." Another dealer said it damages his reputation when service is refused on a product of his manufacturer.

Even modifiers themselves testified in Washington that as many as 90 percent of the gray-market cars could not pass EPA tests even though some are inspected by EPA-certified laboratories.

They implied that the tests were being performed improperly on many cars, that faulty or unsafe equipment was being installed and that equipment was being "recycled" from car to car in order to pass the one-time inspection.

Modifiers testifying during the workshop said the problem discouraged honest operations, since they could not compete against those who did not incur the same labor, material and research costs.

However, when EPA asked whether the modifiers would consent to spot checks on their vehicles, they backed away, asking instead why the EPA could not do a better job in monitoring test laboratories.

• At the San Diego workshop, Allen Hardy, of Hardy & Beck Performance, Inc., and president of the A'CA, proposed a method of certifying emission laboratories.

"The present testing option should be amended by requiring that the test labs be certified by the EPA," Hardy said.

"The present 'approval' program (EPA provides lists of certification labs) is almost a certification program, but it suffers from a lack of formality that permits confusion about responsibilities and the consequences of improper conduct."

He added that formalizing the approval procedure and including a decertification mechanism would force the dishonest labs out of business.

Hardy also recommended that the EPA require the labs to hold the cars they've tested for 10 days, beginning the day EPA receives the test report.

"During the hold period, EPA would have the prerogative of requiring a retest by the test lab or testing the vehicle using a third-party tester," he said. When the 10 days have elapsed and no test is called for, the EPA would then send a release on the car to Customs.

Under the current procedure, Hardy said, the car often is long gone by the time the EPA has reviewed the test data.

The AICA proposal also calls for commercial importers to provide a five-year/50,000-mile warranty on emission equipment and include evidence of such a warranty with the test data.

Hardy said AICA will also fund a self-policing program which would include a sticker issued by the association to certified labs to be placed on vehicles tested and found in compliance with applicable regulations.

AICA would also do its own spot-testing of vehicles during the 10-day hold period and establish guidelines for withdrawing AICA stickers if violations are discovered.

All test data and sticker revocation actions would be reported to the EPA and the association would require a substantial performance bond from AICA-approved labs. That bond would be forfeited if the sticker were revoked.

• Robert McElwaine, president of the American International Automobile Dealers Assn. (AIADA), said he finds all four of the options proposed by the EPA unacceptable.

He told the San Diego meeting that Congress, when it passed the Clean Air Act, "never intended to permit wholesale importation of non-conforming vehicles."

"Has the agency carried out the law as mandated? The answer is a resounding no," McElwaine said.

In allowing non-conforming vehicles in the U. S. with the provision that they be brought up to clean-air standards, McElwaine said, "EPA has compounded this perversion of the law."

He suggested that the EPA consider "the unspoken fifth option, enforcing the law as written . . . permit no vehicle to be imported unless accompanied by certification from the original manufacturer."

He warned that if EPA doesn't close the loophole, "Congress will."

Tom Claridge, owner of Claridge's, Ltd., a Fremont (Calif.) Mercedes-Benz dealer, said his service department turns away two or three gray-market cars a day that need work.

Claridge said his dealership refuses to work on these cars because "we are not allowed to modify emission control systems." Most of the problems are with emission controls installed by importers or vehicles with no emission control system, he said.

"The only solution is to only allow the manufacturer to certify and warrant the car," he said.

Donald Drachand, chief of mobile sources control for the California Air Resources Board, called on EPA to close the loophole, indicating that gray-market imports "now exceed some models imported by certain manufacturers."

He estimated that one-third of the gray-market cars in the U. S. end up being operated in California.

Service Index climbs, but at slower rate

Continued from Page 1

the Service Index registered increases in October, led by sales of all parts and accessories, up 17.1 percent over the volume attained in the previous year.

• Gross profit on all labor, parts and accessories — the most important indicator from the dealer's viewpoint — topped *last year's figure by 12.6 per*cent, while shop parts sales, those used on both customer-paid and warranty work, jumped 11.6 percent above the volume recorded last year.

Total labor sales (customer-paid and warranty) were up 9.9 percent over the volume last year, while repair orders written in dealershop shops escalated 2.5 percent over the number written in the same month a year ago.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

For the 10-month period of 1983, service and parts business was 109.4 percent of the volume for the same period a year ago.

Sales of parts and accessories showed an increase of 11.5 percent, while gross profit was up 11.2 percent, and shop parts sales advanced 10.5 percent.

Labor sales increased 8.5 percent for the January-October period, while repair orders written were up 2.7 percent.

SERVICE INDEX

111.6*

	Oct., '83 vs. Oct., '82	10 mos., '83 vs. 10 mos., '82
Gross Profit on All Labor and P&A Sales	+12.6%	+11.2%
Repair Orders Written	+ 2.5%	+ 2.7%
Total Labor Sales (Customer & Warranty)	+ 9.9%	+ 8.5%
Shop Parts Sales (Customer & Warranty)	+11.6%	+10.5%
Sales of All Parts and P&A	+17.1%	+11.5%

*—Survey by Automotive News shows that dealers' service and parts business in Oct., 1983, was 111.6 percent of business in Oct., 1982. Service business in the 10 months of 1983 was 109.4 percent of business in the corresponding period in 1982.

breaking news

Curcio named Mack chief executive

ALLENTOWN, Pa. — John B. Curcio, 48, president and chief operating officer of Mack Trucks, Inc., since 1980, has been named chief executive officer, effective Jan. 1. He succeeds Alfred W. Pelletier, who will continue as chairman. Pelletier said the promotion will allow Curcio to take over the company's long-range planning prior to Pelletier's retirement. Pelletier will be 62 in January.

Honda recalls 61,000 '84 Accords, Civics

WASHINGTON. — Honda is voluntarily recalling 61,000 '84 Accord and Civic models for safety-related defects. The Accord recall involves 48,000 cars for a faulty voltage regulator which Honda believes may be on fewer than one percent of the units. A defective safety catch on the hood latch system prompted the recall of 10,421 Civic CRX and hatchback models. Also, Honda said, "less than 2,900" Civic 1300 hatchbacks are being recalled to check a possible faulty left side shaft which, under certain high-stress conditions, may break and cause sudden loss of power.

News roundup

GM recalls 161 school buses

DETROIT. — General Motors is recalling 161 Chevrolet and GMC 1982 and 1983 school buses to inspect the moisture ejector valves in the vehicles' dual air-braking systems. GM said some of the valve assembles may have improperly torqued bolts, which could break, allowing the valve to loosen or separate and leak air from an air-supply tank in the brake system.

Dana UAW reach agreement

DETROIT.—The UAW and Dana Corp. have reached a tentative agreement in principle on a new three-year contract. The agreement covers 7,000 Dana workers in 15 facilities in Ohio, Indiana, Illinois, Michigan and Pennsylvania.

Ford to add capacity to Rouge Steel

DEARBORN.—Ford Motor Co. will build a $200-million continuous casting plant with annual capacity of 1.8 million tons at its Rouge Steel subsidiary. The move will make Ford's steel-making facilities strongly competitive and among the most modern in the U. S., Chairman Philip A. Caldwell said. Rouge Steel began shutting down earlier this year but stopped when employes accepted contract concessions.

GM-UAW program brightens holiday

DETROIT.—Thousands of needy families in the Detroit area had food for Thanksgiving as a result of presentation of a $100,000 check by General Motors and the UAW as a "fast start" advance of the Christmas Care and Share program. The check was presented to the Gleaners Community Food Bank, a nonprofit agency which made more than 250,000 meals available to hungry families in the area, by GM Chairman Roger B. Smith and UAW Vice President Donald F. Ephlin. The Christmas Care and Share program is under way in 75 communities where GM has plants. GM employes are encouraged to donate food or cash and GM matches the gifts.

Water injection favored at Buick

FLINT.—Buick has designed a water-injection system for its 3.8-liter turbocharged V-6 engine. The division would use this system, rather than an intercooler, to improve the performance of its turbo V-6 engine, according to Lloyd Reuss, divisional general manager.

Chrysler Marine purchased by Washington boat firm

DETROIT. — Chrysler Corp. and Bayliner Marine Corp., of Arlington, Wash., have reached agreement for Bayliner to purchase Chrysler's Marine and Industrial Products Operations.

Chrysler manufactures and markets a complete line of outboard motors, gasoline and diesel-powered inboard and inboard/outdrive marine engines and industrial engines. In addition to its nationwide distribution network, products are sold under private and brand-label names through independent retail outlets.

Outboard engines are engineered and manufactured in Hartford, Wis. Leased facilities are used to manufacture marine and industrial engines in Beaver Dam, Wis., about 30 miles from Hartford. Marketing and administrative offices are in Warren, Mich.

Chrysler will continue to sell unmodified engines for industrial purposes to original equipment manufacturer customers on a direct-ship basis.

The outboard-motor facilities in Hartford were purchased from West Bend Co. in January, 1965.

Bayliner is a privately held boat-building firm with eight U. S. manufacturing plants. The corporation produces power boats marketed under the "Bayliner" name in sizes from 16 to 45 feet.

Bayliner pioneered the development of boat packaging, which includes boat, motor, trailer and accessory as an integrated unit and which utilizes private-branded engines heretofore built by Chrysler.

Dutch-built Volvo seems targeted for U.S. market

Continued from Page 7

the exchange rate, for example," he explains.

"The exchange rate of the Dutch florin to the U. S. dollar has moved to 2.90, when a few years ago we had 1.90. Sometimes people think when you state an ambition and don't fulfill it there's been a fundamental change of your plans. It's other factors which can influence decisions."

When Volvo Car builds its 100,000th car this week (Dec. 12-16) it will have achieved its first objective. It will break even this year following several years of reducing losses and will achieve around 1 percent of the European new-car market.

The company is now tackling the second phase—building up to around 130,000 annual output. But it will not mean substantial profits, as it will be investing heavily in product, plant and dealer development, says Deleye.

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IVECO DIESEL TRUCKS

On 1983 domestic models

Automatic 5-speeds made gains

By Joseph Bohn
Marketing Editor

Automatic transmissions held their own and even picked up a little steam on '83-model domestic cars, while five-speed manuals increased sharply.

Overall, 5,197,867 cars, equal to 86.94 percent of the total, were equipped with automatic transmissions in '83. That was up from an 84.10 percent penetration the previous year.

At the same time, five-speed manuals accounted for 420,021 units, or 7.03 percent of industry output. That was up from a 1.20 percent penetration in '82.

Four-speed manuals, meanwhile, dropped to 360,872, or 6.03 percent of industry output, compared with a 14.70 percent penetration the previous year.

Ford's Tempo/Topaz have boosted — and will continue to boost — the percentage of five-speeds installed. Ford recently launched an incentive designed to boost five-speed Tempo sales. Obviously, it wants even more than the 26.40 percent penetration of five-speeds that it had on Tempo.

Combined with four-speed manual, some 27.40 percent of Tempos were equipped with manual transmissions during the brief '83 model build. (The cars officially debuted as '84s.)

Cavalier is another car that is expected to boost five-speed penetration. It accounted for 12.70 percent of Cavalier production in '83. Chevrolet hopes to make Cavalier the No. 1 seller in '84, which should increase the industry for five speeds.

• Cars like Alliance (38.60 percent penetration) and its '84 companion, the Encore — along with EXP (69.90 percent) and the new Fiero are similarly expected to boost five-speed manuals in '84.

Automatic transmissions, meanwhile, continued to be popular, primarily because of the resurgence of full and intermediate-sized cars, where they are standard. Automatics were standard on 30 industry car lines in '83 — three fewer than last year.

The new Corvette features a four-speed alternative, whereas previously it had automatic transmission as standard. Cougar, when it became the Marquis, stopped offering automatic transmissions as standard in '83.

The phaseout of Chrysler's Imperial, Cordoba and Mirada, all of which carried automatic transmissions, also reduced the number of lines standardizing this item.

Metal group sells video course on testing methods

METALS PARK, O.—Fundamentals of Nondestructive Testing, a new videotape educational course, is available through the Education Department of American Society for Metals (ASM).

The tapes are illustrated with demonstrations, animation and specially prepared diagrams and photography.

Charles Hellier did the instruction and narration for the tape series. Hellier is operations manager for Brand Examination Service and Testing Co., Essex, Conn., and is a certified level III registered professional engineer.

A special preview tape features highlights from lessons on each of the major nondestructive testing methods and has an introduction by Dr. Robert C. McMaster, regents professor emeritus, College of Engineering, Ohio State University.

The preview tape is available from the ASM Education Department for $95.

Carolina county accused by EPA

WASHINGTON. — EPA has charged the County of Greenville, S. C., with violating the Clean Air Act by using leaded gasoline in vehicles with emission controls that need unleaded fuel.

A civil penalty of $630,000 for 90 specific instances of misfueling is being asked. The county operates a fleet of more than 600 vehicles.

The law bans fleet operators, dealerships and any commercial repair shops from disabling emissions controls, with a fine of $2,500 per vehicle.

TRANSMISSION OPTIONS on 1983 U. S. Models

	Automatic Transmission	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output
AMERICAN MOTORS	78,135	48.85	25,254	15.79	56,546	35.36
Alliance	62,855	44.20	24,459	17.20	54,891	38.60
Eagle	15,280	86.18	795	4.48	1,655	9.34
CHRYSLER CORP.	732,644	85.49	50,575	5.90	73 910	8.61
C-P Total	473,237	89.61	25,892	4.91	28,555	5.48
Turismo	18,212	48.40	5,306	14.10	14,110	37.50
Horizon	34,699	60.70	12,748	22.30	9,717	17.00
Reliant	162,152	93.10	7,838	4.50	4,180	2.40
Gran Fury	15,739	100.00	NA	.....	NA	.....
Fifth Avenue	83,501	100.00	NA	.....	NA	.....
E-Class	43,305	100.00	NA	.....	NA	.....
LeBaron	78,022	98.80	NA	.....	948	1.20
New Yorker	37,607	100.00	NA	.....	NA	.....
Dodge Total	259,407	78.86	24,683	7.50	44,855	13.64
Omni	30,407	56.30	12,152	22.50	11,450	21.20
Charger	16,735	35.20	4,754	10.00	26,053	54.80
Aries	125,115	91.70	7,777	5.70	3,548	2.60
400	27,390	96.40	NA	.....	1,023	3.60
600	35,316	92.70	NA	.....	2,781	7.30
Diplomat	24,444	100.00	NA	.....	NA	.....
FORD MOTOR	1,023,204	79.22	142,097	11.00	126,293	9.78
Ford Division	622,250	74.21	115,640	13.79	100,649	12.00
Escort	112,599	46.00	84,204	34.40	47,977	19.60
EXP	400	17.80	276	12.30	1,570	69.90
Mustang	67,689	56.00	29,251	24.20	23,933	19.80
LTD	155,291	99.70	467	0.30	NA	.....
Thunderbird	109,433	89.70	NA	.....	12,566	10.30
Crown Victoria	56,736	100.00	NA	.....	NA	.....
Fairmont	79,944	98.90	889	1.10	NA	.....
Tempo	40,158	72.60	553	1.00	14,603	26.40
L-M Division	400,954	88.50	26,457	5.84	25,644	5.66
Lynx	34,957	50.30	18,903	27.20	15,637	22.50
Capri	13,906	54.80	7,334	28.90	4,136	16.30
Marquis	57,156	99.70	202	0.30	NA	.....
Cougar	75,743	100.00	NA	.....	NA	.....
Grand Marquis	95,718	100.00	NA	.....	NA	.....
LN7	142	20.40	NA	.....	557	79.60
Topaz	12,264	69.70	18	1.10	5,314	30.20
Continental	16,831	100.00	NA	.....	NA	.....
Lincoln	53,361	100.00	NA	.....	NA	.....
Mark VII	30,856	100.00	NA	.....	NA	.....
GENERAL MOTORS	3,349,048	93.12	123,850	3.44	123,858	3.44
Buick Division	792,266	98.00	6,235	0.77	9,915	1.23
Skylark	102,138	97.60	2,509	2.40	NA	.....
Skyhawk	49,511	78.40	3,726	5.90	9,915	15.70
Century	127,926	100.00	NA	.....	NA	.....
Regal	228,239	100.00	NA	.....	NA	.....
Buick	234,218	100.00	NA	.....	NA	.....
Riviera	50,234	100.00	NA	.....	NA	.....
Cadillac Division	289,457	98.85	NA	.....	3.357	1.15
Cimarron	15,937	82.60	NA	.....	3,357	17.40
Seville	30,430	100.00	NA	.....	NA	.....
Eldorado	67,416	100.00	NA	.....	NA	.....
Cadillac	175,674	100.00	NA	.....	NA	.....
Chevrolet Division	1,022,781	85.82	102,349	8.59	66,655	5.59
Chevette	103,770	61.20	59,010	34.80	6,783	4.00
Cavalier	160,880	73.60	29,947	13.70	27,761	12.70
Celebrity	105,923	100.00	NA	.....	NA	.....
Camaro	118,409	76.70	3,861	2.50	32,111	20.80
Citation	82,713	89.70	9,498	10.30	NA	.....
Malibu	117,426	100.00	NA	.....	NA	.....
Monte Carlo	96,319	100.00	NA	.....	NA	.....
Chevrolet	220,789	100.00	NA	.....	NA	.....
Corvette	16,552	99.80	33	0.20	NA	.....
Oldsmobile Division	906,916	98.95	3,296	0.35	6,371	0.70
Omega	52,508	97.37	1,418	2.63	NA	.....
Firenza	32,503	79.76	1,878	4.61	6,371	15.63
Cutlass	271,892	100.00	NA	.....	NA	.....
Ciera	169,650	100.00	NA	.....	NA	.....
Oldsmobile	340,758	100.00	NA	.....	NA	.....
Toronado	39,605	100.00	NA	.....	NA	.....
Pontiac Division	337,628	87.21	11,970	3.09	37,560	9.70
6000	68,451	100.00	NA	.....	NA	.....
2000	54,125	69.10	3,211	4.10	20,993	26.80
1000	16,366	63.00	7,715	29.70	1,896	7.30
Firebird	80,956	81.40	NA	.....	13,928	18.60
Phoenix	25,706	93.50	1,044	3.80	743	2.70
Grand Prix	40,165	100.00	NA	.....	NA	.....
Bonneville	54,414	100.00	NA	.....	NA	.....
Parisienne	17,445	100.00	NA	.....	NA	.....
VOLKSWAGEN	14,836	20.20	19,096	26.00	39,514	53.80
Total cars, U. S.	5,197,867	86.94	360,972	6.03	420,021	7.03

Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

Automotive News

EXTRA

December 12, 1983

FORECAST '84

Photo by Jim Piegue. Cover design by Ian Stewart

U. S. auto market will be shaped by supply in '84

By Kathleen Hamilton
Financial Editor

For the first time since 1978, the U. S. auto market in 1984 and 1985 will be shaped not by consumer demand but by supply.

And because of constraints arising from corporate average fuel economy (CAFE), plentiful gasoline, import quotas and capacity limits at suppliers' and makers' plants alike, U. S. car production forecasts of AUTOMOTIVE NEWS WORLD OUTLOOK, generated by Data Resources Inc., have been scaled back.

However, North American new car and truck sales and production far outpace gains expected next year in Japan, Europe and the rest of the world.

The U. S. auto sales forecast calls for an increase of 14 percent, to 10.40 million. Truck registrations are expected to climb 18 percent, to 3.65 million, after a 21-percent gain this year, in what has been a subnormal truck year.

Added together, U. S. vehicle sales in 1984 are expected to reach 14.05 million, 15 percent more than this year's 12.25 million cars and trucks.

Canadian car sales are expected to outpace even the U. S. leap by climbing 17 percent to 993,000.

Elsewhere, auto gains will be more modest: 2 percent in Germany and 5 percent in Italy (offset by losses of 4 percent in France and 6 percent in the United Kingdom for a negligible loss in the EEC total and a miniscule gain for all of Western Europe; 3 percent in Japan; 8 percent in the other Asia-Pacific countries, and 5 percent in both Latin America and Africa including the Middle East.

Interviews with chairmen begin on Page E-5.

Worldwide the auto market is expected to climb 7 percent next year, then settle into four years of 2 and 3 percent gains.

For 1985 it appears the minimal 2 percent gain in the North American auto market will fall below the worldwide average gain of 3 percent.

But the good news first: The big leap expected in 1984 in North America.

"The nation's economics are very good. Everything looks quite strong. In fact, it's difficult to find anything negative in the next six to eight months," said John Hammond, DRI director of automotive services.

Consumer confidence is high. Buyers are willing to take on debt. Both the number of people employed and the hours they are working are increasing.

Inflation will remain moderate—in the 4-percent range. Auto prices will rise only slightly more than the general inflation rate. And interest rates should remain in a range one point above or below today's rates, Hammond predicted.

All those expectations promise lots of consumer sales, but Hammond is even more bullish about business purchases: The recovery next year will be led

Continued on Page E-2

Outlook

Continued from Page E-1

by businesses filling up their unused capacity, he predicted.

Then, late in 1984 or early in 1985, according to this outlook, the U. S. economy will become so strong that business and consumer credit demands will begin to conflict with government borrowing. Interest rates and inflation will increase.

While all these things are happening on the demand side of the equation, on the supply side, auto makers will be running their plants flat out in 1984, Hammond predicted.

Bottlenecks throughout the year—especially in the high-demand full-size cars — will limit production and sales.

But the latest U. S. car outlook for 1984 is only a hair less than the last quarterly AUTOMOTIVE NEWS WORLD OUTLOOK projection. A more significant scaling back has been done for 1985, which is now predicted to end up 4 percent below the level expected three months ago.

The less robust economy is one reason 1985 car sales are expected to reach only 10.6 million (still the highest since 1979), according to Hammond. But, again, supply, will play a major role.

"Manufacturers will have the ability to change sourcing," he said. "The question is: Will they want to do it?"

Faced with potential CAFE fines in 1985, GM and Ford won't want to produce as many large cars as consumers will demand.

The supply of Japanese imports will continue to be restricted at least through April, 1985. That will cut into the sales of GM as well as the traditional Japanese importers, since GM had planned on importing 300,000 Suzukis and Isuzus in 1985. Its allocation for 1984-85 has not yet been determined by the Japanese government.

Fuel prices are expected to rise in 1985 in response to the strengthening of the worldwide recovery and resultant demands for energy, Hammond said. Both the vehicle-sales total and the mix should be affected.

Finally, 1985 car sales will be reduced by consumers who switch from large sedans and station wagons to minivans.

"If Chrysler is right and 85 percent of its (T-115) market is from station wagons, minivans could take 200,000" out of the station wagon total by 1985, Hammond said.

Indeed, the small-truck-and-van market looks like the place to be for the rest of the forecast period. This year, sales in the segment will more than double the 1980 level. By 1985, they are expected to rise by almost another 40 percent.

Stable fuel prices, the business recovery, the products' fuel efficiency and appeal to a whole new market all combine to produce a rosy outlook for the small trucks, utility vehicles and vans.

Chrysler is the first to market with its garageable T-115 wagon/vans, Dodge Caravan and Plymouth Voyager. Toyota also has its new seven-passenger Van Wagon on the U. S. market this year, but is importing it as a car, so it will be severely limited by import quotas.

Similarly, the car-sized Dodge Colt Vista, imported from Mitsubishi in Japan, is expected to have little impact on the U.S. minivan market this year because of quotas. Chrysler Corp. has scheduled only 7,000 for 1984, but the number may be increased.

GM, Ford Motor Co. and Nissan are expected to join the minivan fray by 1985, giving the minivan 8 percent of the light-truck market.

This year, small trucks and vans are accounting for 9 percent of all U. S. vehicle sales; by 1985, they are expected to take 11 percent of the expanded market. Indeed, this single small-truck - and - van segment will make up nearly all the gains in the truck sector through the forecast period.

Expectations for the conventional light-duty trucks and vans are far more modest. The gains in the small-truck seg-

Continued on Page E-4

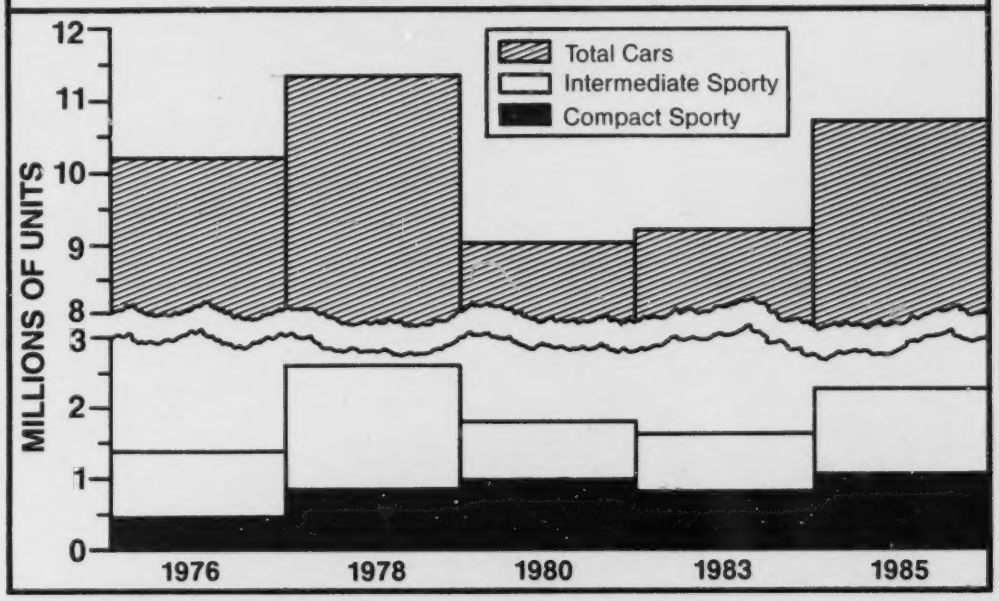
AUTOMOTIVE NEWS WORLD OUTLOOK

Generated by Data Resources, Inc.
(Millions of units)

	1981	1982	1983	1984	1985	1986	1987	1988
NEW CAR REGISTRATIONS								
Western Europe	9.818	9.994	10.395	10.439	10.808	10.869	11.034	11.261
North America*	9.437	8.692	10.003	11.391	11.625	12.279	12.527	12.888
Japan	2.867	3.038	3.161	3.264	3.252	3.362	3.427	3.498
Asia-Pacific	1.059	1.049	1.080	1.171	1.283	1.380	1.456	1.520
Africa-Mid East	1.122	1.260	1.280	1.350	1.430	1.510	1.580	1.680
Latin America	1.440	1.450	1.398	1.470	1.600	1.740	1,890	1.990
Eastern Bloc	2.215	2.170	2.110	2.130	2.170	2.235	2.315	2.390
WORLD	27.958	27.654	29.426	31.223	32.168	33.375	34.229	35.227
CAR PRODUCTION								
Western Europe**	9.774	10.239	11.060	11.149	11.312	11.294	11.415	11.626
North America*	7.035	5.862	7.884	8.808	8.906	9.163	9.190	9.313
Japan	6.974	6.887	7.150	7.464	7.624	7.785	7.893	8.039
TRUCK AND VAN REGISTRATIONS								
Western Europe	0.96	0.98	0.98	0.96	1.01	1.03	1.06	1.07
U. S.	2.27	2.55	3.09	3.65	3.78	3.90	4.15	4.31
TRUCK AND VAN PRODUCTION								
Western Europe	1.320	1.293	1.270	1.279	1.327	1.392	1.428	1.452

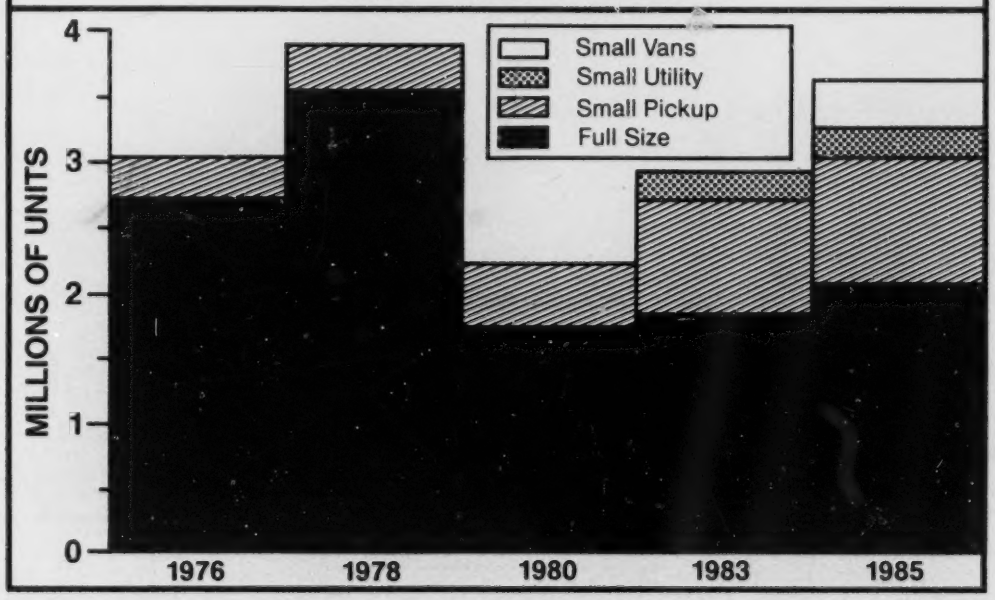
Totals may not add due to rounding.
**Renaults built in U.S. included as CKD kits.
*Canada and U.S. only.

MIDSIZE SPORTY—CAR SALES



Sporty-car sales in the U. S. will continue to closely track the entire car market, increasing as much because of increased availability ofsporty cars as because of consumer preference for performance cars.

LIGHT—TRUCK SALES



Growth in the small truck-and-van segment in the U. S. will greatly outpace growth in car and total truck segments, prodding light-truck sales to within a hair of their records in the late 1970s.

U. S. Model Year Sales

	1984 Model Year Forecast*	1983 Model Year Total
AMERICAN MOTORS	220,000	183,005
AMC Total	20,000	54,667
Concord	.....	16,576
Eagle	20,000	31,604
Spirit	.....	6,487
Renault Total	200,000	128,338
Alliance	120,000	124,687
Encore	80,000	3,651
CHRYSLER CORP.	1,146,500	819,209
Plymouth Total	342,000	265,564
Horizon	80,000	50,861
Reliant	200,000	161,757
Tourismo	52,000	37,079
Gran Fury	10,000	15,867
Chrysler Total	355,500	244,589
LeBaron	99,000	80,566
Laser	64,000	925
E Class	36,500	36,610
New Yorker	66,000	33,494
Fifth Avenue	90,000	77,700
Cordoba	.....	15,294
Dodge Total	449,000	309,056
Omni	68,000	45,843
Aries	163,000	124,650
Charger/Daytona	130,000	46,040
Dodge 400	.....	31,947
Dodge 600	73,000	30,042
Diplomat	15,000	25,071
Marada	.....	5,463
FORD MOTOR	1,927,000	1,481,400
Ford Division	1,280,000	996,700
Escort	310,000	323,700
Fairmont	.....	77,700
Mustang	125,000	116,300
LTD	166,000	158,200
T-Bird	205,000	99,200
Ford	149,000	124,100
EXP	25,000	26,500
Tempo	300,000	71,000
Mercury Total	522,000	379,400
Lynx	73,000	80,000
Capri	23,000	25,500
Marquis	61,000	62,900
Cougar/XR7	126,000	63,400
Gd. Marquis	128,000	97,300
LN7	.....	6,900
Topaz	111,000	43,400
Lincoln Total	125,000	105,300
Continental	18,000	16,200
Lincoln	62,000	59,300
Mark VII/Mark VI	45,000	29,800
GENERAL MOTORS	4,577,000	3,873,991
Buick Division	950,000	810,435
Skylark	110,000	107,363
Skyhawk	130,000	69,946
Century	205,000	134,804
Regal	200,000	233,016
Buick	50,000	216,503
Riviera	255,000	48,803
Cadillac Division	350,000	290,138
Cimarron	23,000	18,958
Seville	35,000	30,334
Eldorado	67,000	67,760
Cadillac	225,000	173,986
Chevrolet Division	1,514,000	1,306,951
Chevette	180,000	183,970
Cavalier	350,000	216,297
Celebrity	285,000	155,953
Camaro	190,000	175,004
Citation	90,000	116,460
Malibu	.....	107,761
Monte Carlo	134,000	98,865
Chevrolet	250,000	226,750
Corvette	35,000	25,891
Olds Division	1,098,000	955,243
Omega	49,000	56,610
Firenza	70,000	43,042
Cutlass	315,000	314,473
Cutlass Ciera	232,000	169,939
Oldsmobile	389,000	332,398
Toronado	43,000	38,781
Pontiac Division	665,000	511,224
2000	115,000	79,509
1000	30,000	38,286
Firebird	95,000	93,378
Phoenix	30,000	31,742
Grand Prix	90,000	87,026
Bonneville	70,000	82,008
Parisienne	40,000	14,459
Fiero	85,000	.....
6000	110,000	84,816
HONDA*	115,000	32,398
VOLKSWAGEN	95,000	83,150
U. S. INDUSTRY TOTAL	8,080,500	6,473,153

*Automotive News estimates.

Outlook

Continued from Page E-2

ment will look even better when compared to the car sectors, which will be restrained by supply, Hammond pointed out.

Through 1988 (and including this year), the AUTOMOTIVE NEWS WORLD OUTLOOK calls for U.S. truck growth averaging 9 percent, compared to U.S. car-sales growth of 7 percent and to European truck-sales growth of 0.5 percent, including losses in 1983 and 1984.

"Heavy trucks will start to recover but will not reach previous records by any stretch of the imagination," DRI's Hammond said. Responding to the business recovery, Hammond's computations show slow increases for the medium- and heavy-duty trucks at least through 1986, he said.

Japanese-truck sales will set new records, but their share of the light-truck market will be reduced by three factors, according to Hammond:

1. Strong competing products made in the U.S. and therefore not subject either to quotas or the 25-percent import tariff on trucks;
2. Nissan's move to Tennessee, where it can produce up to 120,000 "domestic" trucks a year;
3. Domestic makers dropping their captive imports.

One of this year's emerging trends has been toward sporty cars: Corvette, Shelby Charger, Thunderbird and Cougar were the big news in the 1983 model year.

In 1984, Fiero, Daytona, Laser and the all-new Nissan 300-ZX compete for the sports-car-buyer's attention.

In 1985, the giant GM N-car program will kick in, replacing the Grand Prix, Cutlass Supreme and Regal — intermediates with a sportier image.

Once again, Hammond sees this trend as led by the supply side, not by any sudden surge in demand for performance vehicles.

"Demand was always there" for sporty cars, he said. It was just up to the makers to fill it.

Stable fuel prices didn't hurt, of course.

The performance market plummeted with the instability of gasoline availability in 1979.

The sporty-car chart on Page E-2 doesn't really illustrate just how deeply the performance-car segment was affected because GM's small, fuel-efficient Monza-Sunbird-Skyhawk-Starfire, classed with the sporty compacts, was in high demand. The J-car replacements were not sporty cars, so the sporty-car total plunged with J-car introductions in 1980.

That illustrates Hammond's thesis that people will buy sporty cars when they are available. In 1985, he expects the sporty GM N-cars will draw their market not only from those who would have bought predecessor models, but from Camaro and Firebird intenders who decide to instead buy GM's newest cars.

That, of course, will reduce growth in the sporty-compact segment.

The outlook for next year calls for imports to maintain their current share of the car market. Hammond said he expects the Europeans will improve their sales by a significant percentage, although the actual numerical increase will be insignificant in terms of the entire U.S. car market.

As for some auto makers' oft-expressed hope that the reemployed and low-seniority workers will re-enter the market next year, looking for low-priced new cars, Hammond is cautious.

"To some extent that will happen next year, but we don't have it happening to a great extent. There will be an improvement, not a surge," he said.

But because of production limitations in the larger-car segments, the small-car segment could experience a disproportionate increase in market share, he said.

Europe's recovery has slowed in the second half of this year, and the outlook for 1984 is for virtually no improvement in the sales total for Western Europe next year.

DRI Europe economist John Lawson noted 14 of the 16 European car markets will be growing next year, with the economies of Austria, Denmark and Norway showing particular strength. But losses expected in the UK and France will offset the mild gains elsewhere in Europe.

Car sales will decline in 1984 in the UK because fierce competition for the market this year pushed sales to unnaturally high levels. In France, the downturn will be attributable to government austerity measures.

But a steady European market next year won't mean steady profits, Lawson said.

Cutthroat competition for sales, worsened by the Japanese import penetration, now about 10 percent of European car sales, has already drastically cut European auto makers' profits.

"It is fast becoming a cash-flow problem for many companies," Lawson said. Product development is in jeopardy in some cases, he said.

Saviors so far have been the governments, which have helped bail out BL, Renault and Alfa Romeo. The Spanish government has offered all makers within its boundaries low-interest loans, Lawson said.

Banks have been lending to auto makers on cautious terms, as well. The U.S. car market has provided some relief for lower-volume high-line makers. It will continue to do so next year, Lawson said.

As in the U.S., the high end of the European market is doing best in the recession, especially in Germany. That, too, has been favoring the lower-volume, high-line makers.

But they will be getting competition soon from the high-volume makers.

"It may not be a 1984 story; it may be a 1985 story," Lawson said. Renault's forthcoming R-25, a new top-of-the-line Ford, the Saab-Lancia cooperative cars and the Fiat-Alfa Type Four will soon be entering the large-car segment in Europe.

And the upscale segment will continue to be the best European market, at least through 1985. With Lawson's figures showing unemployment reaching an expected peak of 11 percent in 1985, the mass market is expected to suffer.

Toyota's new Van Wagon, with seating for seven, is restrained this year by import quotas.

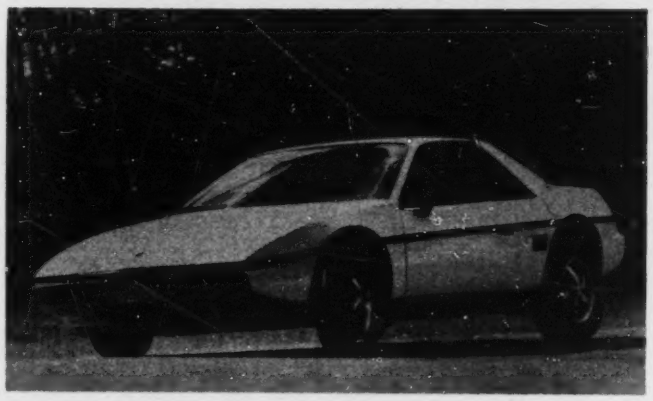
Nissan introduces its third-generation Z-car, the two-plus-two 300-ZX, in the U.S. performance segment.

The downsized Jeep Cherokee bows this year in a new segment that promises good growth: Small utility vehicles.

The Dodge Daytona Turbo, here, and its sister Plymouth Laser, are Chrysler's 1984 answers to Camaro and Firebird.

Sized more like a small station wagon than a minivan, the new Dodge Colt Vista is made by Mitsubishi.

This year the minivan market will belong to Chrysler, with its Plymouth Voyager (shown) and Dodge Caravan.



Pontiac enters the sporty compact segment this year with its two-place plastic-bodied Fiero.

Economy growth is seen slowing in fourth quarter

COLUMBUS, O. — During the fourth quarter of 1983, the U. S. economy's growth will slow to 3.5 or 4 percent, from the third quarter's real GNP growth of 5 percent, according to James Newton, author of two studies published by Management Horizons.

Newton said that 1984 is anticipated to post favorable growth of between 4 and 4.5 percent each quarter.

In the longer run, he said, the U. S. economy is projected to expand slowly during 1985 and 1986, before succumbing to downward cyclical pressures during 1987.

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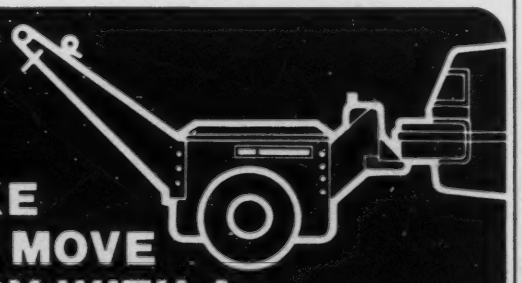

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SUMMARY BY MANUFACTURERS OF CAR AND COMMERCIAL WORLD VEHICLE PRODUCTION IN 1981 AND 1982

(In Descending Order of 1982 Total Vehicle Output)

	1982			1981		
	Total	Passenger Cars	Commercial Vehicles	Total	Passenger Cars	Commercial Vehicles
1. General Motors—U.S.A.	6,150,108	4,869,672	1,280,436	6,667,412	5,497,052	1,170,360
2. Ford Motor—U.S.A.	4,004,433	2,867,723	1,136,710	4,111,942	3,093,212	1,018,730
3. Toyota—Japan	3,147,262	2,258,253	889,009	3,224,488	2,248,171	976,317
4. Nissan—Japan	2,512,309	1,864,616	647,693	2,700,461	1,911,700	788,761
5. Renault—France	2,105,358	1,845,995	259,363	1,892,593	1,632,544	260,049
6. Volkswagen—West Germany	2,079,246	1,902,942	176,304	2,211,514	1,996,247	215,267
7. Peugeot—France	1,689,016	1,503,423	185,593	1,790,665	1,579,193	211,472
8. Fiat—Italy	1,619,413	1,328,637	290,776	1,574,415	1,254,777	319,638
9. Toyo Kogyo—Japan	1,110,164	824,247	285,917	1,176,608	840,630	335,978
10. Chrysler—U.S.A.	1,040,904	789,079	251,825	1,112,242	876,033	236,209
11. Honda—Japan	1,021,578	861,243	160,335	1,008,927	852,177	156,750
12. Mitsubishi—Japan	969,445	572,644	396,801	1,094,793	606,883	487,910
13. Lada—U.S.S.R.	800,000	800,000	.....	830,000	830,000	.....
14. Daimler-Benz—West Germany	689,648	465,503	224,145	701,358	449,010	252,348
15. Suzuki—Japan	603,153	113,881	489,272	578,876	94,785	484,091
16. Fuji—Japan	513,506	201,388	312,118	472,639	190,451	282,188
17. Leyand—UK	509,421	405,116	104,305	513,959	413,440	100,519
18. Daihatsu—Japan	464,245	127,619	336,626	472,254	147,219	325,035
19. Isuzu—Japan	404,871	113,299	291,572	457,242	129,564	327,678
20. BMW—West Germany	262,607	362,607	.....	337,757	337,757	.....
21. Volvo—Sweden	347,304	312,016	35,288	310,363	278,385	31,978
22. Polski Fiat—Poland	238,389	238,389	.....	250,515	250,515	.....
23. American Motors—U.S.A.	225,362	139,890	85,472	239,058	146,810	92,248
24. Skoda—Czechoslovakia	220,000	170,000	50,000	232,000	178,000	54,000
25. Moskvitch—U.S.S.R.	205,000	205,000	.....	235,000	235,000	.....
26. Alfa Romeo—Italy	189,722	188,773	949	198,857	197,287	1,570
27. Zaz Zaporojetz—U.S.S.R.	180,000	180,000	.....	155,000	155,000	.....
28. Zastava—Yugoslavia	163,929	153,644	10,285	194,003	184,817	9,186
29. G.A.Z. Volga—U.S.S.R.	130,000	130,000	.....	130,000	130,000	.....
30. Saab-Scania—Sweden	108,183	83,556	24,627	95,577	66,392	29,185
31. Hyundai—South Korea	90,983	78,071	12,912	70,051	52,961	17,090
32. Hino—Japan	61,445	.....	61,445	69,276	.....	69,276
33. International Harvester—U.S.A.	57,877	.....	57,877	76,362	.....	76,362
34. Kia—South Korea	43,266	535	42,731	36,039	4,753	31,286
35. Porsche—West Germany	36,329	36,329	.....	31,734	31,734	.....
36. I.M.V.—Yugoslavia	31,614	31,302	312	30,056	28,859	1,197
37. Saehan—South Korea	22,796	14,845	7,951	20,411	8,888	11,523
38. De Tomaso-Innocenti—Italy	21,729	21,729	.....	23,261	23,261	.....
39. M.A.N.—West Germany	20,013	.....	20,013	25,473	.....	25,473
40. U.N.I.S.—Yugoslavia	19,723	16,510	3,213	21,188	21,188	.....
TOTAL 40 MANUFACTURERS	34,210,351	26,078,476	8,131,875	35,374,369	26,974,695	8,399,674
OTHERS	1,878,007	536,180	1,341,827	1,855,686	483,097	1,372,589
TOTAL PRODUCTION	36,088,358	26,614,656	9,473,702	37,230,055	27,457,792	9,772,263

	1982			1981		
	Total	Passenger Cars	Commercial Vehicles	Total	Passenger Cars	Commercial Vehicles
North American Companies	11,478,684	8,666,364	2,812,320	12,207,016	9,613,107	2,593,909
Japanese Companies	10,807,978	6,937,190	3,870,788	11,255,564	7,021,580	4,233,984
Western European Companies	9,777,989	8,456,626	1,321,363	9,707,526	8,260,027	1,447,499
Eastern European Companies	1,988,655	1,924,845	83,810	2,077,762	2,013,379	84,383

Data compiled by Motor Vehicle Manufacturers Assn.

Nearly $1,000 more on units tagged above $20,000

Luxury-car insurance loss higher

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — Cars selling for more than $20,000 cost insurance companies an average of nearly $1,000 more to repair than the average of all cars combined, according to the Highway Loss Data Institute.

The average loss payment per claim on expensive cars is $2,300. All passenger cars combined average a loss payment per claim of $1,370.

Claim frequency for luxury automobiles is about the same as other cars, the insurance industry study group reports. All passenger cars result in 9.1 claims per 100 insured vehicle years, while luxury cars report 9.0 claims per 100 insured vehicle years.

The report covered collision insurance results on expensive car models from 1981 to 1983. The results were not adjusted for differences in drivers' age or deductible amounts.

Of the 27 models surveyed by the HLDI report, the Ferrari 308-GTSi had the highest average annual loss payment claim — $7,456. The Mercedes-Benz 240-D had the lowest average loss payment claim — $1,672.

The second, fourth, sixth and seventh poorest cars in terms of collision costs were built by Porsche. The 928 Coupe cost an annual average of $3,463 to repair. The 924 Coupe cost $2,550 and also had the highest claim frequency of the cars surveyed. The Porsche 911 Coupe cost an annual average of $3,782 to repair, but had a below-average frequency of claims. The 944 Coupe cost $2,833 to repair, but like the 928 and 924, had a higher than average incidence of claims.

The BMW 633-CSi ranked third worst in the collision coverage results for expensive models. The 633-SCi cost an average loss payment per claim of $3,596. The car had the fourth highest claim frequency per 100 insured vehicle years. The other two BMWs surveyed — the 528e and the 733i — also had above-average claim frequency results.

Cadillac Seville, Lincoln Continental, Lincoln Mark VI — 2-door and 4-door, fared comparatively well, being far down on the collision repair cost list.

The Mercedes-Benz 300-SD, 300-TD SW, and 300-D ranked just behind the domestic makes in the repair-costs-to-collision frequency ratios.

The Mercedes-Benz 300-CD, Jaguar XJ-6, Mercedes-Benz 380-SEC, Chevrolet Corvette, Mercedes-Benz 380-SL, Rolls-Royce (all models), Mercedes-Benz 380-SEL, Lancia Beta Coupe, DeLorean and Jaguar XJS were ranked in the middle range of the $20,000+ class in terms of collision repair costs.

British arts group cites Pininfarina

LONDON. — Britain's Royal Society of Arts (RSA) has named Sergio Pininfarina as "an honorary royal designer for industry."

Thirty years ago, his father received the same distinction—a fact unique in the history of the RSA (founded in 1754).

Past auto industry recipients include Colin Chapman (Lotus), Sir Alec Issigonis (designer of the Mini), Sir William Lyons (Jaguar), Alex Moulton (inventor of BL's hydrolastic suspension) and U.S. designer Raymond Loewy.

Silver Smith

Lowell Smith, right, Smith-Reynolds Chevrolet-Oldsmobile, Eldorado, Ill., receives his 25-year-dealer award plaque from J. C. Branch, Chevrolet St. Louis zone manager.

Used-car auction directory

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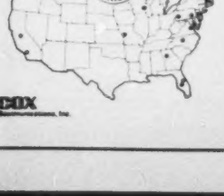

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letterbox

Continued from Page 10

car and the owner of the company is being prosecuted by the State of California.

Losses to depositors are thought to be as much as $150,000. The company is now advertising in Southern California papers.

In another example, one of the largest non-compliance dealers has been caught selling Volkswagens it claimed were "federalized." Volkswagen of America bought several of these cars to see what work had been done. While VW was in possession of the cars, the federalizer claimed to be doing work on the cars. VW found no significant work had been done to the cars, whereas the customer had been charged more than $3,000 for the work. Cars not federalized will in the future be caught up in the California emission test system, just passed into law. The car would then have to be brought into compliance, requiring further expense.

Service: While all conscientious Mercedes-Benz dealers will attempt to offer top-quality service to any Mercedes-Benz owner, it may not always be possible to offer such service. Much of the equipment on non-compliance modified cars is non-Mercedes in origin with the source of these parts unknown to the servicing dealer. Many of the real Mercedes-Benz parts and or equipment may not be available through the U.S. parts system due to not being standard equipment on U.S. versions.

An example would be the before mentioned ABS braking system. Other examples would be a different fuel injection system, different engine parts, manual AC system, manual windows, bumpers, electrical system, lights, and emission control systems.

Mercedes-Benz cars are as highly respected as they are due to the high quality of manufacture, durability and superb engineering. Is an automobile still a Mercedes-Benz when a substantial number of factory parts have been removed or modified and when many non-Mercedes parts have been added to the car? We think such a car is no longer fully a Mercedes-Benz nor will it fully live up to the high expectations of our demanding customers.

Resale value is a prime consideration in the purchase of any expensive car. Mercedes-Benz automobiles have traditionally held their value better than other cars. Indeed, resale value has been such that a Mercedes-Benz car often costs less to own than many lesser cars.

There is a wide spread reluctance on the part of the public to purchase used non-compliance automobiles of any make. Additionally, authorized Mercedes-Benz dealers, for both legal reasons and those enumerated here will not buy or sell non-compliance cars. An investment that both the public and Mercedes-Benz dealers reject is at best questionable.

Laws and legislation exist that limit the sales and registration of non-compliance vehicles of any kind. In California, an owner may not register a new (under 7,500-miles) car unless emission and safety certified by the car manufacturer. Some non-compliance dealers have resorted to illegally rolling forward odometers. This is against state and federal law and carries heavy penalties.

The Environmental Protection Agency is now reviewing the rules which have resulted in this chaotic situation and the harming of uninformed buyers. In addition, there is a bill before Congress requiring EPA to return to the proper enforcement of the prohibition of importation of any car unless certified by its manufacturer. Both of these laws/rules are expected to pass and be put into effect with little advance warning. Should that happen, any car received in U.S. ports would be turned back to Europe.

Shipping is another very important consideration in comparing non-compliance cars with U.S.-equipped Mercedes-Benz. Mercedes-Benz of North America has an elaborate transportation system combined with final quality control and final detailing in U.S. vehicle preparation centers. No matter how carefully controlled shipping is, some cars do get damaged. Mercedes-Benz cars coming through the U.S. equipment systems are damage-surveyed and repaired to Mercedes-Benz standards by Mercedes-Benz factory employes in an extension of the Mercedes-Benz assembly system.

The cars are detailed fully to Mercedes-Benz standards and are covered entirely by the factory warranty.

Non-compliance cars are brought into the U.S. by many shipping means. Some of those cars suffer slight to considerable damage. Because the dealers selling the non-compliance cars are for the most part small independent dealers such a damaged car must, for financial reasons, be fixed and sold immediately. Any such paint or bodywork may or may not be of top quality.

In any case, it is not covered by any Mercedes-Benz factory warranty. The durability and long-term appearance of any such repair must be considered also. Any such damage and or repair may not be readily apparent to the prospective purchaser.

Cost of ownership is more complicated than merely the selling price of a product.

In addition, we feel the prospective owner should think long and hard as to whether he or she would want a Mercedes-Benz that is not entirely a Mercedes-Benz, any more than that person would want a Rolex watch with a Timex movement or an imitation Gucci handbag made in Bangkok. Our product stands as the most outstanding automobile available but remains so only as long as the entire car is genuine Mercedes-Benz. — **Thomas H. Claridge,** President, Claridge's Ltd., Fremont, Calif.

factories list auction dates

American Motors

Dec. 14—Central States Auto Auction, Mason City, Ia.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obetz, O.

Dec. 15 — Minneapolis Northstar Auto Auction, Shakopee, Minn.; Todd Auto Auction, Telford, Pa., and Evansville Auto Auction, Evansville, Ind.

Dec. 16—Floyd Hauke Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Dec. 20—Aptco Auto Auction, Taylor, Mich; D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Dec. 21—Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Ozetz, O. and Kansas City Auto Auction, Kansas City, Mo.

Dec. 22—Minneapolis Northstar Auto Auction, Shakopee, Minn.

Dec. 28—Central States Auto Auction, Mason City, Ia., and Southern Auto Auction, Warehouse Point, Conn.

Dec. 29—Aptco Auto Auction, Taylor, Mich., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Ford Motor Co.

Dec. 13—Dallas Auto Auction, Dallas, Tex.

Dec. 14—Clanton's Auto Auction, Darlington, S. C., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Dec. 15—166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N. J.

Dec. 20—Aptco Auto Auction, Taylor, Mich.

Dec. 21—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northway Exchange, Clifton Park, N. Y.

General Motors

Dec. 12—Orlando Auto Auction, Orlando, Fla.

Dec. 14—Arena Auto Auction, Chicago.

Used Car Sales
Auction Averages

December to date	$4,054
Month ago	$5,132
Year ago	$4,628

Model breakdown
Auction Averages

	DECEMBER TO DATE	NOVEMBER	OCTOBER
1983.....	$10,455	$ 9,086	$10,112
1982.....	6,357	7,035	7,653
1981.....	5,506	5,739	6,114
1980.....	4,242	4,813	5,185
1979.....	3,888	4,095	4,386
1978.....	2,761	3,187	3,316
1977.....	2,442	2,475	2,365
1976.....	1,566	1,791	1,868
Overall Average	$ 4,054	$ 5,059	$ 5,241

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Total tops 780,000; surpasses last year

Month's new-car sales rebound

Continued from Page 6

VW was up to 1.35 percent from 1.21 percent. Honda's share of the 1983 market was 0.98 percent in November.

Buick reported record November sales and Cadillac boasted its 15th consecutive month with a year-to-year increase. Buick was up 1.81 percent, to 74,309 from 72,986 last year. Cadillac was up 8.40 percent, to 29,083 from 26,832.

Chevrolet was off 10.14 percent for the month, Oldsmobile was up 3.82 percent and Pontiac was up 8.97 percent.

• At Chrysler Corp., Chrysler was up 35.64 percent, Dodge was up 9.37 percent and Plymouth was off 8.15 percent.

Ford climbed 13.55 percent, Mercury was up 23.62 percent and Lincoln sales dropped 14.36 percent in November.

American Motors' domestic Renault sales nearly doubled, growing to 15,168 from 7,590, while AMC products were down 41.48 percent. VW was up 17.68 percent and Honda had no year-ago sales with which to compare this November's figure. Imperial sales no longer are reported by Chrysler Corp.

With 25 selling days in the month both this year and last, the daily rate of 23,621 was up 5.80 percent from 22,326 in 1982.

Among the imports, Jaguar notched another monthly record in November, thereby completing three years of steady, record-setting growth. Last month, 1,656 new Jaguars went to U. S. customers, up 19.65 percent from 1,384 a year earlier.

Mercedes-Benz, BMW, Saab and Volvo all had record sales in November. Audi was up 26.77 percent, Porsche was up 52.60 percent and imported Volkswagen cars were up 19.72 percent. Toyota was up 1.51 percent, Nissan dropped 7.73 percent, imported Hondas were off 7.45 percent, Mazda was down 11.90 percent and Subaru was down 10.65 percent. Peugeot was up 48.73 percent.

Imports claimed 24.36 percent of the total U. S. market in November, down from 24.90 percent a year earlier but up from 22.80 percent in October. Record share for imports in November is 26.16 percent, achieved in 1981.

In addition to the 24.36 percent of the market enjoyed by imports last month, U. S. intermediates accounted for 26.87 percent, compacts had 16.98 percent, subcompacts had 13.35 percent, standards had 12.20 percent and luxury models captured 6.24 percent.

Intermediates held 35.53 percent of the November domestic market, compacts had 22.45 percent, subcompacts had 17.65 percent, standards had 16.13 percent and luxury cars accounted for 8.24 percent.

Domestic sales were up 37.05 percent during the last 10 days of the month, growing to 217,540 from 158,727 in 1982. Eight selling days this year yielded a daily rate of 27,193 compared with 22,675 for each of seven selling days a year ago.

For the period, GM was up 37.14 percent, Ford was up 32.36 percent, Chrysler was up 14.25 percent, AMC was up 118.05 percent and VW was up 65.18 percent.

GM claimed 59.46 percent of the domestic market for the period, Ford had 23.42 percent, Chrysler had 10.21 percent, AMC had 3.91 percent, VW had 1.96 percent and Honda had 1.04 percent.

Where auto market was in November

	Total Sales	Pct. of Total
SUBCOMPACT	104,219	13.35
COMPACT	132,567	16.98
INTERMEDIATE	209,821	26.87
STANDARD	95,236	12.20
LUXURY	48,684	6.24
IMPORT	190,177	24.36
TOTAL	780,704	100.00

U. S. CAR SALES BY MARKETING UNITS

	November, 1983	November, 1982	11 Mos., 1983	11 Mos., 1982
Chevrolet	116,376	129,503	1,233,506	1,173,064
Ford	94,904	83,580	961,389	849,125
Oldsmobile	85,032	81,900	929,810	743,646
Buick	74,309	72,986	790,200	672,241
Toyota	43,440	42,792	504,740	484,099
Pontiac	52,447	48,128	502,207	444,361
Nissan	38,164	41,362	484,478	430,467
Honda	33,216	29,618	368,640	337,779
Mercury	35,631	28,822	376,449	301,701
Dodge	28,349	24,158	339,636	284,042
Plymouth	21,616	21,791	288,951	278,316
Cadillac	29,083	26,832	275,313	225,620
VW of America	22,342	18,205	210,416	200,364
Chrysler/Imperial	20,658	15,440	240,586	163,544
Mazda	12,961	14,712	160,649	149,865
Subaru	12,073	13,512	144,985	138,741
AMC-Renault	21,222	16,858	208,357	134,185
Lincoln	8,876	10,259	94,046	84,294
Volvo	7,251	4,712	83,720	68,974
Mercedes-Benz	6,678	5,444	65,827	58,564
BMW	5,314	4,364	53,017	46,178
Saab	2,314	1,902	24,064	18,443
Isuzu	1,811	1,698	19,074	14,103
Fiat	.....	479	5,002	14,590
Peugeot	1,584	1,065	13,716	13,106
Jaguar Rover Triumph	1,656	1,384	14,026	9,130
Mitsubishi	3,323	1,515	29,708	2,690
DeLorean	.....	.....	355	2,830
Alfa Romeo	166	184	2,817	1,953
TOTAL	780,704	743,205	8,425,684	7,346,015

IMPORTED CAR SALES

	Nov., 1983	Nov., 1982	11 Mos., 1983	11 Mos., 1982
Alfa Romeo	166	184	2,817	1,953
Audi	4,806	3,791	42,443	41,877
BMW	5,314	4,364	53,017	46,178
Challenger	549	790	13,578	13,147
Plymouth Colt	2,993	1,857	31,835	34,629
Dodge Colt	3,492	1,876	35,945	35,592
DeLorean	.....	.....	355	2,830
Fiat	.....	404	4,489	13,540
Honda	27,412	29,618	325,219	337,779
Isuzu	1,811	1,698	19,074	14,103
Jaguar	1,656	1,384	14,026	9,130
Lancia	.....	75	513	1,050
Mazda	12,961	14,712	160,649	149,865
Mitsubishi	3,323	1,515	29,708	2,690
Mercedes-Benz	6,678	5,444	65,827	58,564
Nissan	38,164	41,362	484,478	430,467
Peugeot	1,584	1,065	13,716	13,106
Porsche	1,938	1,270	20,022	12,246
Renault	2,618	3,397	31,344	35,509
Saab	2,314	1,902	24,064	18,443
Sapporo	511	945	11,197	11,785
Subaru	12,073	13,512	[illegible]	138,741
Toyota	43,440	42,792	[illegible]	484,099
Vista	1,473	.....	2,897	.....
Volkswagen	7,650	6,390	69,145	61,106
Volvo	7,251	4,712	83,720	68,974
TOTAL	190,177	185,059	2,189,803	2,037,403

NHTSA finds possible danger in Fenton wheels

WASHINGTON. — A California manufacturer's cast-aluminum auto wheels may be dangerously defective, NHTSA has said in an initial determination.

Fenton Mfg. Corp.'s Gyro and R.T. custom wheels could crack or break while the car is on the road, the agency said. Furthermore, the wheels could explode when tires are being inflated and mounted, it said.

Fenton, Gardena, Calif., manufactured some 650,000 Gyro and R.T. wheels between 1969 and 1981, when it stopped. NHTSA, which started its investigation of Fenton wheels in July, 1982, said it knows of 14 reports of serious accidents involving the wheels, including three deaths.

NHTSA will hold a public hearing on the matter Jan. 17 in Washington. Those interested in presenting information at the meeting should contact Joyce Tannahill at (202) 426-2850.

Daihatsu eyes exports to U. S.; quota is problem

TOKYO. — Daihatsu said it wants to export cars to the U. S. but does not know whether it can under current export quotas.

Daihatsu, 10 percent owned by Toyota, wants to export its 1,000-cc Charade model starting in 1985. But it has no allocation under the quota because it did not ship cars to the U. S. before the quota began in 1981.

Toyota is seen as unwilling to give up part of its quota to Daihatsu. Daihatsu's smaller, cheaper cars would not fit into Toyota's strategy to ship its larger and more expensive cars to the U. S.

Suzuki Motor Co., also shut out of quota, hopes to receive an allocation to export cars on April 1, 1984. The allocations for '84 exports have not yet been made.

DOMESTIC CAR SALES

	Nov. 21 to Nov. 31 1983	Same Period, 1982	Nov., 1983	Same Month, 1982	Jan. 1 to Nov. 30 1983	Same Period, 1982
Alliance	.....	.....	9,618	7,590	119,081	21,631
Encore	.....	.....	5,550	.....	13,875	.....
RENAULT	6,800	2,340	15,168	7,590	132,956	21,631
Spirit	.....	.....	59	587	4,248	15,180
Concord	.....	.....	77	2,173	11,321	29,236
Eagle	.....	.....	3,300	3,111	28,488	32,629
AMC	1,704	1,560	3,436	5,871	44,057	77,045
AMERICAN MOTORS*	8,504	3,900	18,604	13,461	177,013	98,676
Horizon	1,572	1,111	4,762	3,026	51,100	42,964
Turismo/TC3	908	1,039	2,471	2,731	33,590	36,420
Reliant	3,221	4,259	9,906	12,660	145,267	134,728
Plymouth	81	171	303	572	14,625	17,790
Total Plymouth	5,782	6,580	17,442	16,989	244,582	231,902
Laser	1,524	.....	3,717	.....	7,328	.....
LeBaron K	1,909	2,141	5,625	5,901	74,393	82,260
Cordoba	32	389	99	1,283	10,219	14,871
New Yorker Fifth Ave.	1,641	1,755	4,284	5,440	68,877	58,061
E-Class	785	1,923	2,255	2,606	33,036	5,945
Chrysler	1,604	.....	4,678	.....	45,580	.....
Total Chrysler	7,495	5,308	20,658	15,230	239,433	161,137
Total Imperial	.....	70	.....	210	1,153	2,407
Omni	1,434	1,079	3,981	2,958	45,451	36,172
Charger/024	1,151	1,138	3,230	3,017	42,692	37,711
Daytona	1,199	.....	2,755	.....	5,619	.....
Aries	3,573	3,164	8,729	9,695	109,861	101,564
600 Cpe./400	456	988	1,385	2,388	27,075	25,911
Diplomat	165	329	460	1,466	22,111	23,917
Mirada	29	142	107	450	4,293	6,889
Dodge 600	920	636	2,858	1,518	31,451	3,139
Total Dodge	8,927	7,476	23,505	21,492	288,553	235,303
CHRYSLER CORP.	22,204	19,434	61,605	55,921	773,721	630,749
EXP	183	1,242	509	4,253	18,650	36,363
Escort	9,040	8,360	24,602	28,556	299,692	313,983
Mustang	4,626	2,985	11,031	9,385	108,298	110,838
Tempo	7,339	.....	20,355	.....	114,418	.....
Fairmont	.....	5,993	.....	14,683	37,521	124,599
Granada	.....	1,420	.....	4,887	3,751	91,699
Thunderbird	5,784	563	13,481	2,067	120,053	41,238
LTD '83	5,380	2,746	16,141	9,261	148,766	15,715
Ford Crown Victoria	3,230	3,146	8,783	10,488	110,240	114,690
Ford Division	35,582	26,457	94,902	83,580	961,389	849,125
LN7	31	428	196	1,227	4,694	12,047
Lynx	1,693	2,213	4,978	6,964	73,619	90,284
Topaz	2,629	.....	7,129	.....	35,706	.....
Zephyr	.....	1,230	.....	3,797	11,583	39,300
Cougar/Monarch	.....	426	.....	1,643	906	39,930
XR-7	2,691	198	8,077	788	78,832	15,155
Capri	869	897	2,182	2,797	21,361	28,540
Marquis '83	1,933	1,227	6,083	3,517	59,760	6,508
Merc. Gr. Marquis	2,427	2,544	6,991	8,089	89,988	89,937
Total Mercury	12,273	9,163	35,631	26,822	376,449	301,701
Continental	462	461	1,298	2,256	12,267	21,127
Lincoln	1,550	1,514	4,383	5,030	56,275	37,877
Mark VII	1,075	893	3,105	2,973	25,504	25,290
Total Lincoln	3,087	2,868	8,786	10,259	94,046	84,294
L-M Division	15,360	12,031	44,417	39,081	470,495	385,995
FORD MOTOR	50,942	38,488	139,319	122,661	1,431,884	1,235,120
Skyhawk	2,469	1,851	5,588	5,988	68,676	42,862
Skylark	4,432	3,273	9,001	12,083	96,221	133,935
Century FD	6,540	4,678	15,309	14,107	138,534	90,324
Regal Sedan/Coupe	7,247	5,640	17,734	19,943	221,163	208,838
LeSabre	5,466	3,301	13,091	9,939	141,268	101,099
Electra	2,990	2,046	7,423	6,396	75,074	54,745
Riviera	2,809	1,472	6,163	4,530	49,264	40,438
Buick Division	31,953	22,261	74,309	72,986	790,200	672,241
Cimarron	518	547	1,596	1,623	17,715	11,833
Seville	1,248	828	3,785	2,774	30,487	21,486
Cadillac	5,350	4,863	16,664	16,302	161,380	140,292
Eldorado	2,336	1,697	7,038	6,133	65,731	52,009
Cadillac Division	9,452	7,935	29,083	26,832	275,313	225,620
Chevette	6,306	3,710	15,291	22,788	163,395	219,981
Cavalier	9,401	3,382	25,053	12,838	255,300	111,092
Citation	2,194	3,786	5,283	18,214	85,406	174,709
Camaro	5,412	5,289	15,570	20,111	164,924	170,856
Celebrity	7,633	3,631	20,572	13,728	159,685	89,306
Malibu	306	2,639	960	10,631	84,632	103,279
Monte Carlo	3,694	2,221	10,208	9,853	95,567	92,710
Chevrolet	8,048	4,873	20,959	19,234	218,794	190,091
Corvette	868	554	2,480	2,106	25,803	21,040
Chevrolet Division	43,862	30,085	116,376	129,503	1,233,506	1,173,064
Firenza	994	817	3,463	3,759	41,612	25,744
Omega	898	1,303	2,872	7,089	46,707	68,614
Cutlass Ciera	6,280	3,375	19,553	15,835	174,778	104,512
Cutlass Supreme	7,726	6,460	26,772	25,768	306,721	263,948
Olds 88	5,160	4,311	17,862	16,401	212,178	167,602
Olds 98	3,079	2,481	10,742	9,425	110,311	81,501
Toronado	1,049	959	3,768	3,623	37,503	31,725
Oldsmobile Division	25,186	19,706	85,032	81,900	929,810	743,646
Fiero	2,011	.....	6,428	.....	15,502	.....
1000	810	1,368	2,320	4,842	31,912	47,697
2000/Sunbird	2,839	1,703	7,588	5,340	80,156	52,072
Phoenix	509	1,377	1,401	4,738	22,909	45,764
Firebird	3,009	3,766	8,657	11,697	83,579	96,504
6000	3,656	2,350	9,099	8,173	83,857	49,177
Bonneville	2,278	1,878	6,440	6,810	77,992	70,696
Grand Prix	2,332	1,897	6,382	6,728	83,355	78,275
Parisienne	1,458	.....	4,132	.....	22,945	4,176
Pontiac Division	18,902	14,339	52,447	48,128	502,207	444,361
GENERAL MOTORS	129,355	94,326	357,247	359,349	3,731,036	3,258,932
VOLKSWAGEN	4,260	2,579	7,948	6,754	78,809	85,135
HONDA	2,275	.....	5,804	.....	43,421	.....
DOMESTIC TOTAL	217,540	158,727	590,527	558,146	6,235,881	5,308,612
IMPORT TOTAL	.....	.....	190,177	185,059	2,189,803	2,037,403
INDUSTRY TOTAL	.....	.....	780,704	743,205	8,425,684	7,346,015

*—AMC does not issue a breakdown for ten-day periods.

Makers build 650,092 in November

Month's car output best in 5 years

By Mary Beth Mayer
Staff Writer

In November, the domestic auto makers built 650,092 units — the highest total for that month since 1978, when 862,127 were finished.

November's total led the year-ago month's sum of 404,542 by 60.74 percent.

Last week, the manufacturers scheduled 173,779 cars, trailing the 182,465 built in the overtime-packed previous week by 4.77 percent, but 61.74 percent ahead of the year-ago week's 107,447.

Breakdown for the week by company was: General Motors, 58.53 percent; Ford Motor Co., 21.46 percent; Chrysler Corp., 13.87 percent; American Motors, 3.31 percent; Volkswagen of America, 1.75 percent, and Honda, 1.08 percent.

So far this year, 6,467,601 cars have been completed, thus leading the year-ago output of 4,889,372 by 32.28 percent.

Fourteen auto assembly facilities worked overtime last week.

GM slated two shifts Saturday (Dec. 10) overtime at Flint (B-D and G lines), Lansing (B-D and G lines), Leeds (Mo.), Linden (N. J.), Lordstown (O.) and Oklahoma City.

Chrysler's five car points put in extra daily hours last week. Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 worked two daily 9-hour shifts, while Jefferson (Detroit) put in two 8½-hour daily shifts and St. Louis No. 2 operated one 10-hour daily shift. Chrysler plans to follow the same overtime schedule this week.

Ford's Chicago and Wayne (Mich.) plants operated two Saturday shifts. This week, Ford plans two shifts of Saturday (Dec. 17) overtime at Wayne.

Volkswagen's Westmoreland (Pa.) point also operated Saturday.

GM scraps 600 rusty LUVs that nobody wants

TAMPA, Fla. — General Motors last week scrapped 600 rusty Chevrolet LUV pickup trucks that have been sitting on the dock here for more than a year because dealers wouldn't buy them.

The '82 models all have diesel engines. The LUVs were built for GM by Isuzu of Japan and valued at about $5 million. Heavy rains have caused rust problems.

Also, demand for the LUV evaporated after GM introduced the small Chevrolet S-10 and GMC S-15 pickups.

GM decided it was cheaper to scrap the LUVs than to fix them. The risks of future lawsuits and potential bad publicity were also a factor.

Truck production for November is highest since '78

November truck output reached 243,558, making it the best month of truck production in nearly 4½ years, since 292,897 units were assembled in June, 1979.

Last month's total was the highest for November since 1978, when 339,721 trucks were finished. Last November, 126,935 units were completed.

The truck makers scheduled 48,497 units last week, 2.89 percent behind the previous week's 49,937, but 33.15 percent ahead of the year-ago 36,424.

Year-to-date, the truck manufacturers have produced 2,260,087 units, leading the 1,818,238 completed at this time last year by 24.31 percent.

Saturday (Dec. 10) overtime was slated at three plants last week. General Motors' Lordstown (O.) point worked two shifts, while the Pontiac No. 2 facility put in one shift. Ford Motor Co.'s Lorain (O.) plant also worked one shift Saturday.

Chrysler Corp. has scheduled its Warren (Mich.) point to operate two 9-hour shifts four days and two 8-hour shifts the fifth day this week.

Mandatory seat-belt bill put on shelf in Michigan

LANSING, Mich. — A mandatory seat-belt bill, due for a vote last week in the Michigan Legislature, was returned to the Insurance Committee.

Apparently no action will be taken until 1984.

Backers of the bill blamed legislative paranoia for the action. Two state senators were recalled in recent weeks over a tax issue and the belt law is considered by lawmakers to be a "recallable issue."

In another matter, a law keeping the state-set interest rating on car loans at 16.5 percent was signed by Gov. James J. Blanchard.

Without the law, maximum auto rates would have dropped to 12.83 percent at banks, dealers and finance companies; 15 percent at credit unions, and 14.55 percent at savings and loan companies.

The ceiling was kept at 16.5 percent because officials feared lenders would refuse to make new loans at the lower rates.

Canada assembles 15,741 trucks, best week in 4½ years

Canadian truck makers produced more vehicles in November than in any other month in 2½ years and did not let up on that rapid production pace as they assembled more units last week than in any week in 4½ years.

The manufacturers assembled 58,231 units in November, the most built in one month since 70,932 were completed in June, 1981. The total was the best for any November since 1977 when 63,549 trucks were built.

Truck output for last week was targeted at 15,741, making it the best week of truck production in Canada since the week ended June 23, 1979, when 15,923 units were finished. Last week's output was 1.29 percent above the previous week's 15,542 and more than 2½ times the 5,610 built in the year-ago week.

Year-to-date, there have been 525,827 trucks produced, leading the year-ago output of 458,368 by 14.72 percent.

The car manufacturers assembled 94,129 units in November—the top sum for that month since 103,872 cars were completed in 1978. Last month's tally was the highest for any month since last June, when 100,357 units were finished.

The makers estimated last week's production at 23,851 cars, up 1.28 percent from the 23,550 built in the prior week and 83.04 percent ahead of the 13,031 built in the 1982 week.

So far this year, 923,291 cars have been completed, up 16.39 percent from the 793,340 assembled in the year-ago period.

Chrysler Corp. estimated that 2,736 T-115 minivans were built last week at its Windsor facility. Of that total, 1,368 were Dodge Caravans and 1,368 were Plymouth Voyagers.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 10, 1983	Week Ended Dec. 11, 1982	Week Ended Dec. 3, 1983	Nov. Total	Jan. 1 to Dec. 11, 1982	Jan. 1 to Dec. 10, 1983
AMERICAN MOTORS	720	.....	730	3,179	28,252	28,095
CHRYSLER CORP.	.....	.....	.....	.....	144,488	104,365
FORD MOTOR	9,650	8,694	9,623	34,076	274,596	267,518
GENERAL MOTORS	13,256	4,112	12,972	55,929	336,322	513,326
VOLVO	225	225	225	945	9,682	9,987
Total Cars, Canada	23,851	13,031	23,550	94,129	793,340	923,291

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 10, 1983	Week Ended Dec. 11, 1982	Week Ended Dec. 3, 1983	Nov. Total	Jan. 1 to Dec. 11, 1982	Jan. 1 to Dec. 10, 1983
CHEVROLET	9,117	12,187	10,288	87,370	627,630	766,684
DODGE	4,200	2,341	3,800	15,460	117,590	139,170
FORD	21,363	14,981	21,539	86,316	665,781	883,291
GMC	6,349	3,955	6,479	22,392	216,569	251,451
INTERNATIONAL	1,218	1,038	1,237	4,875	44,613	48,955
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	3,700	872	3,952	17,129	82,622	102,139
NISSAN	1,500	.....	1,592	5,810	.....	16,758
AM GENERAL	50*	50*	50*	200*	2,350	2,360*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,000*	53,000	47,200*
Total Trucks, U.S.	48,497	36,424	49,937	243,558	1,818,238	2,260,087

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 10, 1983	Week Ended Dec. 11, 1982	Week Ended Dec. 3, 1983	Nov. Total	Jan. 1 to Dec. 11, 1982	Jan. 1 to Dec. 10, 1983
CHRYSLER CORP.	5,388	.....	5,160	15,574	92,404	131,525
FORD MOTOR	3,970	3,087	3,969	14,980	130,421	137,317
GENERAL MOTORS	6,248	2,246	6,279	27,092	224,735	251,544
INTERNATIONAL	135	277	134	585	10,806	5,441
Total Trucks, Canada	15,741	5,610	15,542	58,231	458,368	525,827
N. American Trucks	64,238	42,034	65,479	301,789	2,276,606	2,785,914

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Dec. 10, 1983	Week Ended Dec. 11, 1982	Week Ended Dec. 3, 1983	Nov. Total	Jan. 1 to Dec. 11, 1982	Jan. 1 to Dec. 10, 1983
AMERICAN MOTORS	5,750	3,715	5,696	22,150	100,216	189,272
AMC Total	.....	834	.....	.....	49,869	4,071
Concord	.....	.....	.....	.....	.....	4,068
Eagle	.....	834	.....	.....	49,869	3
Renault Total	5,750	2,881	5,696	22,150	50,347	185,201
Alliance	2,875	2,881	2,848	12,065	50,347	148,372
Encore	2,875	.....	2,848	10,085	.....	36,829
CHRYSLER CORP.	24,100	14,858	27,967	71,026	573,302	948,301
Plymouth Total	7,300	5,726	8,948	20,485	230,501	292,934
Horizon	2,900	2,055	3,756	6,833	73,653	110,465
Reliant	4,200	3,590	4,982	13,072	155,421	176,858
Caravelle ('83)†	100	81	96	325	1,427	4,956
Gran Fury	100	.....	114	255	.....	655
Chrysler Total	7,500	2,441	8,143	22,875	109,442	218,755
LeBaron	1,900	1,395	2,575	5,928	92,682	81,354
Laser	1,700	.....	1,465	4,915	.....	20,354
Chrysler	1,700	1,046	1,917	5,460	16,760	100,680
Fifth Avenue	2,200	.....	2,186	6,572	.....	16,367
Dodge Total	9,300	6,691	10,876	27,666	233,359	337,612
Omni	3,200	2,172	3,368	6,872	83,740	120,067
Aries	3,600	3,369	4,243	12,092	123,626	135,459
Daytona	1,300	.....	1,851	4,991	.....	16,307
Dodge 400	.....	477	.....	.....	29,525	18,478
Dodge 600	1,100	673	1,352	3,534	11,468	46,433
Diplomat	100	.....	62	177	.....	868
FORD MOTOR	37,292	25,157	37,395	150,039	1,053,152	1,474,151
Ford Division	25,216	15,408	24,397	98,042	657,397	957,531
Escort	8,184	4,252	7,557	31,917	251,521	273,054
Fairmont	.....	3,003	.....	.....	122,811	23,728
Mustang/Mustang II	2,642	4,022	3,437	13,745	122,093	116,597
LTD/Granada	4,631	3,664	4,631	17,394	124,691	170,607
Thunderbird	3,163	.....	3,344	14,093	29,326	178,889
Crown Victoria/Ford	2,024	467	1,979	6,479	742	88,706
EXP	626	.....	538	927	6,213	3,334
Tempo	2,946	.....	2,911	13,487	.....	102,675
L-M Division	12,076	9,749	12,998	51,997	395,755	516,620
Mercury Total	9,399	7,339	10,217	52,559	302,234	417,356
Lynx	1,428	1,028	1,305	6,335	77,691	70,728
Capri	409	458	684	2,584	32,084	24,020
Zephyr	.....	972	.....	.....	38,679	8,601
Marquis/Cougar	2,167	2,416	2,223	7,922	57,136	73,078
Cougar/RX7	2,676	.....	2,992	12,734	10,580	121,747
Gr. Marquis/Marquis	1,596	2,456	1,640	8,597	84,346	88,781
LN7	.....	.....	.....	.....	1,718	290
Topaz	1,125	.....	1,373	4,387	.....	30,111
Lincoln Total	2,677	2,410	2,781	9,438	93,521	99,264
Continental	516	482	519	1,781	19,233	12,130
Lincoln	663	1,126	694	2,376	45,677	57,049
Mark VI/VII	1,498	802	1,568	5,281	28,611	30,085
GENERAL MOTORS	101,710	63,642	107,551	389,806	3,081,305	3,811,515
Buick Division	23,952	14,233	23,952	83,774	719,925	859,196
Skylark	3,326	190	3,527	13,600	131,251	107,416
Skyhawk J	3,246	1,366	3,173	10,072	62,948	75,058
Century	4,781	2,504	4,372	14,399	107,213	161,921
Regal	4,860	5,035	4,786	17,522	200,623	227,398
Buick	6,170	3,941	6,330	22,564	176,158	236,279
Riviera	1,469	1,197	1,604	5,617	41,722	50,864
Electra (fwd)	100	.....	160	.....	.....	260
Cadillac Division	6,866	6,251	7,735	27,338	235,309	294,288
Cimarron	533	618	684	2,236	9,442	19,958
Seville	792	522	822	2,920	21,757	33,290
Eldorado	1,525	1,214	1,575	5,601	54,433	69,752
Cadillac	4,016	3,897	4,654	16,581	149,677	171,288
Chevrolet Division	32,332	21,028	33,881	132,577	976,215	1,261,372
Chevette	4,185	4,879	4,112	17,581	200,086	195,592
Cavalier	8,296	2,680	8,273	29,890	90,078	293,531
Celebrity	5,622	1,279	6,042	27,475	64,777	167,121
Camaro	5,778	3,892	5,873	19,321	207,227	189,924
Citation	1,888	2,681	1,923	7,554	152,782	83,365
Malibu/El Camino	510	2,715	602	1,872	119,210	100,251
Monte Carlo	3,583	1,803	4,247	16,908	78,899	118,004
Chevrolet	1,695	1,099	1,915	9,025	40,640	86,895
Corvette	775	.....	894	2,951	22,514	26,689
Oldsmobile Division	26,875	15,422	29,523	99,575	744,060	985,025
Omega	1,734	.....	1,629	6,928	71,536	55,067
Firenza	2,408	814	2,276	7,325	43,201	49,192
Cutlass	7,845	4,978	9,455	29,551	207,705	293,996
Cutlass/Ciera	4,307	2,736	5,127	20,713	117,212	203,931
Oldsmobile	9,215	6,709	9,796	31,232	271,199	341,997
Olds 98 (fwd)	107	.....	58	.....	.....	165
Toronado	1,259	785	1,182	3,826	33,207	40,677
Pontiac Division	11,685	6,708	12,460	46,542	405,798	411,634
Acadian†	.....	30	179	1,150	9,587	14,138
2000	3,388	1,815	3,574	12,728	38,587	109,101
1000	875	479	873	3,521	33,880	40,332
Firebird	2,597	1,605	3,118	11,091	121,245	97,458
Phoenix	500	711	541	1,998	44,308	24,109
G. Prix/Bonneville	1,690	2,068	1,526	6,991	127,849	89,764
Parisienne	360	.....	433	2,216	.....	11,682
Fiero	2,275	.....	2,216	6,847	.....	25,050
6000	.....	.....	.....	.....	30,342	.....
HONDA	1,875	75*	1,894	7,176	410*	50,314
VOLKSWAGEN	3,052	.....	1,962	9,895	78,824	93,048
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U.S.	173,779	107,447	182,465	650,092	4,889,372	6,467,601
Total Cars, Canada	23,851	13,031	23,550	94,129	793,340	923,291
N. American Cars	197,630	120,478	206,015	744,221	5,682,712	7,390,892
N. American Trucks	64,238	42,034	65,479	301,789	2,276,606	2,785,914
North American Cars and Trucks	261,868	162,512	271,494	1,046,010	7,959,318	10,176,806

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

December 19, 1983

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Proposed CAFE changes not all Detroit hoped for

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — An industrywide CAFE adjustment factor of 0.2 MPG for 1980 and later model-year fuel economy standards is being proposed by EPA.

Such a change would take into account effects of past changes in test procedures used to measure both compliance for emissions and for gas mileage.

But since changes benefitted auto makers even more in at least one instance than it penalized them, EPA also is proposing that future CAFE be adjusted downward by an unknown factor to compensate for some cost-saving flexibility EPA also provided. This particularly affects domestic makers who chose to test at higher mileage and would apply to 1986 and later model years.

The same factor is suggested for gas-guzzler tax for 1981 and later models.

EPA's proposal comes at a particularly appropriate time. With the nation awash with cheap gasoline and no sign of any coming shortage, sales of big cars are booming.

While General Motors and Ford Motor Co. are believed to have enough credits under the three-year-carryforward provision to meet the 1983 standard of 26 MPG, problems arise with 1984 and later models.

The rough scenario there is that GM may have problems amounting to hundreds of millions of dollars. Ford is expected to use—for the first time—both the three-year carryforward and the three-year carryback.

Normally, this might mean trying to convince NHTSA that it would restrain sales of big cars or make some other decision not in the best interest of shareholders, but Ford is believed to have made major technological strides in improving gas mileage.

While Ford is more hopeful than GM, both companies face uncertainties in future years. Unlike the light-truck standards, which are set administratively according to maximum feasible levels, the 1985 model CAFE is in statutory concrete.

How much flexibility NHTSA has is unsure and in an election year — or any year, for that matter — some lawmakers will be reluctant to take the pressure off the domestic companies.

The fear is that they would fall into old patterns just as they are beginning to become competitive with the Japanese small cars. Besides, the Middle East is still sufficiently unsettled that some lawmakers will not assume that the oil supply is stable.

So far, the Reagan Admini-

Continued on Page 37, Col. 1

A Christmas Fantasy

Or, Season's grittings from Detroit

'Twas the night before Christmas and all through the land
The recovery rolled on like a new mini-van.
New-car sales were climbing with nary a pause,
And they almost kept pace with new state lemon laws.
Japanese showed restraint, thereby saving the day;
They just sold bigger cars—inscrutable, eh?

To boost U.S. sales, GM had a plan—
Sell better small cars that are made in Japan.
And build better cars here? GM never says can't,
Provided Toyota is running the plant.
The union said writing a contract that's fair
Should be just as easy as falling out of a chair.

One employe sued Ford, 'cause he got on the sauce
Then another sued 'cause they did not make him boss.
Diesel owners and Spaulding showed up, too, in court
As suing GM became a national sport.
Iacocca saved Chrysler and paid all its bills,
Now he's trying to cure Lady Liberty's ills.

Many Irish lost jobs, that DeLorean couldn't avoid;
But he was able to keep many book writers employed.
And Bricklin is back in the auto sales game,
Peddling Fiats by any other name.
Steed's been confirmed, DOT's on the Dole
And the court says that air bags may still play a role.

Santa finally arrived, looking fit, in the clover
In a sleigh he'd just purchased for 49 over.
He's a jolly old elf, when he chuckles he shakes;
In his teeth a pipe locked tight as an X-car's brakes.
He jumped to his sleigh, the deer heeded their skipper
And they took to the skies quick as a Zoe Zipper.
But we heard him exclaim as he flew to and fro:
"Merry Christmas, Detroit—See you at Expo!"

—Richard A. Wright

Pony roundup

Korean-built cars land in Canada

The first 600-unit shipment of Korean-built Hyundai Pony automobiles to be sold in Canada arrived at Vancouver, B.C., last week. Hyundai Auto Canada, Inc., will sell the four-door rear-drive hatchbacks through a 50-dealer network, beginning Jan. 1. Base price is $5,795. Another 900-car shipment is expected later this month. Hyundai uses Canadian windshield glass and tires.

Stockpile still riddled with shortages

Import inventory steady at 29 days

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars edged upward a bit during November, but so did the sales pace and the industry opened December with a 29-day supply, same as a month earlier.

A buildup in stockpiles by European makers offset a decline in the inventory of Japanese cars and allowed the European lines to boost sales, while Japanese sales were hampered by lack of cars.

There were 224,290 new imported cars in inventory Dec. 1, up from 217,965 a month earlier. A year ago, there were 374,775 new imported cars in stock, a more solid 51-day supply.

The supply of new imported pickup trucks increased during November to 81,322 units Dec. 1, compared with 70,778 a month earlier. However, the bigger Dec. 1 total was a 55-day supply, down from 58 days on Nov. 1.

The combined imported car and truck inventory Dec. 1 totaled 305,612 units, a 33-day supply, compared with 288,743 units a month earlier, also a 33-day supply.

Japanese lines were unable to build stocks during the month, even though the overall sales rate slipped a bit, and most makes opened December with inventories that were as short or shorter than the month before.

The total inventory of Japanese-built imported cars was good for 24 days on Dec. 1, unchanged from Nov. 1.

Japanese makes and their Dec. 1 days-supply figures were: Toyota, 13; Nissan, 22; Honda, 22; Mazda, 27; Subaru, 31; Mitsubishi, 41, and Isuzu, 59. In addition, Chrysler Corp. had a 66-day supply of Mitsubishi-built cars, including Plymouth Vista, 47; Dodge Vista, 50; Dodge Colt, 64; Plymouth Colt, 67; Plymouth Conquest/Sapporo, 92, and Dodge Conquest/Challenger, 105.

West German-made cars in stock Dec. 1 totaled 51,750 units, a 49-day supply, compared with 41,063 a month earlier, a 52-day supply.

German nameplates and their Dec. 1 days-supply figures were: Porsche, 20; Mercedes-Benz, 28; Audi, 29; BMW, 62, and Volkswagen, 77. VWoA also had a 58-day supply of U.S.-built Rabbits.

Days-supply figures of other European lines included: Jaguar, 20; Saab, 32½; Peugeot, 40; Volvo, 51; Renault, 71, and Alfa Romeo, 114.

Days-supply figures for imported pickup trucks Dec. 1 were: Mazda, 31; Toyota, 50½; Nissan, 55; Mitsubishi, 55½; Chrysler Corp./Mitsubishi, 85, and Isuzu, 129½.

breaking news

GM-Toyota vote slated for tomorrow

WASHINGTON.—An FTC vote on the General Motors-Toyota joint venture has been tentatively scheduled for Tuesday, Dec. 20, according to FTC sources. Chrysler and GM met separately with top FTC staffers two weeks ago. Ford and Toyota discussed the venture with the agency last week. A Chrysler official said his company hoped to meet with a new commissioner, Terry Calvani, and FTC Chairman James C. Miller sometime before the vote. Chrysler and Ford are opposed to the venture.

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Rebuttal period to follow closing of FTC record

Used-car rule opened for comment

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — The Used-Car Rule was opened for public comment last week by the FTC, broadening a court order that asked for public testimony on the rule's "known defect" provisions.

The FTC's record will remain open until Jan. 16, 1984, the commission said, to be followed by a 20-day period of rebuttal.

Commissioner Michael Pertschuk dissented in the decision to open the rule on a broad basis. Both Pertschuk and Commissioner Patricia Bailey had earlier objected to renewed public comment on the rule, saying that they were unaware of any changed conditions of law or fact making a reexamination appropriate.

Commissioner Terry Calvani voted for the expanded review, but said he had not formed an opinion on the merits of the used-car proposal.

The used-car rule was reopened to public comment at the direction of a U.S. Court of Appeals as a result of a deal between the FTC and a plaintiff who had challenged the rule prior to congressional veto. The court has said it expects proceedings involved in the remand to be completed by June 14, 1984.

The court has retained jurisdiction over the rule except for purposes of the remand.

• In August, the FTC voted to put the Used-Car Rule into effect six months after the Court of Appeals enters its decision on the used-car challenge.

The Used-Car Rule was passed by the FTC in August, 1981, requiring dealers to disclose warranty terms and known defects on a sticker posted in the window of each used car offered for sale.

Congress vetoed the rule in May, 1982, but the Supreme Court ruled in July of this year that the legislative veto was unconstitutional.

The commission asked for comments on a number of questions including whether an industrywide rule was needed to protect consumers against known defects, or whether current laws provide adequate protection.

The commission asked, "Is the commission's authority to prosecute unfair or deceptive practices under Section 5 of the Federal Trade Act through case my case adjudications adequate to police the marketplace against dealers who engage in a pattern or practice of deceptive sales of cars with known defects?"

• Do the consumer benefits outweigh the costs of complying with the known defects disclosure provision, the FTC wanted to know.

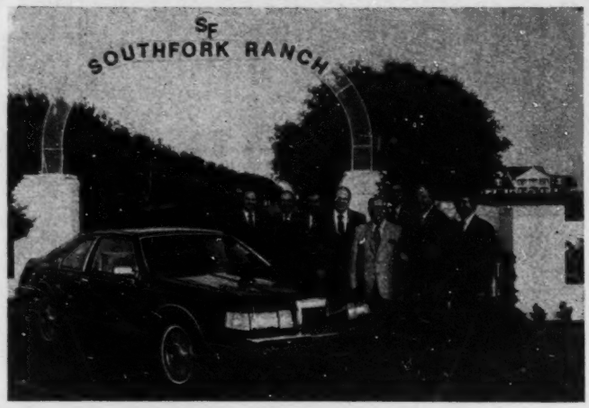
"How will dealers change their business practices in response to the provisions requiring disclosure of known defects?" the commission asked.

Pricing information was also requested regarding the effect of the known defects provision on used-car tradein allowances and the price of used cars sold by dealers.

And the FTC asked whether the dealer's obligations under the rule were understandable and if the "reasonable person" standard used in the rule was "sufficiently specific."

The same question was asked about the commission's definition of the term "defect." What specific revisions to the rule would make the rule easier for dealers to understand, the FTC asked.

The commission also wanted to know whether the window sticker format mandated for disclosure of known defects would provide information to consumers in a useful and understandable manner and what revision might make the information more useful to consumers.



L-M dealers play host at J.R.'s house

These Dallas Lincoln-Mercury dealers hosted a $36,000 party at Southfork Ranch to introduce the 1984 Continental Mark VII. Southfork is the home of the Ewing family on TV's "Dallas."

Nissan will try again for '81-'82 CO waiver

WASHINGTON. — Nissan's second request for an EPA waiver on carbon monoxide emissions will be reviewed by the EPA Jan. 9.

Nissan is again requesting that its 1981-82 Datsun 210 and 310 be exempted from compliance with the government's CO standard. A Nissan petition for waiver of its 210 and 310 models was first turned down by EPA on Nov. 8, 1979.

The EPA said that Nissan's request for a reconsideration of the original denial is based on testing by EPA and Nissan that shows the 1981 models emitting pollutants exceeding the government's carbon monoxide limits.

The Clean Air Act allows a CO waiver for a specific model year if the EPA administrator finds that protection of the public health does not require attainment of the government's CO standard of 3.4 grams per mile.

However, the waiver may be granted only if it is found "essential" to the public interest, if the applicant has made a "good faith" effort at compliance and if technology available at the time of production could not bring the model into compliance.

Written comments may be submitted on the Nissan petition until Jan. 13, 1984, the EPA said.

GM asks stockholders to help on restraints

DETROIT. — General Motors has told NHTSA that it is opposed to passive restraints in new cars, and now GM wants its stockholders to get into the act.

In a letter to shareholders, GM asked them to write their views to NHTSA before the close of the public comment period on Dec. 19. GM also asked that they send copies of their letters to the corporation.

The company also suggested that letters to U.S. senators and representatives would be a good idea.

The solicitation is not an inexpensive project. GM has a bit more than a million shareholders, and postage amounted to something over $200,000.

Add to that the cost of the letters themselves. The missives have a personal inside address and salutation. They are signed by Elmer W. Johnson, GM vice president, Public Affairs Staffs Group and general counsel.

The letters set forth GM's view that air bags or automatic belts should not be mandated because "they would not achieve the nation's safety objectives, yet would certainly add to the consumer cost of our products, resulting in a reduction in sales and employment."

GM restates its feeling that requiring use of the lap-shoulder belt systems already in cars is a better way to reduce highway deaths and injuries.

Also included in the mailing to stockholders was a position paper titled "GM Position on Passive Restraints."

Chevrolet for Kidd

BETHEL, O. — Ron Kidd has signed a Chevrolet franchise here.

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59th year — No. 5000

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With styling different from other GM divisions

Buick to hone performance image, Reuss says

By Marjorie Sorge
and Jim Plegue

FLINT. — Buick's goal is to "become the BMW of the U.S." and it is targeting its cars and engines toward achieving that goal, according to Lloyd E. Reuss, Buick general manager.

"Performance is very important to the Buick image," he said.

Not only will the new cars and engines be performance-oriented, but Buick's designs will differentiate it from its sister divisions.

According to Reuss, General Motors is trying to get more divisional competition going so design information is no longer shared. In plants where more than one division's cars are built, design information will be brought in through manufacturing operations, not engineering.

"The divisional discrimination in the past has basically been product," he said. "Our philosophy at Buick has been more than product. We sell a total ownership experience. That means you buy a product but you also buy a relationship with the dealer so you get more than just basic transportation."

At Buick, the image is performance and offering product differences that attract the non-traditional Buick buyer.

To attract those buyers, Buick has begun targeting products to specific markets and geographic areas. It also has high hopes for a two-seater and plans to introduce a strong performance N-car and to improve the turbo.

Several new offerings have been introduced, or will be in January, that are geared toward a specific market.

Reuss said Buick will introduce a Century T-type in January powered by the 3.8 liter fuel-injected turbo engine making it "the fastest intermediate front-wheel-drive."

In January, Buick will also introduce a version of the Skyhawk designed and built for the West Coast zones—Los Angeles, San Francisco and Portland. It is aimed at the young market and competes with the imports.

• "We practice more target marketing . . . than anyone else (at GM)," Reuss said.

Reuss gave other examples of Buick's target marketing: The Riviera convertible, an "image car" aimed at the affluent, upwardly mobile community; the Regal Somerset, a trim package on the rear-drive G-body, targeted at women buyers; the Olympia Century, an interior/exterior trim package which identifies Buick as an official sponsor of next year's summer Olympics in Los Angeles, and the Grand National Regal, a NASCAR-look-alike which does 0 to 60 in under 8 seconds.

In order to appeal to other non-traditional Buick buyers, Reuss said his division continues to work on a two-seater. Although Buick doesn't have corporate approval yet, Reuss is confident it is just a matter of time. He said Buick, GMAD and Fisher Body are working on it, the Buick sales organization can handle the product and there is a market with more

Continued on Page 20, Col. 1

Jim Plegue photos

Buick—turbo leader

Buick remains the world leader in turbo technology, according to Lloyd E. Reuss, Buick general manager. The 1984 Regal 3.8-liter V-6 with SFI is the most sophisticated in the world, he said.

Two-seater in wings

Although Buick doesn't have corporate approval for a two-seater yet, Reuss is confident it is only a matter of time. Buick would like to be the only division offering the car, he said.

New-car deliveries total 173,062

Ford paces sales gain of 21 pct. Dec. 1-10

By Jenny L. King
Staff Writer

Early-December new-car sales got the month off to a fast start with a healthy 21.03-percent increase over year-ago sales which themselves had been inflated by low-interest-rate incentives programs for customers.

Year-to-date sales climbed to 6,408,943, up 17.56 percent from 5,451,607 last year and within easy striking distance of 1980's total of 6,578,275. Both 1982 and 1981 totals were surpassed earlier this year.

Dec. 1-10 sales numbered 173,062, up 21.03 percent from 142,995. They were paced by Ford Motor Co. which enjoyed a 29.34-percent sales increase. The remaining car makers joined in the success except for Volkswagen where Rabbit sales were off 28.73 percent for the period.

Ford was up to 45,230 from 34,971 in 1982 and earned 26.14 percent of the domestic market, its best share since the late-June sales period. General Motors was up 19.36 percent, to 101,004 from 84,620. Chrysler Corp. was up 6.04 percent, to 19,408 from 18,303.

American Motors reported a sales estimate of 4,200, up 20.00 percent from 3,500. Volkswagen was down 28.73 percent, to 1,141 from 1,601, and Honda came through with sales of 2,079 for the period, nearly doubling the VW number.

GM sales accounted for 58.36 percent of the domestic market in early December compared with 59.17 percent in 1982. Ford earned 26.14 percent, up from 24.46 percent. Chrysler dropped to 11.21 percent from 12.80 percent. AMC dipped to 2.43 percent from 2.45 percent; VW backed down to 0.66 percent from 1.12 percent, and Honda took 1.20 percent of the current market.

Chrysler was the only Chrysler Corp. make to surpass its year-ago sales, with a 52.99-percent increase. Plymouth was down 8.04 percent and Dodge was off 8.00 percent. There were no Imperial sales.

At Ford Motor Co., Ford was up 28.71 percent, Mercury was up 42.62 percent and Lincoln was down 5.56 percent.

At GM, Oldsmobile was up 33.14 percent, Pontiac was up 28.39 percent, Cadillac was up 17.06 percent, Chevrolet was up 16.44 percent and Buick was up 2.98 percent.

AMC sales were off 40.00 percent, Renault/Alliance/Encore sales were up 60.00 percent and VW was off 28.73 percent.

Annualized sales reached 7.4 million units based on Dec. 1-10 actual sales.

DOMESTIC SALES

	Dec. 1-10, 1983	Dec. 1-10, 1982
Renault Alliance/Encore	3,360†	2,100†
AMC	840†	1,400†
AMERICAN MOTORS	4,200†	3,500†
Chrysler	6,539	4,274
Imperial	.....	39
Plymouth	5,528	6,011
Dodge	7,341	7,979
CHRYSLER CORP.	19,408	18,303
Ford	31,613	24,561
Mercury	11,207	7,858
Lincoln	2,410	2,552
FORD MOTOR CO.	45,230	34,971
Buick	17,329	16,827
Cadillac	8,555	7,308
Chevrolet	33,625	28,877
Oldsmobile	25,606	19,232
Pontiac	15,889	12,376
GENERAL MOTORS	101,004	84,620
VOLKSWAGEN	1,141	1,601
HONDA	2,079	.....
U. S. INDUSTRY TOTAL	173,062	142,995

Leaders of Florida dealers

New officers of the Florida Automobile Dealers Assn. are, from left: Dan Burns, Dan Burns Oldsmobile, Inc., Delray Beach, secretary-treasurer; Robert G. Keelean, Adcock Buick Co., St. Petersburg, president-elect; Franklin G. Griffin, Frank Griffin AMC-Jeep-Renault, Inc., and Frank Griffin Volkswagen-Peugeot, Inc., Jacksonville, president; J. W. Leonard, Buzz Leonard Motors, Inc. (Chrysler-Plymouth-AMC-Jeep-Renault-Mazda), Panama City, past president, and Dennis C. McNamara, McNamara Pontiac, Inc., Orlando, NADA director.

breaking news

Continued from Page 1

U. S. to get El Camino, Caballero from Mexico

DETROIT. — General Motors will produce Chevrolet El Camino and GMC Caballero in Ramos Arizpe, Saltillo, Mexico, for the U. S. market, beginning in the '85 model year. The little trucks now are made in Arlington, Tex. Production of Oldsmobile Cutlass Supreme at Arlington will be stepped up sharply when Supreme output is halted in the spring at Lansing to make way for the GM-20 car there. Most of the content in the Mexico-assembled trucks—about 90 percent—will be sourced in the U. S.

Volkswagen promotes Chrysler

DETROIT. — Robert T. Chrysler has been promoted to vice president of purchasing at Volkswagen of America, effective Jan. 1. Chrysler had been executive director of the department. He succeeds the late John E. Masterson.

GM wins emissions warranty case

WASHINGTON.—General Motors won an emissions warranty fight with the EPA last week in the U. S. Court of Appeals here. At stake was the agency's interpretive "useful life" rule that called for emission system integrity beyond five years or 50,000 miles of operation for vehicle classes. The case stemmed from a 1980 EPA order that GM recall all 1975 Cadillacs equipped with 230 carburetors. The order, which GM contested, came after four years of negotiation after which 40 percent of the vehicles had turned five years old or had been operated for 50,000 miles.

Big bucks being spent in war on rust

DETROIT. — Ford Motor Co. and National Steel Corp. probably will build electrolytic galvanizing lines at their steel plants here. Union officials at Ford said the company will spend $200 million on such corrosion-protection equipment. National said it is starting up a prototype galvanizing line at its Midwest Steel in Portage, Ind.

Toyota breaks ground in Canada

VANCOUVER, B. C. — Toyota Chairman Eiji Toyoda broke ground here last week for a $20-million aluminum-wheel plant to be operated by Canadian Autoparts Toyota, Inc. Production is expected to begin in 1985, with an ultimate target of 240,000 wheels a year to be shipped to Japan.

UAW chief sets agenda for next year's bargaining

Overtime, technology '84 issues

LAS VEGAS. — Excessive overtime and new technology will be major issues in the 1984 round of bargaining, according to UAW President Owen Bieber.

Bieber told the union's Skilled Trades Conference that the UAW is committed to ending overtime abuses in the 1984 negotiations. Those talks will basically be held with Ford Motor Co. and General Motors. The contracts expire on Sept. 14.

According to Bieber, the total number of overtime hours worked in the industry between February and July of this year would have provided work for an average of 55,000 people. He said it is "patently irresponsible" for management to press for so much overtime when so many are on layoff.

Ford currently has 30,400 on layoff while GM has 51,000.

However, Bieber admitted that many within the union's rank and file "want the overtime no matter the cost to their fellow workers." He said the union must educate those workers in the need to spread around the available work.

Eliminating a lot of overtime would not only increase the UAW-represented workforce but would also begin moving the union down the road to shorter work time. According to Bieber, that would allow more workers to "share in the high profits and high productivity of the auto industry."

The UAW recently supported a resolution from the International Metalworkers Federation which emphasizes reducing worktime without reducing compensation.

Bieber also warned that management must "act responsibly to ensure job security in order to maintain our more-than-35-year commitment not to resist the introduction of new technology."

In addition, Bieber sharply criticized the Reagan Administration. He said Reagan realizes that "if you keep people out of work long enough and keep the number of decent jobs few enough—some people will turn into strikebreakers and scabs in order to provide for their families."

He said almost 17 million Americans are unemployed or underemployed today.

"We may be in a recovery," he said, "but it's shaping up to be a workerless recovery. Or, if you prefer, a recovery with less for workers."

Local-content rule passed for '84 Mexican models

MEXICO CITY. — The Ministry of Commerce and Industrial Development, in making known complementary regulations to the Decree to Rationalize the Automotive Industry, said that 1984 cars must have from 50 to 70 percent nationally made parts.

The list of parts has been published in the official daily government newspaper.

The ministry said that national integration of the auto industry will make the sector self-sufficient with respect to accumulation and use of dollars.

The new regulation is aimed at standardization of nationally produced auto parts, with these substituting for their imported counterparts. This is expected to "fortify" the national auto parts industry, according to the ministry.

Regulations published require a gradual increase in the integration of national parts, with all cars expected to have at least 60 percent of major required units by 1987. Buses, tractors and trucks will be required to have from 80 to 90 percent of national parts.

Wilson honored

DETROIT. — Porterfield Wilson, president of Porterfield Wilson Pontiac-GMC, has been named a presidential adviser of Republic Airlines. He received a plaque from the airline.

Transportation Board sets annual meeting

WASHINGTON. — The Transportation Research Board will hold its 63rd annual meeting Jan. 16-20 at the Sheraton Washington and Shoreham Hotels.

Transportation Secretary Elizabeth Dole will speak at the chairman's luncheon Jan. 18.

68th Detroit Auto Show scheduled for Jan. 14-22

By Joseph Bohn
Marketing Editor

DETROIT. — The 68th Detroit Auto Show will be held Jan. 14-22, with more than 400 vehicles being displayed at Cobo Hall during a nine-day period.

Because of last year's unusually good weather which helped swell attendance to a record 454,000, Dan Hayes, general manager of the show, said he'd be happy if this year topped the number "by even 50 people."

To boost attendance, four more vehicles, or a total of 13, will be given away as part of "The Most Incredible Contest."

Subaru, Toyota, American Motors and Volkswagen dealer groups joined nine other domestic groups in contributing vehicles for the giveaways.

Another major new attraction is the 24 van conversions which are being displayed.

Displays could only be of conversions which are accessible to Detroit buyers, so a conversion had to be carried out by five area dealers to qualify for admittance, noted William R. Ritchie, show chairman and owner of Crest Lincoln-Mercury, Sterling Heights, Mich.

Theme of this year's show is "We're on a roll," signifying continuation of the industry's turnaround in '84, Ritchie added.

The Detroit Auto Dealers Assn. spent $600,000 to $700,000 on the show and hopes to recoup expenses as it did last year.

Hayes said DADA made a small profit on the '83 show through dealer charges for space.

About $104,000 will be spent on advertising, the same as in '83.

Ten radio stations will be doing live broadcasts from the show floor, Ritchie said, as part of the promotion and a panel of dealers will again field questions from visitors daily on different aspects of buying, service and the like.

'84 Cadillacs "Extended Body" Limos

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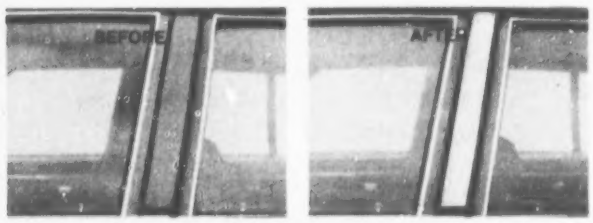

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Springfield, Mo. 65805
Phone 417-869-3036

10-month total tops 300,000 for first time since '79

RV shipments hit four-year high

Continued from Page 14

categories for both October and the 10-month period.

Through October, deliveries of all motor homes totaled approximately 58,800 units, an increase of 66.6 percent over the year-ago 35,300.

Ten-month shipments of Type A motor homes were up 71.2 percent, from 16,300 units in 1982 to 27,900. Van campers (Type B) totaled 4,600, a gain of 35.3 percent over last year's 3,400 units.

The Type B camper is a panel van to which the RV manufacturer adds any two of the following conveniences: Sleeping, kitchen and toilet facilities, 110-volt hookup, fresh-water storage, city-water hookup and a top extension to provide more headroom.

Deliveries of chopped vans—mini, low-profile and compact motor homes—were 68.6 percent higher than a year ago, 26,300 versus 15,600.

Multi-use vehicles shipped through October totaled approximately 129,900 units, an increase of 92.7 percent over last year's 40,100.

RVIA defines the multi-use vehicle as a completed van chassis modified by the RV manufacturer for transportation and recreational purposes. Changes may include windows, carpeting, paneling, seats, sofas and accessories.

Through October, shipments of all towable recreation vehicles totaled 118,500 units, an increase of 28.8 percent over the 92,000 delivered in the like period in 1982.

Travel trailers—conventional, fifth-wheel and park—were up 32.7 percent to 79,600 vehicles, compared with 57,400 a year ago. Folding camping trailers totaled 32,600, a gain of 10.1 percent over the year-earlier 29,600. Truck campers were 26 percent higher, from 5,000 units in 1982 to 6,300.

In October, total motor-home deliveries were 106.5 percent, from 3,100 a year ago to 6,400.

During the month, Type A motor-home shipments rose 88.2 percent to 3,200, compared with 1,700 a year ago. Chopped vans totaled 2,700 units, a gain of 107.7 percent over last year's 1,300.

Manufacturers delivered 500 van campers in October, an increase of 400 percent over the year-earlier 1,000 units.

Multi-use vehicles were 41.1 percent higher than last year, 12,700 versus 9,000.

Towable vehicles shipped during the month totaled 10,900 units, an increase of 26.7 percent over the year-earlier 8,600.

Retail outlets received 7,800 travel trailers in October, 41.8 percent more than the year-ago 5,500. Folding camping trailers were unchanged, with 2,700 being shipped. Truck-camper shipments totaled 400 both this year and last in October.

Big Three November, year-to-date sales

	November 1983	November 1982	Year to date 1983	Year to date 1982
Ford				
Vans	14,127	10,208	153,725	115,675
Club Wagon	2,478	2,857	26,807	29,934
Ranger	15,086	9,818	171,584	94,203
Courier	.....	3,527	5,657	31,320
Bronco	4,300	3,574	37,843	37,054
Bronco II	7,673	.....	54,666	.....
Pickups	40,820	34,463	409,325	376,079
Mediums & Heavies	3,080	2,929	35,973	41,535
Chevrolet				
Vans	12,406	9,635	129,882	93,686
Sportvan	1,489	1,618	16,591	14,461
S-10	13,950	17,253	182,585	166,279
S-10 Blazer	11,573	2,973	93,592	4,330
LUV	.....	1,633	.....	21,485
El Camino	2,090	2,456	22,002	21,272
Blazer	3,127	1,899	27,454	22,406
Suburban	3,822	2,629	33,711	25,102
Pickups	37,561	37,480	372,662	367,311
Mediums	899	703	14,338	13,837
Chrysler				
Vans	4,956	4,729	66,299	56,527
Mini Ram Van	2	.....	2	.....
Voyager	580	.....	580	.....
Ram Wagon	2,800	2,139	33,609	26,890
Caravan	756	.....	756	.....
Ram 50	2,954	2,518	30,501	31,737
Other Plymouth Trucks	127	699	7,039	10,167
Ramcharger	2,009	1,179	19,01[illegible]	9,863
Rampage	690	1,076	9,746	15,518
Pickups	7,268	5,234	77,433	75,438
GMC				
Vans	3,069	2,619	42,491	25,255
S-15	3,170	4,556	37,350	36,184
S-15 Jimmy	2,648	481	18,821	591
Jimmy	695	514	6,475	6,103
Caballero	208	237	1,963	2,387
Suburban	1,079	873	10,082	8,496
Pickups	9,119	10,966	95,779	101,422
P Models	309	254	3,752	3,501
Mediums	1,110	664	16,925	19,017
Heavies	611	465	6,802	7,991

Year-to-date total up 20 pct. over 1982

Sharp gain reported in truck sales

Continued from Page 14

33,859 sales during the month, 10.1 percent higher than last year's 30,723. Through November, the count was 377,573, a gain of 33.8 percent over the year-ago 282,208.

During the month, 56,376 domestic compact trucks were retailed, up 14.7 percent over the year-earlier 79,866 units. The 11-month total was 33.1 percent higher, from 462,972 units in 1982 to 616,140.

November's domestic-compact sales included 756 Dodge Caravan T-wagons, 580 Plymouth Voyager wagons and two Dodge Mini Ram Vans. The T-wagons and van will go on sale officially in dealer showrooms Jan. 2.

In November, Ford widened its lead over Chevrolet. Its dealers sold 87,564 units, a gain of 30 percent over last year's 67,376. The 11-month total was up 23.4 percent to 895,580 units, compared with 725,800 a year ago.

Chevrolet dealers retailed 86,917 vehicles during the month, 11 percent higher than last year's 78,279. Through November, the count was 892,817, an increase of 19 percent over the year-earlier 750,169.

Dodge and Chrysler-Plymouth dealers sold 22,142 light trucks in November, a gain of 26 percent over last year's 17,574. The January-November total climbed to 244,976 units, up 8.2 percent over the year-earlier 226,140.

GMC reported that its dealers retailed 22,018 trucks during the month, 1.8 percent higher than last year's 21,629. Through November, the total was up 14 percent to 240,440 units, compared with 210,947 in 1982.

Sales of four-wheel-Jeep vehicles during the month totaled 10,412 units, an increase of 88.9 percent over the year-earlier 5,512. The 11-month count was 71,585, up 22.6 percent over the previous year's 58,369 units.

Volkswagen dealers retailed only 185 compact front-wheel-drive pickups during the month, compared with 996 a year ago. Through November, the total was 4,766, down 61.5 percent from last year's 12,072.

Increases were reported in November for all of the non-captive Japanese pickups except Nissan. The 11-month totals, however, were higher than last year for all five nameplates.

Toyota dealers retailed 12,306 vehicles during the month, a gain of 6.2 percent over the year-ago 11,125. The 11-month count was 153,028 units, up 16.6 percent over last year's 131,212.

In November, Nissan sales were down 21.9 percent to 10,770 units, compared with 13,789 a year ago. Through November, however, the total was 30.2 percent higher, from 97,267 units in 1982 to 126,661.

Mazda reported that its dealers sold 7,644 compact pickups during the month, an increase of 98.9 percent over the year-ago 3,844. The January-November total was up 82.4 percent to a record 67,072 units, compared with 36,772 last year.

November sales of Isuzu pickups totaled 2,065 units, an increase of 36.6 percent over last year's 1,523. Through November, the total was 22,637, up 39.2 percent over the year-earlier 16,263.

Mitsubishi, which introduced its compact pickups in the U. S. market at the start of the 1983 model year, reported 1,074 retail sales in November, up 143 percent from last year's 442. Through November, the total was 8,175, compared with 694 a year ago.

Buyers order them on almost 81 percent of new cars

Air conditioning is still a staple

By Joseph Bohn
Marketing Editor

Auto buyers have increasingly made air conditioning a staple item, demanding it in high numbers on all but the most entry level models.

The trend continued unabated in '83, as 80.97 percent of domestic cars came equipped with air, compared with 80.28 percent for the previous model year.

General Motors, as usual, led the industry. It generally sells the highest option content in cars.

It installed air in 90.65 percent of its models, up from 86.11 percent in '82.

Ford was next with a 77.87 percent installation rate, up from 74.17 percent in '82. Chrysler's rate was 61.36 percent, down from 69.84 percent. And American Motors' rate was 49.86 percent, down from 60.35 percent the previous year.

Generally, with higher percentages of bigger cars being sold and everyone going "upscale" in their marketing efforts, air conditioning is expected to continue making headway in industry sales.

The only cars running at or below 50 percent penetration are small base-level models, such as Omni/Horizon, Escort/Lynx and Chevette/Pontiac 1000.

Interestingly, Volkswagen is picking up ground with this profitable option, increasing its penetration to 52.20 percent from 46.20 percent in '82.

AIR CONDITIONING INSTALLATIONS

1983 VS. 1982 MODEL YEAR

	1983 Model Year			1982 Model Year		
	Unit Total	Percent of Output	Pct. of '83 Air Conditioner Installations	Unit Total	Percent of Output	Pct. of '82 Air Conditioner Installation
Spirit	1,536	44.00	0.03	8,880	44.00	0.19
Concord	4,585	86.50	0.09	26,314	78.10	0.57
Eagle	9,752	55.00	0.20	7,592	44.60	0.17
Alliance	68,258	48.00	1.40	.....	.....	.....
AMERICAN MOTORS	84,131	49.86	1.72	42,786	60.35	0.93
CHRYSLER CORP.	540,219	61.36	11.10	506,052	69.84	11.04
C-P Total	316,359	58.02	6.50	331,501	.....	7.23
Horizon	22,465	39.30	0.46	15,834	31.70	0.35
Turismo	14,938	39.70	0.31	13,444	31.50	0.29
Reliant	13,307	76.40	0.27	113,969	70.10	2.49
Gran Fury	14,071	89.40	0.29	16,665	88.90	0.36
Imperial	1,427	100.00	0.02	2,717	100.00	0.06
Cordoba	15,272	97.20	0.31	18,400	96.10	0.40
LeBaron	73,205	92.70	1.50	93,909	90.90	2.05
New Yorker	36,817	97.90	0.76	56,563	100.00	1.23
Fifth Ave.	83,501	100.00	1.73	.....	.....	.....
E-Class	41,356	95.50	0.85	.....	.....	.....
Dodge Total	223,860	66.78	4.60	174,551	63.21	3.81
Charger	19,397	40.80	0.40	15,224	33.40	0.33
Omni	19,173	35.50	0.39	13,403	36.80	0.29
Aries	99,601	73.00	2.05	87,761	67.80	1.85
Diplomat	21,804	89.20	0.45	24,289	92.50	0.53
Dodge 400	23,640	83.20	0.49	28,949	84.30	0.63
Mirada	5,272	94.20	0.10	7,925	93.10	0.18
Dodge 600	34,973	91.80	0.72	.....	.....	.....
FORD MOTOR	1,005,773	77.87	20.67	970,487	74.17	21.16
Ford Division	599,694	71.52	12.33	617,357	69.73	13.45
Escort	105,010	42.90	2.16	137,238	43.10	3.00
EXP	937	41.70	0.02	12,548	55.40	0.27
Mustang	82,650	76.20	1.70	86,728	66.50	1.89
LTD (Granada)	135,671	93.90	2.79	110,577	91.90	2.41
T-Bird	109,647	96.50	2.25	44,194	97.90	0.96
Crn. Vict. (LTD)	55,828	98.40	1.15	118,005	97.80	2.57
Fairmont	66,917	88.20	1.37	108,067	84.60	2.36
Tempo	43,034	77.80	0.89	.....	.....	.....
L-M Division	406,079	89.63	8.34	353,130	83.45	7.70
LN7	421	60.30	0.01	7,986	69.20	0.17
Lynx	36,069	51.90	0.74	49,756	49.70	1.09
Capri	19,610	77.30	0.40	25,800	71.40	0.56
Zephyr	.....	.....	.....	35,691	91.30	0.78
Topaz	14,077	80.00	0.29	.....	.....	.....
Marquis	65,472	97.20	1.35	.....	.....	.....
Cougar (XR-7)	73,925	97.60	1.51	71,736	97.50	1.56
G. Marquis (Merc.)	95,431	99.70	1.96	76,848	99.60	1.68
Continental	16,831	100.00	0.35	23,908	100.00	0.52
Lincoln	53,381	100.00	1.10	35,069	100.00	0.77
Mark VII	30,856	100.00	0.63	26,336	100.00	0.57
GENERAL MOTORS	3,198,376	90.65	65.72	3,018,871	86.11	65.83
Buick Division	772,959	95.61	15.88	703,523	95.07	15.34
Skylark	93,450	89.30	1.92	129,526	89.60	2.82
Skyhawk	50,395	79.80	1.04	37,184	77.60	0.82
Century	123,065	96.20	2.53	98,332	95.50	2.14
Regal	222,534	97.50	4.57	220,233	97.70	4.80
Buick	233,281	99.60	4.79	174,177	99.50	3.80
Riviera	50,234	100.00	1.03	44,071	100.00	0.96
Cadillac Division	292,814	100.00	6.02	235,584	100.00	5.14
Cimarron	19,294	100.00	0.40	25,968	100.00	0.57
Seville	30,430	100.00	0.63	19,998	100.00	0.44
Eldorado	67,416	100.00	1.39	52,018	100.00	1.13
Cadillac	175,674	100.00	3.60	137,600	100.00	3.00
Chevrolet Division	922,594	77.41	18.96	970,013	74.77	21.15
Chevette	85,451	38.60	1.34	94,464	38.80	2.06
Cavalier	141,426	64.70	2.91	124,620	63.90	2.72
Celebrity	98,614	93.10	2.03	80,959	87.70	1.77
Camaro	128,753	83.40	2.65	150,378	84.10	3.28
Citation	69,803	75.70	1.43	121,751	73.50	2.66
Malibu	99,460	84.70	2.04	103,235	88.90	2.25
Monte Carlo	88,999	92.40	1.83	86,478	93.60	1.88
Chevrolet	213,503	96.70	4.39	182,721	97.10	3.98
Corvette	16,585	100.00	0.34	25,407	100.00	0.55
Oldsmobile Division	885,722	96.63	18.20	672,058	95.69	14.66
Omega	46,322	85.90	0.95	65,957	85.14	1.44
Firenza	31,868	78.20	0.65	22,686	75.35	0.49
Cutlass	267,540	98.40	5.51	191,092	98.33	4.17
Cutlass/Ciera	162,694	95.90	3.34	95,312	94.07	2.08
Oldsmobile	337,693	99.10	6.94	263,083	99.21	5.74
Toronado	39,605	100.00	0.81	33,928	100.00	0.74
Pontiac Division	324,287	83.76	6.66	437,693	82.52	9.54
2000	51,384	65.60	1.06	85,103	71.60	1.86
6000	66,397	97.00	1.36	38,315	94.70	0.83
1000	12,807	49.30	0.26	17,921	40.30	0.39
Firebird	63,726	85.10	1.31	102,051	87.70	2.23
Phoenix	20,675	75.20	0.42	39,332	80.00	0.86
Grand Prix	39,322	97.90	0.81	78,231	97.00	1.70
Bonneville/LeMans	52,618	96.70	1.08	76,740	95.40	1.67
Parisienne	17,358	99.50	0.36	.....	.....	.....
VOLKSWAGEN	38,339	52.20	0.79	47,431	46.20	1.04
Total Industry	4,866,838	80.97	100.00	4,585,627	80.28	100.00

Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

Chrysler aide heads Detroit productivity unit

DETROIT.—Robert W. Rawlings, director of productivity planning for Chrysler Corp., has been elected chairman of the newly formed Detroit Area Council of the American Productivity Management Assn.

This organization of companies in the U. S. and Canada is dedicated to improving productivity, quality and employe job satisfaction in the private and public sectors.

Local councils allow members to meet between national meetings to discuss topics of their choice, said Leon N. Skan, APMA executive director. The meetings are informal, and they provide members an opportunity to discuss local as well as national issues, Skan said. APMA councils are scheduled to be established within a year in Chicago, Minneapolis, New York, the New Jersey area and San Francisco.

Detroit-area membership includes General Motors, Chrysler Corp. and Ex-Cell-O Corp.

Started in 1975 as an informal information network by 10 companies interested in productivity improvement, APMA now consists of 180 major companies with more than $550 billion in sales. The association's membership also includes many public sector organizations, among them NASA and the City of New York.

ENGINE ASSISTS ON 1983 U. S. MODELS

	Turbo Charging	Percent of Output	Fuel Injection	Percent of Output
AMERICAN MOTORS	N.A.	.....	142,205	88.91
Alliance	N.A.	.....	142,205	100.00
Eagle	N.A.	.....	N.A.	.....
CHRYSLER CORP.	N.A.	.....	N.A.	.....
Chrysler-Plymouth Total	N.A.	.....	N.A.	.....
Turismo	N.A.	.....	N.A.	.....
Horizon	N.A.	.....	N.A.	.....
Reliant	N.A.	.....	N.A.	.....
Gran Fury	N.A.	.....	N.A.	.....
Fifth Avenue	N.A.	.....	N.A.	.....
E-Class	N.A.	.....	N.A.	.....
LeBaron	N.A.	.....	N.A.	.....
New Yorker	N.A.	.....	N.A.	.....
Dodge Total	N.A.	.....	N.A.	.....
Omni	N.A.	.....	N.A.	.....
Charger	N.A.	.....	N.A.	.....
Aries	N.A.	.....	N.A.	.....
600	N.A.	.....	N.A.	.....
Diplomat	N.A.	.....	N.A.	.....
FORD MOTOR	13,551	1.04	338,326	26.19
Ford Division	13,170	1.57	111,587	13.31
Escort	N.A.	.....	9,057	3.70
EXP	N.A.	.....	231	10.27
Mustang/Mustang II	604	0.50	604	0.50
LTD	N.A.	.....	N.A.	.....
Thunderbird	12,566	10.30	15,484	42.20
Crown Victoria	N.A.	.....	50,211	88.50
Fairmont	N.A.	.....	N.A.	.....
Tempo	N.A.	.....	N.A.	.....
L-M Division	381	0.08	226,739	50.05
Lynx	N.A.	.....	3,405	4.90
Capri	381	1.50	381	1.50
Marquis	N.A.	.....	N.A.	.....
Cougar	N.A.	.....	26,056	34.40
Grand Marquis	N.A.	.....	95,718	100.00
LN7	N.A.	.....	111	15.90
Topaz	N.A.	.....	N.A.	.....
Continental	N.A.	.....	16,831	100.00
Lincoln	N.A.	.....	53,381	100.00
Mark VI	N.A.	.....	30,356	100.00
GENERAL MOTORS	4,986	0.01	1,034,910	28.77
Buick Division	4,986	0.62	143,725	17.78
Skylark	N.A.	.....	48,531	46.40
Skyhawk J	N.A.	.....	63,152	100.00
Century	N.A.	.....	32,042	25.01
Regal	3,652	1.60	N.A.	.....
Buick	N.A.	.....	N.A.	.....
Riviera	1,334	2.7	N.A.	.....
Cadillac Division	N.A.	.....	287,637	98.23
Cimarron	N.A.	.....	19,294	100.00
Seville	N.A.	.....	29,791	97.90
Eldorado	N.A.	.....	66,216	98.22
Cadillac	N.A.	.....	172,336	98.10
Chevrolet Division	N.A.	.....	336,889	28.27
Chevette	N.A.	.....	N.A.	.....
Cavalier	N.A.	.....	203,068	92.90
Celebrity	N.A.	.....	37,709	35.60
Camaro	N.A.	.....	29,641	19.20
Citation	N.A.	.....	49,886	54.10
Malibu	N.A.	.....	N.A.	.....
Monte Carlo	N.A.	.....	N.A.	.....
Chevrolet	N.A.	.....	N.A.	.....
Corvette	N.A.	.....	16,585	100.00
Oldsmobile Division	N.A.	.....	140,540	15.33
Omega	N.A.	.....	31,816	59.00
Firenza	N.A.	.....	36,962	90.70
Cutlass	N.A.	.....	N.A.	.....
Cutlass/Ciera	N.A.	.....	71,762	42.30
Oldsmobile	N.A.	.....	N.A.	.....
Toronado	N.A.	.....	N.A.	.....
Pontiac Division	N.A.	.....	126,119	32.58
6000	N.A.	.....	28,017	40.43
2000	N.A.	.....	66,474	84.87
1000	N.A.	.....	N.A.	.....
Firebird	N.A.	.....	16,748	22.37
Phoenix	N.A.	.....	14,880	54.12
Grand Prix	N.A.	.....	N.A.	.....
Bonneville	N.A.	.....	N.A.	.....
Parisienne	N.A.	.....	N.A.	.....
VOLKSWAGEN	807	1.10	62,870	85.60
Total Cars, U. S.	19,344	0.03	1,578,311	26.40

Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

New spurt predicted for '84

Turbos, fuel injection growing fast

By Joseph Bohn
Marketing Editor

Turbochargers and fuel injection are probably the two fastest-growing extra equipment items in the domestic industry.

Auto companies, for example, expect to install turbochargers in roughly 500,000 cars in '84—new lines, like Chrysler's Daytona and Laser, Ford's Mark VII and carryover lines like Cougar, EXP, Escort/Lynx, Pontiac's Sunbird et al.

In '83, turbochargers went on only 19,344 cars, or 0.03 percent of industry output.

Meanwhile, growing even faster is fuel injection—mostly, the throttle-body kind. Chrysler, for example, will put fuel injection on almost all its cars in '85 (except for entry level models, like Omni/Horizon).

General Motors and Ford have already moved ahead quickly, offering the carburetor-alternative on a number of '83 models which has been expanded even further in '84.

Industry observers predict that within a few years all but the lowest-priced lines will feature fuel injection.

Throttle body, the more expensive version, is still reserved for the high-priced lines, however.

In '83, 1,578,311 cars, or roughly 26.40 percent of industry output, carried fuel injection.

Cunningham adds leasing

KANSAS CITY. — Cunningham Olds-GMC has formed a separate leasing division, to be named Cunningham Lease Division.

New AMC outlet

IVORYTON, Conn. — Behrens and Bushnell division of Town & Country (Buick-Cadillac-Lincoln-Mercury-Mazda) has been designated an AMC-Jeep-Renault dealership.

factories list auction dates

American Motors

Dec. 20—Aptco Auto Auction, Taylor, Mich; D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Dec. 21—Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Ozetz, O. and Kansas City Auto Auction, Kansas City, Mo.

Dec. 22—Minneapolis Northstar Auto Auction, Shakopee, Minn.

Dec. 28—Central States Auto Auction, Mason City, Ia., and Southern Auto Auction, Warehouse Point, Conn.

Dec. 29—Aptco Auto Auction, Taylor, Mich., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Ford Motor Co.

Dec. 20—Aptco Auto Auction, Taylor, Mich.

Dec. 21—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northway Exchange, Clifton Park, N. Y.

Chrysler Corp.

Dec. 20—Aptco Auto Auction, Taylor, Mich; Baltimore Washington Auto Exchange, Baltimore, Md.; Hatfield Auto Auction, Hatfield, Pa., and Golden Gate Auto Auction, Fremont, Calif.

Dec. 21—Concord Auto Auction, Acton, Mass; Columbus Fair Auto Auction, Obetz, O.; Dallas Auto Auction, Grand Prairie, Tex.; Minneapolis Auto Auction, Plymouth, Minn., and Southern Auto Auction, Warehouse Point, Conn.

Dec. 22—166 Auto Auction, Springfield, Mo.

Model breakdown

Auction Averages

	DECEMBER TO DATE	NOVEMBER	OCTOBER
1983	$10,913	$ 9,086	$10,112
1982	6,380	7,035	7,653
1981	5,258	5,739	6,114
1980	4,207	4,813	5,185
1979	3,899	4,095	4,386
1978	2,811	3,187	3,316
1977	2,211	2,475	2,365
1976	1,426	1,791	1,868
Overall Average	$ 3,986	$ 5,059	$ 5,241

Used Car Sales

Auction Averages

December to date	$3,986
Month ago	$5,110
Year ago	$4,560

McDonald gets Pontiac

ROSWELL, Ga. — John T. McDonald has opened John McDonald Pontiac here.

used-car auction directory

Display Rates: $68.50 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $21.50; 13 times, $20.00; 26 times, $18.00; 52 times, $15.00. For Frequency Display Rates contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 12 days in advance. Next closing: Dec. 21 for Jan. 2 issue.

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Aptco Auto Auction, Inc.

20911 Gladwin, Taylor, Michigan 48180
(313) 285-7300

Thursday, December 29th at 11:00 A.M.

Last sale of the year. Nice consignment of cars, vans and trucks.

Metro Auto Auction of Kansas City, Inc.

101 West Oldham Parkway, Lee's Summit, Missouri 64063
(816) 525-1100

Wednesday, December 28th at 11:00 A.M.

800 units in our regular big sale plus Avis, Budget & Hertz "Factory Program Cars."

Minneapolis Northstar Auto Auction, Inc.

7700 State Highway 101, Shakopee, Minnesota 55379
(612) 445-5544

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Dallas Auto Auction, Inc.

4226 East Main, Grand Prairie, Texas 75050
(214) 264-2344

Wednesday, December 28th at 10:30 A.M.

Early New Year Sale. Cool refreshments throughout the day. Nice selection of Golden Eagles and Budget & Hertz "Factory Program Cars."

Omaha Auto Auction, Inc.

7835 'F' Street, Omaha, Nebraska 68127
(402) 331-9000

Thursday, December 29th at 11:00 A.M.

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Year-to-date auto output tops 6.6 million

Week's production slips to 167,495

By Mary Beth Mayer
Staff Writer

Last week the domestic auto makers scheduled 167,495 units, trailing the previous week's output of 172,807 by 3.08 percent, but 39.99 percent above the year-ago total of 119,652.

Downtime at two General Motors Camaro/Firebird plants accounted for the production decline. GM's Norwood (O.) and Van Nuys (Calif.) points were shut last week by a parts shortage that was reportedly due to poor quality electronics components which were received from non-GM suppliers.

So far this year, there have been 6,635,197 cars completed, up 32.56 percent from 5,005,484 finished at this time last year.

Breakdown for the week by company was: General Motors, 55.70 percent; Ford Motor Co., 22.18 percent; Chrysler Corp., 16.03 percent; American Motors, 3.43 percent; Volkswagen of America, 1.54 percent, and Honda, 1.12 percent.

Seventeen plants worked overtime schedules last week.

GM slated two shifts Saturday (Dec. 17) at Arlington (Tex.), Detroit, Doraville (Ga), Fairfax (Kans.), Flint (B-D and G lines), Janesville (Wis.) and Pontiac. The Lansing B-D line put in one shift of Saturday and Sunday (Dec. 18) overtime.

GM's Norwood and Van Nuys plants are scheduled to return to operation today (Dec. 19).

Ford facilities working daily overtime last week were: Atlanta, Chicago, St. Louis, Wayne (Mich.) and Wixom (Mich.). Wayne also operated two Saturday shifts.

Next week, Ford's Kansas City and Lorain points will be closed to avoid a parts shortage.

Chrysler's five car points put in extra daily hours last week. Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 worked two daily 9-hour shifts, while Jefferson (Detroit) operated two 8½-hour shifts. St. Louis No. 2 worked one daily 10-hour shift. All five plants operated Saturday.

This week Chrysler plans to follow the same overtime schedule as last week, except that on the fifth day, Belvidere, Newark, St. Louis No. 1 and Jefferson will operate two 8-hour shifts.

All U.S. car and truck plants will close for the Christmas-New Year holiday and most will be down from Monday, Dec. 26 through Monday, Jan. 2.

Production, sales plummet as Mexican crisis continues

MEXICO CITY. — The automobile industry will close the year with a 43-percent drop in production and in new-car sales, industry sources said.

Sales will be less than half of what they were two years ago.

Used-car sales dropped by 60 percent and it is estimated that more than 300,000 workers have lost their jobs in the automobile industry.

The Mexican Assn. of the Automobile Industry (AMIA) chaired by Cesar Flores Esquivel, and the National Assn. of Automobile Dealers (ANCA) headed by Alfredo Roiz, agreed that the industry is in its worst crisis of recent years.

They blamed the crisis on the general state of the economy and especially on the sharp drop in the population's purchasing power.

ANCA said that the collapse in used-car sales has led to the closing of scores of dealerships.

Felix Rojas Cruz, head of AMIA's computing department, said the drop in 1983 put production and sales at the level of 10 years ago.

In 1981, a record year, a total of 571,000 vehicles were sold, including automobiles, buses, truck-tractors and tractors.

In 1982, 409,000 units were sold and it is estimated that this year sales will shrink to 260,000 units.

General Motors N-car not a sub for A-specials

DETROIT.—The General Motors new N-car, or the GM-20, due out in 1985 will not replace the A-specials, the Oldsmobile Cutlass Supreme, Buick Regal and Pontiac Grand Prix as previously reported in AUTOMOTIVE NEWS. Instead, they will be entirely new additions to the Oldsmobile, Buick and Pontiac lineups.

The A-specials are scheduled to continue through the 1985, 1986 and 1987 model years. Sources say there is now no plan for a Cadillac version of the N-car in the immediate future.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 17, 1983	Week Ended Dec. 18, 1982	Week Ended Dec. 10, 1983	Dec. to Date	Jan. 1 to Dec. 18, 1982	Jan. 1 to Dec. 17, 1983
AMERICAN MOTORS	720	1,079	790	1,742	29,385	28,825
CHRYSLER CORP.	.....	4,225	.....	.....	148,616	104,365
FORD MOTOR	8,390	8,727	8,468	20,708	283,214	274,726
GENERAL MOTORS	13,256	8,128	13,141	31,587	344,874	526,467
VOLVO	225	180	225	540	9,907	10,212
Total Cars, Canada	22,591	22,339	22,564	54,577	815,996	944,595

TRUCK PRODUCTION IN U.S.†

	Week Ended Dec. 17, 1983	Week Ended Dec. 18, 1982	Week Ended Dec. 10, 1983	Dec. to Date	Jan. 1 to Dec. 18, 1982	Jan. 1 to Dec. 17, 1983
CHEVROLET	19,620	11,898	19,110	42,846	639,313	796,297
DODGE	4,300	2,300	4,185	10,005	119,931	143,455
FORD	22,345	15,746	22,317	53,278	681,636	906,590
GMC	5,878	4,145	6,261	14,731	220,547	257,241
INTERNATIONAL	1,224	1,050	1,232	2,952	45,671	50,193
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	3,350	2,144	3,449	8,381	84,799	105,238
NISSAN	1,700	.....	1,733	4,071	.....	18,691
AM GENERAL	50*	50*	50*	120*	2,380*	2,410*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,400*	54,000*	48,200*
Total Trucks, U.S.	59,467	38,333	59,337	138,784	1,856,380	2,330,394

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 17, 1983	Week Ended Dec. 18, 1982	Week Ended Dec. 10, 1983	Dec. to Date	Jan. 1 to Dec. 18, 1982	Jan. 1 to Dec. 17, 1983
CHRYSLER CORP.	5,388	2,558	5,395	12,847	94,960	136,920
FORD MOTOR	3,400	3,189	3,359	8,347	133,484	140,106
GENERAL MOTORS	6,248	4,069	6,291	15,051	229,781	257,835
INTERNATIONAL	135	271	137	326	11,085	5,578
Total Trucks, Canada	15,171	10,087	15,182	36,571	469,310	540,439
N. American Trucks	74,638	48,420	74,519	175,355	2,325,690	2,870,833

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Truck production remains above 59,000 for week

Domestic truck manufacturers last week produced an estimated 59,467 units, 130 more than were built the week before and 35.54 percent over the 38,333 built in the year-ago week.

Year-to-date, there have been 2,330,394 trucks assembled, up 25.54 percent from last year's 1,856,380.

Saturday (Dec. 17) overtime was worked at five General Motors plants. Janesville (Wis.), Pontiac No. 5 and St. Louis worked two shifts while Detroit and Pontiac No. 2 worked one shift.

Ford Motor Co.'s Kansas City, Lorain (O.), Louisville and Wayne (Mich.) points worked daily overtime last week.

Chrysler Corp.'s Warren truck facility put in two 9-hour shifts four days last week and operated two normal 8-hour shifts on the fifth day. Chrysler plans two 8-hour shifts there all five days next week.

Week's output steady in Canada for cars, trucks

Canadian car and truck production last week remained about even with the previous week.

The car manufacturers scheduled 22,591 units, 27 units ahead of the 22,564 assembled the week before and 1.13 percent more than the 22,339 units built in the year-ago week.

So far this year, the makers have assembled 944,595 units, leading the year-ago output of 815,996 by 15.76 percent.

Truck output for last week was targeted at 15,171, a decline of 11 units from the prior week, but 50.41 percent ahead of the year-ago week's 10,087.

Year-to-date, the truck manufacturers have completed 540,439 units, 15.16 percent ahead of the 469,310 built at this time in 1982.

As of last week, Chrysler Corp.'s Windsor facility had completed more than 14,000 T-115 minivans. A Chrysler spokesman said that the plant will add a second shift to its schedule beginning Jan. 16, 1984.

U. S. CAR PRODUCTION

	Week Ended Dec. 17, 1983	Week Ended Dec. 18, 1982	Week Ended Dec. 10, 1983	Dec. to Date	Jan. 1 to Dec. 18, 1982	Jan. 1 to Dec. 17, 1983
AMERICAN MOTORS	5,750	3,061	5,837	13,867	103,131	195,109
AMC Total	.....	.....	.....	.....	49,903	4,071
Concord	.....	.....	.....	.....	.....	4,068
Eagle	.....	.....	.....	.....	.....	3
Renault Total	5,750	3,061	5,837	13,867	53,228	191,038
Alliance	2,875	3,061	2,920	6,935	53,228	151,292
Encore	2,875	.....	2,917	6,932	.....	39,746
CHRYSLER CORP.	26,850	14,650	23,953	62,003	588,460	876,004
Plymouth Total	8,950	5,850	7,620	20,154	236,327	302,204
Horizon	3,600	2,100	3,143	8,247	75,708	114,308
Reliant	4,900	3,700	4,171	11,065	159,111	181,729
Caravelle†	150	50	107	297	1,508	5,113
Gran Fury	300	.....	199	545	.....	1,054
Chrysler Total	8,100	2,600	7,289	18,649	112,183	226,644
LeBaron	2,300	1,200	1,998	5,328	93,977	83,752
Laser	2,000	.....	1,604	4,190	.....	22,258
Chrysler	2,000	1,400	1,689	4,457	18,206	102,669
Fifth Avenue	1,800	.....	1,998	4,674	.....	17,965
Dodge Total	9,800	6,200	9,044	23,200	239,950	347,156
Omni	3,300	2,000	2,891	7,539	70,912	123,058
Aries	3,700	3,200	3,556	8,954	126,995	139,115
Daytona	1,500	.....	1,262	3,504	.....	17,769
Dodge 400	.....	400	.....	.....	30,002	18,478
Dodge 600	1,100	600	1,175	2,817	12,041	47,608
Diplomat	200	.....	160	386	.....	1,128
FORD MOTOR	37,145	27,186	38,355	90,470	1,080,344	1,513,418
Ford Division	26,430	16,838	25,957	62,153	674,095	985,761
Escort	8,584	6,989	8,338	19,946	258,704	281,792
Fairmont	.....	3,029	.....	.....	125,789	23,728
Mustang/Mustang II	3,684	2,058	3,822	8,882	124,159	120,461
LTD/Granada	4,358	3,846	4,805	11,017	128,390	175,139
Thunderbird	3,430	.....	3,228	7,996	29,326	182,384
Crown Victoria/Ford	2,559	747	2,098	5,449	1,339	91,339
EXP	632	169	615	1,463	6,388	3,955
Tempo	3,183	.....	3,051	7,400	.....	106,963
L-M Division	10,715	10,348	12,398	28,317	406,249	527,657
Mercury Total	7,886	7,930	9,047	21,023	310,278	424,890
Lynx	977	2,269	1,291	2,790	79,733	71,570
Capri	346	221	308	928	32,290	24,265
Zephyr	.....	946	.....	.....	39,676	8,601
Marquis/Cougar	1,933	2,250	2,059	4,882	59,543	74,903
Cougar/RX7	2,693	.....	2,745	6,636	10,580	124,509
Gr. Marquis/Marquis	1,061	2,198	1,516	3,233	86,685	89,762
LN7	.....	46	.....	.....	1,771	290
Topaz	876	.....	1,128	2,554	.....	30,990
Lincoln Total	2,829	2,418	3,351	7,294	95,971	102,767
Continental	533	484	648	1,389	19,738	12,795
Lincoln	702	1,134	839	1,819	46,821	57,927
Mark VI/VII	1,594	800	1,864	4,086	29,412	32,045
GENERAL MOTORS	93,293	71,352	99,578	235,969	3,148,802	3,902,690
Buick Division	23,300	17,675	23,600	56,486	737,580	882,144
Skylark	3,330	3,699	3,407	8,149	134,861	110,827
Skyhawk J	2,706	1,402	3,234	7,210	64,314	77,752
Century	4,564	2,519	4,685	10,999	109,717	166,389
Regal	4,860	5,066	4,702	11,478	205,658	232,100
Buick	6,438	3,801	6,004	14,974	180,109	242,551
Riviera	1,240	1,188	1,478	3,360	42,927	52,113
Electra (fwd)	162	.....	90	316	.....	412
Cadillac Division	7,445	6,376	6,835	17,390	241,557	301,716
Cimarron	629	617	452	1,355	10,060	20,506
Seville	670	525	794	1,794	22,279	33,962
Eldorado	1,280	1,216	1,529	3,439	55,644	71,036
Cadillac	4,736	4,018	3,998	10,596	153,574	176,006
DeVille (fwd)	130	.....	62	206	.....	206
Chevrolet Division	27,475	21,711	30,844	71,879	996,441	1,287,359
Chevette	4,185	4,509	4,232	10,063	204,355	199,824
Cavalier	8,441	2,782	8,088	19,839	92,608	301,764
Celebrity	5,471	2,072	5,652	13,541	66,056	172,622
Camaro	.....	3,895	4,615	6,965	211,079	188,761
Citation	1,886	2,587	1,790	4,446	155,463	85,153
Malibu/El Camino	504	2,887	493	1,239	122,389	100,738
Monte Carlo	4,206	1,868	3,513	9,419	80,238	122,140
Chevrolet	1,882	1,111	1,688	4,336	41,739	88,770
Corvette	900	.....	773	2,031	22,514	27,587
Oldsmobile Division	26,016	18,543	26,564	64,430	760,163	1,010,730
Omega	1,730	1,624	1,693	4,075	73,176	56,756
Firenza	2,038	794	2,399	5,349	44,015	51,221
Cutlass	7,164	6,229	7,877	18,823	211,723	301,192
Cutlass/Ciera	5,128	2,790	3,993	11,173	119,948	208,745
Oldsmobile	8,776	6,318	9,241	21,937	277,308	350,799
Olds 98 (fwd)	125	.....	100	283	.....	283
Toronado	1,055	788	1,261	2,790	33,993	41,734
Pontiac Division	9,057	7,047	11,735	25,784	413,061	420,741
Acadian†	.....	.....	356	427	9,617	14,493
2000	2,858	1,578	3,572	7,860	40,402	112,143
1000	875	1,118	875	2,100	34,874	41,207
Firebird	.....	1,567	2,295	3,543	122,890	97,156
Phoenix	500	728	456	1,174	45,019	24,565
G. Prix/Bonneville	1,690	2,056	1,635	3,941	129,917	91,403
Parisienne	424	.....	358	956	.....	12,104
Fiero	2,710	.....	2,185	5,783	.....	27,670
6000	.....	.....	.....	.....	30,342	.....
HONDA	1,875	120	2,004	4,637	510	52,318
VOLKSWAGEN	2,582	3,268	3,080	6,448	82,074	95,658
CHECKER	.....	.....	.....	.....	2,163	.....
Total Cars, U.S.	167,495	119,652	172,807	413,394	5,005,484	6,635,197
Total Cars, Canada	22,591	22,339	22,564	54,577	815,996	944,595
N. American Cars	190,086	141,991	195,371	467,971	5,821,480	7,579,792
N. American Trucks	74,638	48,420	74,519	175,355	2,325,690	2,870,833
North American Cars and Trucks	264,724	190,411	269,890	643,326	8,147,170	10,450,625

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

December 26, 1983

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59th year—$40 per year, $1.00 per copy

GM-Toyota deal ranks second in 31st annual poll

Story of the Year: Recovery for auto industry

By John K. Teahen Jr.
Managing Editor

It wasn't the best of years, but it sure was a lot better than the three that preceded it.

For the auto industry, 1983 has been a year of recovery after three years of recession/depression. And that recovery was voted the top event by the AUTOMOTIVE NEWS editorial staff in the 31st annual Story of the Year poll.

Second place went to the General Motors-Toyota agreement to build small cars together in California and in the third spot, just a point behind, was Chrysler Corp.'s payback of its $1.2 billion in federally guaranteed loans—seven years early.

Another agreement with the Japanese was the No. 4 story: Japan agreed to a fourth year of voluntary restraints on car exports to the U. S. The new quota, for the year beginning April 1, 1984, is 1.85 million cars, up from the former 1.68 million.

Only two points separated the next two stories, and both came out of Washington. In fifth place was the government's lawsuit alleging brake defects in 1.1 million 1980 GM X-cars. NHTSA wants a recall and $4 million in damages, claiming GM concealed information. GM has denied the charges.

No. 6 was the Supreme Court's overturning of NHTSA's attempt to rescind the passive restraint standard.

The auto recovery has been a year-long happening and has embraced the three most important areas — sales, production and manufacturer profits. New-car sales this year are expected to wind up at about 9.1 million, a nice gain of 14 percent over last year's dismal total of a bit less than 8 million.

But an improvement over 1982 is hardly worth talking about since last year was absolutely dreadful. The encouraging news is that 1982 sales were the highest since 1979 (10.6 million), which was a very good year indeed.

Even more encouraging is the fact that domestic auto sales for 1983 also were the best since 1979's 8.3 million. This year's domestic deliveries are estimated at 6,729,000, a rise of 17 percent over last year's 5,756,660.

This year's new-car sales exceeded the total of full-year 1982 in early November. They moved

Continued on Page 6, Col. 1

Go-ahead for GM-Toyota reaches final FTC hurdle

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — At press-time last week, the FTC was preparing to vote provisional approval of the proposed General Motors-Toyota joint venture to built subcompact cars in GM's plant in Fremont, Calif., starting in the '85 model year.

The tentative approval was due despite the vociferous protests of Chrysler and the more muted opposition of Ford. Toyota will make the car using U. S. and Japanese parts and union labor. Chevrolet dealers will sell it.

But the tentative approval comes only after last-minute negotiations bringing somewhat reluctant approval by Toyota and GM of an accompanying consent agreement that puts into concrete the basic terms of the venture:

The limit of 200,000 units a year; the 12-year duration of the joint operation, and exchange of information between the two competitors limited to the absolute minimum.

Delay is the most important issue here because all consent agreements rest for 60 days for public comment and FTC retains the option of changing its mind although it does not seem likely to undo its provisional approval.

What it does mean is that Chrysler — and possibly Ford — apparently will not test the decision in court until FTC's approval becomes final. This could be as little as 61 days after publication of the consent decree in the Federal Register or as much as 90 days.

What was not clear at press-time was whether Toyota can move machinery into the Fremont plant before that. If not, it would mean a great rush to 1985 production. GM has been readying the adjacent stamping plant where there is no ban on preparation for starting work.

Chrysler, which reactivated its strong lobbying team it used to encourage lawmakers to approve federally guaranteed loans just a few years ago, has launched verbal missiles and even threatened to get itself a Japanese mistress.

Chrysler has wanted FTC to oppose the GM-Toyota joint venture, saying this will allow for a "public airing" so that "customers and competitors" will know what these two "giants are trying to obtain behind closed doors."

Actually, far more than in any normal antitrust investigation, the public has been well clued in. But more importantly, Chrysler's point is one for which there have been respectable antitrust legal opinions for years.

Says Chrysler: "The fundamental fact is that the proposed agreement eliminates competition, right in the heart of the critical entry-level market, between the two strongest auto companies in the world."

When Chrysler says the agreement is "illegal by anyone's measure of antitrust law including the Reagan Administration's," that "anyone" clearly does not include either GM or Toyota whose own antitrust experts believe the agreement was drawn to avoid violating the antitrust laws

Nor does it include the FTC staff and the majority of its Commissioners. Michael Pertschuk, now a Democratic minority commissioner but former chairman under the Carter Administration, agrees with Chrysler and Ford and said he will vote against the agreement. But there are enough votes without Pertschuk.

Although Chrysler said putting the agreement in consent order terms does not remove the "opportunity for collusion," FTC staff and some commissioners appear to want a consent order signed as additional protection against extending the agreement.

It can also be a way of mak-

Continued on Page 5, Col. 1

4x4 33

Alfa joins the four-wheel-drive club

Alfa Romeo has joined with Pininfarina to produce a 4WD version of its smart 33. Alfa supplies some stampings and parts, but the car is assembled by Pininfarina. It will not be sold in the U. S. Story on Page 5.

Pontiacs and Buicks to come from Lansing

Oldsmobile to build GM-20 models

By Roger Rowand
Engineering Editor

LANSING. — "When Better Buicks Are Built, They'll Be Built in Lansing."

So goes a lighthearted slogan being heard around the Oldsmobile home plant in Lansing these days.

The division is getting ready to build the GM-20, once known as the N-car. And, for the first time, Olds will assemble a car for Pontiac and Buick as well as for its own dealer network.

The GM-20 is a front-drive car sized between the subcompact Firenza, which is the J-car, and the intermediate Cutlass Ciera, or A-car.

A fact sheet on the vehicle says it will be "aimed at a portion of the market growing at a rate almost three times greater than the over-all market. There will be a stylish coupe in 1985, four-door sedans in 1986. Uplevel trim and appointments will be available."

General Motors is spending some $250 million in converting and tooling up Oldsmobile and Fisher Body Lansing for the new program. Planning started in September, 1979, and the corporation OK'd plans in July, 1982.

That capital spending will result in an integrated production facility with capacity for 120 cars an hour — the highest of any assembly plant in North America.

"The target market for the car demands quality. We will achieve that quality through vehicle design for quality assem-

Continued on Page 34, Col. 4

breaking news

Toyo Kogyo changes name to Mazda Motor

LOS ANGELES.—Toyo Kogyo Co., Ltd., the manufacturer of Mazda cars and trucks, will become Mazda Motor Corp., effective May 1, 1984. The company's name change is subject to approval by stockholders at the annual meeting scheduled for Jan. 27. Approval is anticipated. The company was founded in 1920 and began producing vehicles in 1931.

Parts problems shut down new GM plant

DETROIT.—Production of C body cars at General Motors' brand-spanking new assembly plant in Orion Township, Mich., came to an abrupt halt Wednesday, Dec. 21. Resumption is slated for Jan. 3. Cars weren't being made, but

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NEWSPAPER

AN JAN84
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Mock convertible from E&G Classics

E&G Classics, Inc., Columbia, Md., presents this simulated Cadillac Eldorado convertible. The car features a classic spare, Cadillac hub caps and deck straps.

GM asks for a break on '84 CAFE shortfall

By Heler Kahn
Washington Bureau Chief

WASHINGTON. — General Motors is currently projecting that it will miss the CAFE standard for 1984 cars by 2.3 MPG, but it is hoping to avoid either civil penalties or restricting market choice by carrying credits forward and back.

The CAFE standard for 1984 cars is 27 MPG.

GM's proposals to NHTSA suggest counting the vehicles made at the plant in Fremont, Calif., under its proposed joint venture with Toyota and using a projected 0.3 CAFE eight-year adjustment factor from EPA changes in test procedures.

The first catch is that — at presstime—the Toyota joint venture was still not settled and the earliest possible models which could carry back credits would be '85s.

The second catch is that EPA is proposing a 0.2 MPG industrywide CAFE adjustment—not the 0.3 MPG requested by GM —and, in addition, it is suggesting applying a ceiling for testing under accumulated mileage —which could well have the effect of lowering the CAFE adjustment factor below 0.2 MPG.

GM, as a full-line maker is facing relatively less demand for its smaller, high-MPG cars and also "can experience a more dramatic shift" than makers with fewer lines. Its estimates are based on present market conditions and continuing low fuel prices.

• GM also told NHTSA that it expects to exceed the light-truck fuel-economy standard for '84 models. It projects 20.7 MPG for both its two-wheel-drive and four-wheel-drive light trucks. (The standards are 20.3 MPG for 4x2 and 18.5 for 4x4.)

GM's expected 24.7 MPG for cars — short of the '84 standard of 27.0 MPG — occurs because customers are buying bigger cars. GM notes all the many changes it has made to double its fuel economy from a fleet average of 12.0 MPG in 1974 to the estimated 24.7 for '84 models.

GM said this is despite its continued investments while others have delayed their programs from one to three years because of the recession and shifting customer demand. GM said it can make more diesels and fuel-efficient gasoline-engine cars than customers are buying.

GM won't know its actual '84 MPG until the end of the model year production, but it hopes to use its leftover credits from the '81 and '82 model years, its current product plan (most of which is confidential) and the three-year carryback provision in the law.

Whether GM "will be able to minimize disruptive alternative programs in the coming years," GM said, depends upon the FTC and the EPA decisions.

If these do not coincide with GM assumptions, then "GM may be forced to choose between risking large civil penalties or failing to provide customers with the types of cars they demand."

• The latter, GM added, is "socially and economically irresponsible because of its potential devastating effect on employment and its minimal potential for improving energy supplies."

While some customers — diverted from big cars — might buy smaller ones, others might postpone buying or choose foreign cars, GM said.

Even counting those that might shift to smaller cars, GM said, the effect could be to forego production of 856,000 1984 GM vehicles and a loss of some 194,000 jobs in GM and supplier plants.

Another third of that number of jobs could occur in transporting cars to dealerships and in sales to customers, GM said, and those effects would ripple thr... the economy.

GM wants to count the Toyota-built cars coming from the Fremont plant presumably because they will carry the Chev-

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New ways to hedge auto bets: Futures and sub-index options

By Kathleen Hamilton
Financial Editor

In a sense, the auto makers have it easy during worldwide auto slumps: They can lay off employes, continue to ship cars to dealers, stop paying dividends and delay payments to suppliers, thus shifting much of the burden of hard times away from themselves.

There is no such formula for suppliers. Some have diversified into defense or electronics, but such investments are expensive, long-term and hold no guarantee that their earnings and losses will swing counter to those in the auto industry.

Investors with stock portfolios heavy in autos have more of an opportunity to protect themselves from cyclical swings by diversifying their holdings. But again, the counterbalances are rather imperfect.

And neither supplier nor investor can easily protect himself from the unexpected swings in the auto market like those that baffled virtually every prognosticator during the most recent downturn.

But if commodities and stock exchanges get their ways, two new avenues of hedging one's auto bets may soon open up: Auto futures contracts and sub-index options based in part on auto stock performances.

• The first to file an application with the government for trading was the 102-year-old Coffee, Sugar & Cocoa Exchange, Inc., in New York. It wants to begin trading auto futures contracts in much the same way that Treasury bills, pork bellies and the Fortune 500 index of stocks are being traded today.

If approved by the Commodity Futures Trading Commission (CFTC)), the Coffee Exchange could begin trading as early as autumn, 1984.

The application, filed in June, is now hung up at the staff level of the CFTC and the public comment period is probably months away, according to Jean Webb, CFTC deputy secretary.

The CFTC staff has run into "major" problems with the application and is awaiting answers from the Coffee, Sugar & Cocoa Exchange, she said.

But Todd Petzel, chief economist for the exchange and designer of the contract, seemed undaunted by that news. Problems raised so far by the CFTC have been in definitions, not over the substantive question of whether auto futures contracts should be traded, Petzel said.

On that question, the CFTC has given the Coffee Exchange indications it does not object to the concept, he said.

Because of the novelty of auto futures, he expects the review process to take the full year allowable, although it could take longer if the CFTC raises "material" objections, he said.

• By the time trading begins, the Coffee Exchange will have invested millions of dollars and devoted more than two years to research.

It may take six months to two years, but the exchange expects to see volume of at least 10,000 trades a day, Petzel said.

Indeed, high volumes and lots of speculators are necessary to keep any futures market liquid and trading properly. Without speculators to take positions opposite those of the big, conservative bettors (i.e., suppliers) who are just trying to avoid risk rather than make big profits, a futures market won't work.

And that's part of the reason auto futures were chosen, Petzel said. Ten-day sales reports get widespread news coverage, auto suppliers number in the hundreds of thousands, auto jobs in the millions and investors millions more. All are potential futures traders.

But these are the same people the New York Stock Exchange will be hoping to lure with the basic industries sub-index options for which it is seeking Securities & Exchange Commission approval. More on that later. But like futures markets, options markets require high volumes of trading to be successful.

• There are other potential problems with auto futures.

In agricultural commodities trading, for example, the Department of Agriculture floods futures traders with information on rainfall, crop prices, inventories—in short, virtually every kind of information to make an intelligent decision. And the information is free.

The Commerce Department tracks the auto industry, but not nearly in such depth. Auto news is covered in the business press, but some traders question whether daily newspapers carry enough information for futures traders.

Production statistics — a big component of sales — are available only from the trade press with regularity.

Critics point to another potential snag: Sales numbers are often manipulated. Dealers can hold off reporting sales if they think an incentive program is coming. Zones, districts and even factories have been known to inflate a 10-day report or two. A single order from Hertz can inflate a month's sales total.

Some companies have even

Continued on Page 34, Col. 1

Today, cocoa beans; tomorrow, a corner on cars?

The Coffee, Sugar & Cocoa Exchange has petitioned the government to allow trading of futures contracts based on auto sales. If approved, by fall of 1984, suppliers could be hedging their guesses on the auto market in much the same way coffee merchants have been doing on the exchange floor in New York since 1882.

L-M plans new Topaz, two turbo Lincolns

By Joseph Bohn
Marketing Editor

Lincoln-Mercury's Mark VII and Continental turbodiesels and a new sport version of the Topaz will help to fuel the division's spring marketing drive.

Turbo versions of the Mark VII and Continental go into production Jan. 23. Availability is expected to build by early March. The cars have been delayed about a month from the original timetable, but have steadily received attention in ads.

They are expected to account for about 10 percent of volume in the Mark VII and Continental lines — originally slated for 45,000 and 18,000, respectively.

Currently, the division is developing a direct-mail piece on turbodiesel versions of both Continental and Mark VII which will be launched in February to prospects who expressed interest in diesels from previous direct-mail programs, said John Vanderzee, Lincoln-Mercury ad manager.

Vanderzee said a separate campaign is expected later, with merchandising materials for dealers as well, but full plans have not been finalized.

Similarly, ads are being prepared for the sport version of Topaz, which goes into production in mid-February.

Lincoln-Mercury will have new advertising on Cougar, Topaz, Continental and Grand Marquis for print and TV, being readied for spring.

Vanderzee described it as a "freshing" rather than a major change in strategy.

Major ad support will continue behind Cougar, Topaz and Mark VII — "the lead cars" — in the first quarter of 1983.

Generally, the division is holding to its media strategy of predominantly TV and magazine.

Young & Rubicam is the agency.

Hino to begin truck output in U.S. in Jan.

JACKSONVILLE, Fla. — Assembly of Japanese Hino medium trucks will begin here in mid-January after more than a month of "dry runs," and about 500 of the mid-range diesel units are expected to be produced during the year.

Hino American Distributors, Inc., a new subsidiary of Lisa Enterprises, Inc., Deerfield, Fla., will operate the plant and market the trucks. Lisa is also the parent firm of Southeast Toyota Distributors, Inc.

The trucks will be marketed initially in the Southeast, and a dozen dealers already have been signed. Eventually, Hino American plans to distribute the vehicles throughout the U. S.

Top officials of Hino Motors, Ltd., Japan's biggest big-truck manufacturer and a part of the Toyota Group, will attend ceremonies marking the opening of the Jacksonville operation.

Also on hand will be the dealers, representatives of supplier firms and government and community leaders.

Hino American will complete the assembly of the knocked-down Japanese trucks which will be shipped to Jacksonville.

• There will be three Classes 6 and 7 model straight trucks with gross-vehicle weight ratings from 25,500 pounds to 32,000 pounds.

Hino in-line six-cylinder diesels rated at 160, 180 and 200 HP will power the vehicles, with a six-speed manual the only transmission available at this time. An Allison automatic is

Continued on Page 29, Col. 1

McDonald to speak at '84 ATD convention

WASHINGTON.—F. James McDonald, General Motors president, will be the keynote speaker at the 21st annual convention and exposition of NADA's American Truck Dealers Division April 7-10 in Phoenix.

McDonald will be the principal speaker at the formal opening of the convention—TRX-'84—Saturday, April 7, in the Phoenix Civic Plaza.

Utilimaster's '84 walk-in van

Utilimaster Corp., Wakarusa, Ind., manufacturer of commercial vehicles and van conversions, has introduced an expanded line of walk-in vans for 1984. The firm now offers two different types of body construction for the varied needs of commercial customers. The vans feature a new adjustable three-way sliding door which is removable from the pocket.

No one truck fits all, major operator warns

CLEVELAND. — There is a clear trend in the freight-transportation business toward segmentation, specialization and consolidation of the industry into fewer, more diversified companies, according to Charles R. Marcoux, president, Leaseway Transportation Corp.

But while carriers are segmenting the market and striving to offer specialized services to freight shippers, he noted, truck manufacturers appear to be pressing hard for standardization, fewer options and a one-truck-fits-all attitude.

In doing so, said Marcoux, "suppliers are responding to a trucking industry that doesn't exist anymore.

"Thanks to deregulation and the recession, trucking companies have totally changed the way they regard their business," he added. "Everything from our marketing efforts and personnel policies to our view of long-range planning has been revamped. And we have most definitely taken a hard look at our vehicle requirements."

Marcoux spoke at the 1983 SAE truck and bus meeting/exposition as part of the blue ribbon panel focusing on the issue, "Commercial Vehicle Technology — Dimensions for Tomorrow."

He acknowledged that Leaseway Transportation has not been an easy company to sell to in the past because it was so diversified and decentralized. The company is working to centralize its purchasing function, he said, but if anything, the company is becoming more specialized, more diversified.

Moreover, he observed, other motor carriers which once offered a single type of service, and therefore had uncomplicated equipment requirements, also are becoming more diversified.

"While Leaseway may have been the exception among vehicle users in the past, the Leaseway model is fast becoming the rule in trucking," he said. "The 'pure plays' are disappearing; the complicated companies are coming."

Marcoux chided the equipment manufacturers for a my-

Continued on Page 29, Col. 4

Automatic cover for truck beds

Cover Pools, Inc., Salt Lake City, has developed a Save-T Cover for pickup truck beds. The heavy-duty automatic cover, which works much like a horizontal window blind, is pulled out to protect the truck bed and contents, sliding on tracks less than a half-inch in diameter which are recessed below the sides of the truck bed.

Flxible moves to acquire Perfection-Cobey

HARRISBURG, Pa. — Harsco Corp. and Flxible Corp., a wholly owned subsidiary of General Automotive Corp., signed a letter of intent for Harsco to sell the assets of its Perfection-Cobey Co. Division, Galion, O., to Flxible.

The closing date is targeted for Jan. 31, 1984, with consummation of the sale subject to execution of a definitive agreement and approval of directors of both companies.

Perfection-Cobey produces truck bodies, including special service and all-steel body platforms, and hydraulic hoisting mechanisms. Flxible manufactures and markets advanced design transit buses and provides technical service, maintenance support and spare parts distribution to the transportation industry.

Harsco, which has 16 divisions, markets 22 varied classes of products and services, and its operations fall into four major industry segments: Primary metals, fabricated metals, construction and defense.

Mark J. Obert, Flxible president, said Perfection-Cobey will strengthen Flxible by providing

Continued on Page 30, Col. 1

truck industry news

In October, first 10 months

Truck registrations show dramatic gains

Registrations of new trucks of all types in the U. S. were significantly higher than a year ago in October and the 10-month period.

During the month, according to R. L. Polk & Co. statistics, 264,509 units were registered, an increase of 36.9 percent over the year-ago 193,243. There were gains in all three market segments.

Through October, 2,391,481 new trucks were registered, 21.4 percent higher than last year's 1,969,158 units. The 10-month count was up in two of the three market segments.

Light-truck registrations in October showed a gain of 37.3 percent over a year ago, 247,409 versus 180,140, with big increases in all three weight classifications.

The Group 1 total was 139,937 units up 30.7 percent over the year-ago 107,091. There were 104.911 Group 2 tallies, 46.7 percent higher than last year's 71,505. Group 3 was up 65.9 percent, from 1,544 units in 1982 to 2,561.

Medium-truck tallies during the month totaled 4,885 units, an increase of 25.5 percent over the year-earlier 3,891.

• There were 27 Group 4 tallies in October, and none a year ago. The Group 5 total was 168, a gain of 171 percent over last year's 62. Group 6 was up 22.5 percent to 4,690 units, compared with 3,829 in 1982.

Heavy-truck tallies, losers in eight of the first 10 months of 1983, were dramatically higher in October, with strong gains in both weight classifications.

During the month, 12,215 vehicles were registered, an increase of 32.6 percent over last

Table on Page 30.

year's 9,212. Group 7 was up 31.9 percent, from 3,412 units in 1982 to 4,501. There were 7,714 Group 8 tallies, 33 percent higher than a year-earlier 5,800.

Through October, there were

Continued on Page 30, Col. 1

HD registrations in October up for second month

For the second consecutive month, the number of new heavy trucks registered in the U. S. in October topped those for the same month a year ago.

R. L. Polk & Co. reported that 12,215 Groups 7 and 8 trucks were tallied during the month, an increase of 32.6 percent over last year's 9,212 units. The October total also was the second highest of 1983, exceeded only by the 13,204 heavies registered in September.

The count in October was higher than a year ago for both heavy-truck groups.

There were 7,714 Group 8

Continued on Page 29, Col. 3

U. S. TRUCK REGISTRATIONS

10 MONTHS, 1983 VS. 1982★

	10 mos., 1983	Percent Share of '83 market	10 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	756,737	31.64	593,900	30.16	+ 1.48
Chevrolet	723,581	30.26	611,862	31.07	− 0.81
Dodge	205,298	8.59	182,999	9.29	− 0.70
GMC	200,676	8.39	172,939	8.78	− 0.39
Jeep	55,850	2.34	49,652	2.52	− 0.18
International	41,689	1.74	37,973	1.93	− 0.19
Mack	12,360	0.52	12,642	0.64	− 0.12
Freightliner	8,845	0.37	5,799	0.29	+ 0.08
Plymouth*	6,953	0.29	8,622	0.44	− 0.15
Peterbilt	6,252	0.26	4,603	0.23	+ 0.03
Kenworth	6,023	0.25	6,086	0.31	− 0.06
Mercedes-Benz	2,328	0.10	2,495	0.13	− 0.03
White	1,944	0.08	2,140	0.11	− 0.03
Volvo	1,287	0.05	558	0.03	− 0.02
Autocar	784	0.03	505	0.03	.....
Western Star	253	0.01	550	0.03	− 0.02
Miscellaneous**	360,621	15.08	275,833	14.01	+ 1.07
TOTALS	2,391,481	100.00	1,969,158	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982.
* Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

10 MONTHS, 1983 VS. 1982★

	10 mos., 1983	Percent Share of '83 market	10 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	24,932	24.02	23,943	22.37	+ 1.65
Ford	21,681	20.89	25,122	23.47	− 2.58
GMC	13,126	12.65	18,184	16.99	− 4.34
Mack	10,574	10.19	10,917	10.20	− 0.01
Freightliner	8,845	8.52	5,799	5.42	+ 3.10
Chevrolet	6,299	6.07	6,545	6.11	− 0.04
Peterbilt	6,252	6.02	4,603	4.30	+ 1.72
Kenworth	6,023	5.80	6,086	5.69	+ 0.11
White	1,944	1.87	2,140	2.00	− 0.13
Volvo	1,287	1.24	558	0.52	+ 0.72
Mercedes-Benz	799	0.77	827	0.77	.....
Autocar	784	0.76	505	0.47	+ 0.29
Western Star	253	0.24	550	0.51	− 0.29
Miscellaneous	996	0.96	1,262	1.18	− 0.22
TOTALS	103,795	100.00	107,041	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982.

Specialist predicts quality will be taken for granted

CAMBRIDGE, Mass. — U.S. auto makers are imposing more rigid quality requirements on themselves and their suppliers, according to Harry W. Mathews Jr., an automobile industry specialist at Arthur D. Little, Inc.

Arthur D. Little is a multinational management and technology consulting firm.

Mathews predicts that by the 1990s, the wide gaps in quality will be reduced to the point where top quality on all cars will be taken for granted.

The reason, Mathews said, is that automotive manufacturers with lower standards of quality and reliability long since will have suffered catastrophic losses in sales and market share, some to the point of going out of business.

"What the public wants today is quality and reliability," said Mathews. "To get that they'll ignore brand name, product loyalty, even past relationships with trusted dealers."

He added that manufacturers are getting the message and are spending huge hums to meet the competition.

Mathews said that the trend toward higher quality is, in part, the product of a more knowledgeable consumer.

"Consumers have more access to information about automobiles than they had in the past," he said. "Data gathered by government and independent agencies receives wide publicity in the media, making it possible for buyers to assess new models throughout their development."

Mathews pointed out that some states have enacted lemon laws concerning repeated failures in new automobiles and said, "manufacturers who fail to recognize and respond to heightened consumer awareness and these new laws simply will not be around in the 1990s."

Model breakdown
Auction Averages

	DECEMBER TO DATE	NOVEMBER	OCTOBER
1983	$ 9,583	$ 9,086	$10,112
1982	6,445	7,035	7,653
1981	5,414	5,739	6,114
1980	4,734	4,813	5,185
1979	3,955	4,095	4,386
1978	2,959	3,187	3,316
1977	1,895	2,475	2,365
1976	1,290	1,791	1,868
Overall Average	$ 4,308	$ 5,059	$ 5,241

Used Car Sales
Auction Averages

December to date	$4,308
Month ago	$5,059
Year ago	$4,505

used-car auction directory

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Planning A Big Sale?

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Employers, insurance firms could collaborate on plan

Study says incentives boost belt use

By A. S. Plotkin
Staff Correspondent

CAMBRIDGE, Mass. — More people might be induced to use seat belts if major employers collaborated with insurance companies in programs to produce potential extra insurance benefits or premium reductions for belt wearers, according to a study by two economists at DOT's Transportation Systems Center here.

The report said employers are "in a unique position to influence" drivers to buckle up.

It concluded that the idea has potential "because individuals usually respond to financial incentives, and because insurance companies could substantially reduce their motor-vehicle-related loss payments if safety belt usage could be increased."

The study was sponsored by NHTSA's Office of Driver and Pedestrian Research. It assessed the feasibility of incentives which could be offered by auto, life, health and workers' compensation insurers and indicated that the two latter types show the most promise.

Estimates of annual potential loss claims savings per case to insurers include $200 in workers' compensation and $32 to $54 on a comprehensive family health insurance premium. Potential per case savings were $12 to $50 in auto insurance and about $4 in life insurance.

The authors of the report, Philip S. Coonley and Carol Gurvitz, cautioned that it is unlikely that any insurance company will offer "substantial upfront incentives, such as premium discounts, for those who claim to be belt wearers."

Although reductions in premiums for using seat belts would be desirable both in terms of attracting customers and increasing seat belt usage, Coonley and Gurvitz said, "there are serious problems associated with trusting the insured's commitment to wear belts and denying claims settlements to those insureds who are injured while not wearing belts."

But before sizeable joint efforts of major insurers and employers are undertaken, they advised, considerable new belt-related data should be gathered, such as:

1. The distribution of motor-vehicle injury and mortality costs among the various type of insurers.

2. Loss claims data of belt wearers and non-belt wearers by demographic characteristics.

3. Employer costs of motor-vehicle injuries and fatalities both at work and off-the-job, and the ability of safety belt programs to reduce these costs.

4. Mortality data for belt wearers as opposed to non-belt wearers.

All this belt-related data should be collected, the report said, in cooperation with insurers and employers "and should be widely disseminated so employers will better appreciate the substantial potential economic benefits of safe driving and belt usage."

Recommended also were evaluation of existing insurance incentives relating to safety belts and child restraint systems for their effectiveness in increasing restraint usage, attracting belt-wearing customers and reducing loss claims.

In particular, evaluation of these specific programs was urged:

1. The recent offer of Nationwide Mutual Insurance Co., Columbus, O., of additional death benefits, medical payments and family compensation to belt wearers.

2. The incentive program of Blue Cross-Blue Shield of Oregon, called "Wellness," for its own employes, involving accumulation of "points" for certain good health practices, including a commitment to wear auto safety belts.

3. The official policy of Vermont of denying workers' compensation benefits to state employes who are killed or injured without safety belts while driving on the job.

4. Selection of a health insurance program involving child restraint, parental safety belt education and safety belt "loaner" and giveaway" programs.

The report observed that the insurance industry has a very large stake in cutting the costs of motor vehicle accident-related injuries and deaths. Even on the basis of incomplete data, the authors estimated, $12.8 billion was paid out by private insurers for motor-vehicle injuries in 1980.

Federal data shows that belt wearers have about one-quarter the incidence of fatal or serious auto injuries as do unbelted occupants.

Coonley and Gurvitz did not think much help for their proposal might be found among the ranks of the various state insurance commissions, "whose mandate is to oversee the financial viability, marketing behavior and claims settlement process of insurance firms."

"They generally are more concerned about the potential of incentives to confuse consumers than about their potential to change driver behavior," the authors said.

Although cuts in premiums for usage of belts would be desirable both for attracting customers and for increasing belt use, the auto insurance industry's reluctance "to offer upfront premium reductions seems reasonable in light of problems associated with either completely trusting the insured's commitment to wear safety belts or in denying a portion of coverage to those insureds who are injured while not wearing a safety belt."

The report noted the "inconsistency between attitudes toward safety and belts and belt-usage behavior" among U.S. drivers. Surveys show that the overwhelming majority of the drivers believe that belt usage enhances safety, but current actual usage is only about 11 percent.

Because most people do not think they will be killed or badly injured on an average trip, "it is perhaps not surprising that most people find belt use to be unworthy of the time, and possible discomfort involved."

"Incentives represent a way to develop an immediate or near-term payoff for safety belt usage," the study said. "The public has positive attitudes toward safety belts and recognizes that they can contribute to injury reduction.

"To be effective," the report continued, "safety belt promotions must focus on motivating people to actually use safety belts. Incentive schemes must try to make the perceived payoff more immediate and to balance the equation between behavior and reward."

Some employer incentive programs aimed at getting employes to wear belts while off the job have achieved considerable success, the report noted.

The "rewards" included discount coupons donated by fast-food chains and percentage coupons for more valuable prizes. In some cases, the value of prizes "has been a function of the group belt-use rate." Rewards were applied repeatedly, usually daily, for a period of time, followed by a period of intermittent reinforcement.

The plans for implementing the programs were developed by employes, and drew considerable publicity, with contest winners getting recognition.

Safety center publishes guide to bumper protection

WASHINGTON. — A guide to bumper protection on almost every 1984 car to be sold in the U.S. has been published by the Center for Auto Safety.

The center ranked Ford Motor Co. as the "best domestic" with all but one of its 1984 models, the Escort Turbo, having 5-MPH bumper protection.

Honda and Volvo were rated as the "worst," as they were the only ones which went to 2.5-MPH bumpers on all of their 1983 and 1984 models. Mercedes-Benz was termed "the luxury loser" with 2.5-MPH bumpers on its cars. Chrysler Corp. and General Motors had the weaker bumpers on most models, but kept 5-MPH bumpers on some cars.

The center gathered the information for its 1984 Car Book, which is to be released in January. The group is currently in court seeking a return to the 5-MPH bumper standard which NHTSA reduced to 2.5-MPH in 1982.

Chrysler for Bakersfield

Derrill Van Wyk, seated, signs a contract with Chrysler Corp. for a Chrysler-Plymouth franchise in Bakersfield, Calif. A veteran Volkswagen and Mazda dealer, Van Wyk will operate as Van Wyk's of Bakersfield, Inc. Van Wyk's father, Arthur, center, operated a Dodge dealership in Inglewood, Calif., in the 1960s. Looking on are Bruce Hultman, Chrysler's Los Angeles zone dealer operations specialist, and Jan Thompson, dealer placement manager for the Los Angeles zone.

Calspan, New York State U. organize research center

ALBANY. — The Research Foundation of State University of New York, the University's Center at Buffalo (UB) and Calspan Corp., of Buffalo, have formed a nonprofit, research corporation to contribute to the state's industrial and economic development and to increase university-industry cooperation.

The corporation is known as the Calspan-UB Research Center, Inc.

It will have access to a combined technical and scientific pool of more than 3,000 personnel, including scientists and engineers as well as Ph.D. and M.S. candidates in scientific and technological disciplines.

It is a joint venture of the Research Foundation, headquartered in Albany, which represents the University Center at Buffalo, and Calspan, a private research and development group and a subsidiary of Arvin Industries, Columbus, Ind.

The Research Center, which will be housed in Calspan's laboratories in Buffalo, will seek research grants and contracts for projects that require the combined technical strength of both SUNY and Calspan organizations.

In addition, new product concepts developed at the center will first be considered for development and manufacture in Western New York.

The founders said the new corporation will conduct independent non-classified research to benefit the educational, industrial, technological and economic development of Western New York and New York State.

It will seek support from federal, state and local governmental agencies as well as foundations and private companies, they added.

Dr. Jerome B. Komisar, president of the Research Foundation, said the new venture "broadens the base and range of scientific and technical personnel and equipment available to both the university and Calspan by providing a structure for the conduct of joint research activity."

Among the fields in which research awards are expected are aerospace, chemical, mechanical, electrical and computer engineering.

Dr. Steven B. Sample, president of the State University of New York at Buffalo, has been elected chairman of the board of trustees of Calspan-UB Research Center.

Dr. Charles E. Treanor is director of the research center, and Dr. George Lee is associate director. Treanor is Calspan commercial and industrial vice president, program director and chief scientist. Lee is dean of engineering and applied sciences at the University of Buffalo.

A decade of Italian auto output

Manufacturer	6 mos., 1983	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973
Alfa Romeo	93,837	188,773	197,287	219,571	207,514	219,499	201,115	201,145	189,682	208,386	204,902
Bertone	3,432	7,439	1,902	0	0	0	0	0	0	0	0
DeTomaso	37	83	74	84	86	109	128	147	235	196	0
Fiat Auto	618,626	1,073,579	1,028,535	1,179,898	1,288,175	1,243,415	1,194,464	1,250,803	1,119,303	1,353,339	1,551,140
Autobianchi	44,238	78,047	76,987	76,585	88,585	89,436	72,704	93,874	71,347	108,314	113,896
Dino	0	0	0	117	391	291	404	632	1,066	1,080	1,152
Ferrari	1,158	2,223	2,566	2,264	1,917	1,648	1,394	795	271	356	620
Fiat	521,065	925,147	870,725	990,176	1,076,674	1,099,578	1,051,018	1,092,154	1,000,874	1,198,669	1,382,841
Lancia	52,165	68,162	78,257	110,756	60,459	52,462	68,944	63,348	45,745	44,920	52,631
Innocenti	11,186	21,646	23,187	39,770	39,991	40,719	38,120	12,789	33,061	60,711	58,471
Iso	0	0	0	0	0	0	0	0	0	43	122
Lamborghini	89	110	89	64	55	68	105	201	276	355	550
Maserati	3,080	2,265	528	555	371	339	292	195	201	571	738
Pininfarina	981	3,456	2,044	0	0	0	0	0	0	0	0
Total veh.	731,268	1,297,351	1,253,646	1,439,942	1,476,192	1,504,149	1,434,224	1,465,280	1,342,758	1,623,601	1,815,923

Source: ANFIA.

Presidential decree opposed

Labor, management team up in Mexico

MEXICO CITY. — Management and labor have joined forces in a determined bid to obtain a reversal of some of the most drastic aspects of the presidential decree to rationalize Mexico's automotive industry.

Francisco Valenzuela, president of the Automotive Industry Coordinating Council, said that assembly plants and unions united to obtain major concessions "because our interests are the same."

There has been growing antagonism toward the Decree to Rationalize the Auto Industry.

The industry is miffed because it was not consulted prior to the publication of the decree in the Official Diary, and unions and managements are in accord that strict enforcement can further increase present problems.

Valenzuela said that if the decree is not "substantially amended," it can result in the dismissal of more than 40,000 workers and some assembly plants may decide to abandon operations.

Valenzuela said that management and labor particularly do not agree with a governmental decision to reserve production of buses to a State-run assembly plant.

This could lead to the loss of jobs for 15,000 workers, and Valenzuela said a joint committee representing labor and management is demanding that private assembly plants be permitted to continue making buses.

Valenzuela said that it is "virtually certain" that the government will make concessions in areas that are hurting and threatening one of the most productive sectors in Mexico. Talks have been initiated, not directly with the president, but with his aides.

The goal of labor and management is to reach an accord beneficial to all, and especially to reduce the threat of further unemployment. Valenzuela said that unemployment in the sector has now affected 44,200 workers.

If the government (and the president) will be "more rational" in their approach, then Valenzuela is of the opinion that a turnabout can occur and that auto sales will not plunge even lower than they have this year.

Valenzuela also was confident that coming wage negotiations will not cause any problem because management is aware that workers have seen a sharp erosion of their purchasing power, and labor is also agreeable to "belt tightening" for a limited time until conditions improve.

Valenzuela said there will be general agreement on the question of wages and no strike.

In the show of force, labor and management hope to achieve a relaxing of controversial sections of the decree before the government releases the second section early in January, 1984.

Car sales rise in Canada for ninth consecutive month

Sales in Canada of North American-built passenger cars continued their upward swing in November with their ninth consecutive monthly gain. Truck sales were ahead of 1982 by a wider margin and completed their fifth straight month of improved totals.

New-car sales were up 40.04 percent, to 57,813 from 41,021 last year. Sales for the 11 months of 1983 totaled 587,431, up 27.74 percent from 459,857.

Truck sales, including captive imports, were up 59.00 percent in November, climbing to 17,972 from 11,303 in 1982. Year-to-date sales were up 16.61 percent, to 173,262 from 148,582.

Truck sales have been up in seven of this year's 11 months.

General Motors new-car sales were up 42.22 percent for the month, rising to 31,362 from 22,051 a year ago. Ford sales of 11,869 were up 62.08 percent from 22,051. Chysler was nudged into third place in November with sales of 11,299, close behind Ford's 11,869. Chrysler was up 31.29 percent, from 8,606 last year.

American Motors was up 6.15 percent, to 2,605 from 2,454, including 706 imported Renaults this year versus 722 a year earlier. Volvo reported sales of 678 new passenger cars, up 15.50 percent from 587.

GM earned 54.25 percent of the November car market, up from 53.76 percent. Ford was up to 20.53 percent from 17.85 percent. Chrysler's share dipped to 19.54 percent from 20.98 percent. AMC claimed 4.51 percent, down from 5.98 percent, and Volvo's share dropped to 1.17 percent from 1.43 percent.

GM's truck sales were up 57.02 percent for November, to 8,958 from 5,705 in 1982. Ford was up 65.96 percent, to 6,187 from 3,728. Chrysler's sales of 2,367 were up 43.02 percent from 1,655, and AMC Jeep sales more than doubled to 460 from 215.

GM earned 49.83 percent of the November truck market, down from 50.48 percent. Ford claimed 34.43 percent, up from 32.98 percent. Chrysler was off slightly, dropping to 13.17 percent from 14.64 percent, and AMC was up to 2.56 percent from 1.90 percent.

Hino's U.S. plant rolls next month

Continued from Page 14

scheduled to be introduced later.

Some parts for the trucks, such as fuel tanks, batteries and tires, will be sourced in the U. S.

The Hino models will be the first Japanese big trucks to be assembled in the U. S. General Motors is importing built-up Isuzu mediums from Japan for distribution in the U. S. as Chevrolet Tiltmaster and GMC Forward.

A third Japanese manufacturer of big trucks, Nissan Diesel Motor Co., Ltd., Tokyo, is expected to open headquarters in Dallas in 1984. The firm plans to begin establishment of a dealer network for trucks in Classes 4 through 7.

Cosworth's Duckworth

Keith Duckworth, left, of Cosworth, and an assistant discuss a test about to be conducted on a Cosworth engine mounted on a dynamometer.

Ford, Cosworth to develop new Grand Prix engine

DETROIT. — Ford Motor Co. said its advanced technology and research organizations are joining Cosworth Engineering, Ltd., of Northampton, England, in a new development program designed to produce a "year 2000" Grand Prix engine and certain associated power units.

"We have a number of mutually interesting ideas and we are particularly delighted to continue an association with Keith Duckworth, of Cosworth, which has existed for the past 25 years," said Ford Chairman Philip Caldwell.

The best-known consequences of the Ford-Cosworth relationship have been the DFV and DFY engines. This 3.0-liter V-8 design won its first race in June, 1967. It has won 155 Grand Prix races, 12 Formula World Driving Championships and 10 constructors' championships.

Michael Kranefuss, director of motor sports for Ford, said, "We expect the new Ford engine to make its debut in 1986, but this is by no means a one-engine program. We expect it to provide important long-term consumer benefits in the areas of fuel economy, engine durability and efficiency."

HD registrations in October up for second month

Continued from Page 14

registrations during the month, a gain of 33 percent over the year-earlier 5,800 units. The Group 7 total was up 31.9 percent to 4,501 units, compared with 3,412 a year ago.

Through October, 103,795 Groups 7 and 8 trucks were registered, off 3 percent from last year's 107,041 units.

The 10-month total of Group 8 tallies, however, was 4.3 percent higher than last year, 63,085 versus 60,511. The Group 7 count was down 12.5 percent to 40,710 units, compared with 46,530 a year ago.

In October, International increased its lead over No. 2 Ford by almost 500 units. Its 10-month total was 24,932 tallies, compared with 21,681 for Ford.

Bayer adds AMC deal

NORWALK, Conn.—Stephen Bayer, president of Bayer Cadillac-Oldsmobile, Inc., has opened Bayer AMC/Jeep/Renault in South Norwalk.

No one truck fits all needs, major operator warns

Continued from Page 14

opic view of the trucking industry that only focuses on over-the-road linehaul trucking.

He noted that Leaseway has long sought — in vain — a more productive local delivery vehicle as a way to keep costs down in that segment of the company's business.

"Here is a huge, $66 million segment of the transportation market with a lot of problems, and no one is working on it," he said. As a consequence, he added, Leaseway reluctantly decided to design and build its own high-productivity local delivery truck.

Leaseway is not the only vehicle user that has felt compelled to design its own vehicles because of lack of responsiveness from the manufacturers, he said.

To avoid further drifting in this direction, manufacturers and users need to cooperate much more than they have in the past, he said, and this raises new issues, but they can be resolved.

"For many years, especially the last few, negotiations between carriers and shippers have been on a 'win-lose' basis," said Marcoux.

"We are now beginning to move toward 'win-win' negotiations in which we work together so that we both gain. We must apply the same philosophy to our supplier relationships. At Leaseway Transportation, we intend to do just that, and we want you to join us."

Leaseway Transportation provides highway transportation, vehicle leasing, and other distribution services throughout the U. S. and Canada and Puerto Rico.

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Truck registrations show dramatic gains

Continued from Page 14

2,247,991 light-truck registrations, an increase of 23.2 percent over last year's 1,824,812.

The 10-month Group 1 count was up 23.5 percent, from 1,031,261 units in 1982 to 1,272,313. Group 2 was 23.3 percent higher, 958,154 versus 777,257. The Group 3 total was 16,524, up 1.4 percent from the year-earlier 16,294.

Medium-truck tallies through October totaled 39,695 units, an increase of 6.4 percent over last year's 37,305.

There were 277 Group 4 tallies, compared with only seven a year ago. Group 5 was off 50.7 percent, from 1,247 units in 1982 to 615. The Group 6 count was 7.6 higher, 38,803 versus 36,051.

• Heavy-truck registrations for the 10 months were down 3 percent from a year ago, 103,795 versus 107,041.

The Group 7 total was 40,710 units, a decline of 12.5 percent from last year's 46,530. But the Group 8 count was 4.3 percent higher, 63,085 versus 60,511.

Ford strengthened its grip on first place in October, boosting its 10-month lead over Chevrolet to more than 33,000 units.

Through October, Ford had 756,737 registrations good for 31.64 percent of the industry total. Its share was up 1.48 percentage points from last year, when it was No. 2 with 593,900 tallies.

Chevrolet accounted for 30.26 percent of the industry total through October with 723,581 registrations. Its share was down 0.81 points from a year ago, when it accounted for 31.07 percent with 611,862 tallies.

Ford, Freightliner, Peterbilt, Volvo and the miscellaneous group were the only gainers in market share over a year ago.

Flxible moves to acquire firm

Continued from Page 14

access to specialty truck equipment and parts markets, permit Flxible to manufacture bus components currently vendor sourced, and expand Flxible's machining and fabrication capabilities.

Also, he said, General Automotive's international marketing capabilities and truck-industry experience will strengthen the Perfection-Cobey position in specialty truck-equipment markets worldwide.

$1.6-million Firestone suit settled out of court in Texas

HOUSTON. — Firestone has settled out of court for $1.625 million with the family of a young South Texas man who suffered brain damage from an exploding rim.

Rene Rodriguez was 14 in September, 1975, when he tried to add air to a tire on his father's hay truck at the family farm near Victoria, Tex.

The multipiece rim on the wheel separated explosively, the ring flying out and striking Rodriguez in the head. A lawsuit charged he suffered subsequent epileptic fits from the injury, as well as permanent loss of intelligence and memory.

The peculiarity of the RH5° multipiece design makes it particularly dangerous to bystanders in the case of an explosive separation, said John C. Risjord, of the Kansas City law firm of Risjord & Curtis. Risjord represented Rodriguez in the product liability case, which was brought before the U. S. District Court for the Southern District of Texas.

"In an RH5° rim, the ring faces outboard of the rear duals," Risjord said. "In an ordinary standard dual setup, the rings face each other. With an RH5° rim, if the ring comes off during servicing, it has much more of a chance of striking a bystander."

The Rodriguez case is the fifth product liability case since August involving multi-piece wheel rims that has culminated in a substantial award or settlement for the plaintiff. Involving rims made by Firestone, Goodyear and Budd Co., the five cases together have cost multipiece rim manufacturers more than $16 million in payments to the plaintiffs.

Predicasts teams up with E.R.C. Statistics

CLEVELAND. — Predicasts, Inc., has become the exclusive representative in the U. S. and Canada for industry reports published by E.R.C. Statistics, International, Ltd., London.

E.R.C. publishes consumer-oriented product research, including information on the auto industry. Predicasts, a business information and research firm here, also reports on the auto industry, but from a manufacturing standpoint.

Ward named head of Rolls-Royce's U.S. subsidiary

LYNDHURST, N. J. — Peter Ward has been appointed president of Rolls-Royce Motors, Inc., the U. S. subsidiary of the British car manufacturer.

Ward, who has been managing director of the newly formed Rolls-Royce Motors Sales and Marketing Division since February, with worldwide responsibilities in these areas, will continue to hold that position and will be based at the company's headquarters in England.

Two other executives were appointed to senior positions in the U. S.

John Grillo, formerly vice president-finance and administration, steps up to executive vice president. He has been with Rolls-Royce for 25 years and has been responsible for the finance department and general administration of the company. He will be in charge of day-to-day operations of the firm.

Robert Schwartz will take a new post as vice president, sales and marketing.

Schwartz resigned last February as vice president of North American sales for American Motors and as president of American Motors Sales Corp.

NEW TRUCK SALES BY MAKE AND GVW CLASS

10 MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Oct., '83	.....	.....	.....	.....	.....	.....	.....	126	126
	Oct., '83	.....	.....	.....	.....	.....	.....	.....	47	47
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**784**	**784**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	505	505
CHEVROLET	**Oct., '83**	**44,665**	**31,673**	**2,470**	.....	**28**	**585**	**651**	**39**	**80,111**
	Oct., '83	31,879	23,435	1,472	.....	18	457	442	55	57,768
	Year to Date '83	**395,254**	**301,068**	**15,978**	.....	**234**	**4,748**	**5,908**	**391**	**723,581**
	Year to Date '82	330,042	255,136	15,464	.....	316	4,359	5,963	582	611,862
(Memo Units) #	**Oct., '83**	**29,016**	**11,314**	.....	.....	.....	.....	.....	.....	**40,332**
	Oct., '83	17,657	7,412	.....	.....	.....	.....	.....	.....	25,069
	Year to Date '83	**264,755**	**122,635**	.....	.....	.....	.....	.....	.....	**388,390**
	Year to Date '82	194,804	86,865	.....	.....	.....	.....	.....	.....	281,669
DODGE	**Oct., '83**	**12,947**	**7,902**	.....	.....	.....	.....	.....	.....	**20,849**
	Oct., '83	11,348	5,474	1	.....	.....	.....	.....	.....	16,823
	Year to Date '83	**123,789**	**81,509**	.....	.....	.....	.....	.....	.....	**205,298**
	Year to Date '82	120,749	62,230	20	.....	.....	.....	.....	.....	182,999
(Memo Units) #	**Oct., '83**	**8,200**	**5,812**	.....	.....	.....	.....	.....	.....	**14,012**
	Oct., '83	7,432	4,142	.....	.....	.....	.....	.....	.....	11,574
	Year to Date '83	**78,452**	**59,764**	.....	.....	.....	.....	.....	.....	**138,216**
	Year to Date '82	74,993	43,941	.....	.....	.....	.....	.....	.....	118,934
FORD	**Oct., '83**	**29,453**	**53,785**	.....	.....	.....	**875**	**1,734**	**600**	**86,447**
	Oct., '83	19,453	32,339	.....	.....	.....	775	1,203	699	54,469
	Year to Date '83	**275,163**	**451,137**	.....	.....	.....	**8,756**	**15,530**	**6,151**	**756,737**
	Year to Date '82	205,428	352,817	.....	.....	.....	10,533	17,589	7,533	593,900
(Memo Units) #	**Oct., '83**	**24,027**	**18,994**	.....	.....	.....	.....	.....	.....	**43,021**
	Oct., '83	12,248	12,930	.....	.....	.....	.....	.....	.....	25,178
	Year to Date '83	**213,135**	**171,602**	.....	.....	.....	.....	.....	.....	**384,737**
	Year to Date '82	117,142	134,352	.....	.....	.....	.....	.....	.....	251,494
FREIGHTLINER	**Oct., '83**	.....	.....	.....	.....	.....	.....	.....	**1,224**	**1,224**
	Oct., '83	.....	.....	.....	.....	.....	.....	.....	599	599
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**8,845**	**8,845**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	5,799	5,799
GMC	**Oct., '83**	**9,731**	**8,919**	**91**	.....	**140**	**570**	**764**	**520**	**20,735**
	Oct., '83	7,051	7,120	71	.....	42	380	617	534	15,815
	Year to Date '83	**87,817**	**93,588**	**544**	.....	**374**	**5,227**	**7,319**	**5,807**	**200,676**
	Year to Date '82	70,771	78,518	810	.....	920	3,736	11,203	6,954	172,939
(Memo Units) #	**Oct., '83**	**5,462**	**3,330**	.....	.....	.....	.....	.....	.....	**8,792**
	Oct., '83	3,179	2,036	.....	.....	.....	.....	.....	.....	5,215
	Year to Date '83	**52,705**	**38,717**	.....	.....	.....	.....	.....	.....	**91,422**
	Year to Date '82	34,454	23,352	.....	.....	.....	.....	.....	.....	57,806
INTERNATIONAL	**Oct., '83**	.....	.....	.....	.....	.....	**2,315**	**1,079**	**1,733**	**5,127**
	Oct., '83	.....	.....	.....	.....	.....	1,857	950	1,453	4,260
	Year to Date '83	.....	.....	.....	.....	.....	**16,757**	**9,345**	**15,587**	**41,689**
	Year to Date '82	.....	.....	.....	.....	.....	14,030	9,393	14,050	37,973
JEEP	**Oct., '83**	**4,931**	**1,998**	.....	.....	.....	.....	.....	.....	**6,929**
	Oct., '83	3,412	2,150	.....	.....	.....	.....	.....	.....	5,562
	Year to Date '83	**34,758**	**21,092**	.....	.....	.....	.....	.....	.....	**55,850**
	Year to Date '82	29,988	19,664	.....	.....	.....	.....	.....	.....	49,652
(Memo Units) #	**Oct., '83**	**4,931**	**1,683**	.....	.....	.....	.....	.....	.....	**6,614**
	Oct., '83	3,412	1,760	.....	.....	.....	.....	.....	.....	5,172
	Year to Date '83	**34,758**	**17,819**	.....	.....	.....	.....	.....	.....	**52,577**
	Year to Date '82	29,988	15,101	.....	.....	.....	.....	.....	.....	45,089
KENWORTH	**Oct., '83**	.....	.....	.....	.....	.....	.....	.....	**1,050**	**1,050**
	Oct., '83	.....	.....	.....	.....	.....	.....	.....	682	682
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**6,023**	**6,023**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	6,086	6,086
MACK	**Oct., '83**	.....	.....	.....	.....	.....	**172**	**73**	**977**	**1,222**
	Oct., '83	.....	.....	.....	.....	.....	186	52	741	973
	Year to Date '83	.....	.....	.....	.....	.....	**1,786**	**813**	**9,761**	**12,380**
	Year to Date '82	.....	.....	.....	.....	.....	1,725	510	10,407	12,642
MERCEDES-BENZ	**Oct., '83**	.....	.....	.....	.....	.....	**173**	**78**	.....	**251**
	Oct., '83	.....	.....	.....	.....	.....	164	90	.....	254
	Year to Date '83	.....	.....	.....	.....	.....	**1,529**	**799**	.....	**2,328**
	Year to Date '82	.....	.....	.....	.....	.....	1,668	827	.....	2,495
PETERBILT	**Oct., '83**	.....	.....	.....	.....	.....	.....	.....	**930**	**930**
	Oct., '83	.....	.....	.....	.....	.....	.....	.....	430	430
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**6,252**	**6,252**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	4,603	4,603
PLYMOUTH	**Oct., '83**	**190**	**166**	.....	.....	.....	.....	.....	.....	**356**
	Oct., '83	465	266	.....	.....	.....	.....	.....	.....	731
	Year to Date '83	**2,668**	**3,285**	.....	.....	.....	.....	.....	.....	**5,953**
	Year to Date '82	5,382	3,240	.....	.....	.....	.....	.....	.....	8,622
VOLVO	**Oct., '83**	.....	.....	.....	.....	.....	.....	**111**	**43**	**154**
	Oct., '83	.....	.....	.....	.....	.....	.....	54	22	76
	Year to Date '83	.....	.....	.....	.....	.....	.....	**801**	**486**	**1,287**
	Year to Date '82	.....	.....	.....	.....	.....	.....	392	166	558
WESTERN STAR	**Oct., '83**	.....	.....	.....	.....	.....	.....	.....	**25**	**25**
	Oct., '83	.....	.....	.....	.....	.....	.....	.....	73	73
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**253**	**253**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	550	550
WHITE	**Oct., '83**	.....	.....	.....	.....	.....	.....	.....	**295**	**295**
	Oct., '83	.....	.....	.....	.....	.....	.....	.....	390	390
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**1,944**	**1,944**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	2,140	2,140
MISCELLANEOUS*	**Oct., '83**	**38,020**	**468**	.....	**27**	.....	.....	**11**	**162**	**38,688**
	Oct., '83	33,483	721	.....	.....	**2**	.....	**4**	75	34,285
	Year to Date '83	**352,864**	**6,475**	**2**	**277**	**7**	.....	**195**	**801**	**360,621**
	Year to Date '82	268,901	5,652	.....	7	11	.....	126	1,136	275,833
TOTALS	**Oct., '83**	**139,937**	**104,911**	**2,561**	**27**	**168**	**4,690**	**4,501**	**7,714**	**264,509**
	Oct., '83	107,091	71,505	1,544	.....	62	3,829	3,412	5,800	193,243
	Year to Date '83	**1,273,315**	**952,154**	**16,524**	**277**	**615**	**38,803**	**40,710**	**63,085**	**2,391,481**
	Year to Date '82	1,031,261	777,257	16,294	7	1,247	36,051	46,530	60,511	1,969,158

★—No Oklahoma and Connecticut registrations.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.

—Compiled from R. L. Polk & Co. data

Makers build 6,794,336 cars, highest since 1979

Auto production up 36 pct. for '83

By Mary Beth Mayer
Staff Writer

Estimates of this year's auto output make 1983 the best year of U.S. production since 1979.

This year, the auto makers scheduled 6,794,336 units, 36.61 percent ahead of the year-ago total of 4,973,870, and the highest total since 8,418,369 units were assembled four years ago.

The December total is estimated at 572,527, a 49.13 percent jump from 383,921 completed in the year-ago month. It is the top sum for the month since 637,336 cars were completed in 1978.

For the final three months of 1983, the manufacturers are estimating 1,912,994 units, up a whopping 58.94 percent from the 1,203,660 built in the same period in 1982.

It is the highest quarterly output since the second three months of 1981 when 2,032,219 cars were completed, and the best showing for the last quarter since 2,415,441 units were assembled in 1978.

Last week's planned output was 158,774, down 5.42 percent from 167,860 built the prior week.

No Saturday (Dec. 24) overtime was worked last week, as all U.S. auto makers except Honda were closed for the Christmas holiday. The week's estimate leads the holiday-shortened year-ago week's total of 94,242 by 40.65 percent.

Breakdown for the week by company was: General Motors, 59.32 percent; Ford Motor Co., 19.76 percent, Chrysler Corp., 14.74 percent; American Motors, 3.56 percent; Volkswagen of America, 1.62 percent, and Honda, one percent.

A parts shortage closed Ford's Kansas City Tempo-Topaz plant last week.

GM, Ford, American Motors and Volkswagen closed for the Christmas/New Year holidays after working Friday (Dec. 23) and will return to operation Jan. 3.

Chrysler's five car points put in extra daily hours last week. Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 worked two daily 9-hour shifts the first four days of the week and two 8-hour shifts the fifth day. Jefferson (Detroit) operated two 8½-hour daily shifts and St. Louis No. 2 put in one daily 10-hour shift all five days.

Honda's holiday vacation schedule finds the plant down Dec. 23, Dec. 26 and Jan. 2. On Dec. 30, eight hours of production are scheduled, as opposed to the usual 16.

Ciera ragtop to be prize at St. Louis auto show

ST. LOUIS. — A new 1984 Oldsmobile Cutlass Ciera convertible will be given away by the Bi-State Oldsmobile Dealers at the Greater St. Louis International Auto Show, Jan. 25-29.

Registration to win the car starts Jan. 4, at the showrooms of any of 25 Bi-State Oldsmobile dealers. Registrations will also be available at the Oldsmobile exhibit area at Cervantes Convention Center when the show opens.

Year's car output in Canada rebounds to five-year high

Canadian auto and truck makers have had strong showings during the 1983 calendar year.

According to their estimates, the auto manufacturers enjoyed their best calendar year of production in five years, and the truck makers ended the year 18.31 percent ahead of the 1982 total.

The car makers completed an estimated 967,328 during 1983, up 20.67 percent from last year's 801,685 and the best showing since 1978, when 1,131,050 units were built.

Truck production this year is slated at 554,064 units, up from 468,327 assembled in 1982.

The car manufacturers have estimated December output at 77,310 units, the best total for that month since 85,377 cars were completed in December, 1978. The total is up 54.35 percent from the year-ago month's 50,088.

Total truck output for the month is slated at 50,196 units, making it the best December since 1978 when 52,191 units were built. The month's estimate is 85.62 percent ahead of the 27,043 built in the comparable month last year.

For the final three months of 1983, the car makers are estimating 244,364 units, up 51.94 percent from 160,836 built in the same period in 1982. It is the best fourth quarter showing since 1978 when 292,183 units were assembled.

The truck makers are targeting fourth-quarter output at 163,299 units, a 70.74 percent increase from last year's 95,794, and the highest total for the period since 183,746 trucks were built in 1978.

Last week, the car makers slated 22,232 units, down 3.73 percent from the prior week's 23,092, but more than double last year's 10,602.

The truck manufacturers targeted 13,708 units for last week, down 9.15 percent from 15,088 the previous week, but more than double the 5,177 units built in the comparable 1982 period.

All car and truck facilities closed for the holidays after working Friday (Dec. 23) and will resume production Jan. 3.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 24, 1983	Week Ended Dec. 25, 1982	Week Ended Dec. 17, 1983	Dec. Est.	1982 Total	1983 Est.
AMERICAN MOTORS	720	974	729	2,471	30,344	29,554
CHRYSLER CORP.	.....	2,789	.....	.....	149,442	104,365
FORD MOTOR	8,920	118	9,103	30,341	283,001	284,359
GENERAL MOTORS	12,360	6,541	13,035	43,726	332,038	538,606
VOLVO	232	160	225	772	6,860	10,444
Total Cars, Canada	22,232	10,602	23,092	77,310	801,685	967,328

TRUCK PRODUCTION IN U.S.†

	Week Ended Dec. 24, 1983	Week Ended Dec. 25, 1982	Week Ended Dec. 17, 1983	Dec. Est.	1982 Total	1983 Est.
CHEVROLET	18,702	10,470	18,733	60,661	658,066	814,112
DODGE	4,000	1,921	4,471	14,176	121,916	147,626
FORD	21,632	14,887	22,493	75,058	713,426	928,370
GMC	5,570	3,689	6,031	20,854	223,172	263,364
INTERNATIONAL	1,219	605	1,231	4,178	45,114	51,419
VOLKSWAGEN	.....	.....	.....	.....	8,086	2,079
JEEP	3,296	815	3,350	11,679	75,269	108,536
NISSAN	1,600	.....	1,648	5,617	.....	20,237
AM GENERAL	50*	30	50*	170*	2,415	2,460*
MISCELLANEOUS	1,000*	600	1,000*	3,400*	54,700	49,200*
Total Trucks, U.S.	57,471	33,017	59,005	195,793	1,902,164	2,387,403

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 24, 1983	Week Ended Dec. 25, 1982	Week Ended Dec. 17, 1983	Dec. Est.	1982 Total	1983 Est.
CHRYSLER CORP.	4,520	1,783	5,287	17,266	95,410	141,339
FORD MOTOR	3,400	116	3,366	11,713	132,531	143,472
GENERAL MOTORS	5,580	3,115	6,299	20,782	229,492	263,566
INTERNATIONAL	108	163	136	435	10,894	5,687
Total Trucks, Canada	13,708	5,177	15,088	50,196	468,327	554,064
N. American Trucks	71,179	38,194	74,093	245,989	2,370,491	2,941,467

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

1983 truck output reaches 2,387,403, best since 1979

Domestic truck manufacturers' calendar-year production estimates make 1983 the best year of output in four years.

This year, the makers have assembled 2,387,403 trucks, 25.51 percent ahead of the 1,902,164 built last year, and the highest total for the year since the makers finished 2,973,498 units in 1979.

The estimate for December is 195,793, leading the year-ago month's output of 128,948 by 51.84 percent, and representing the best showing for the month since 1978, when 276,248 units were assembled.

For the last three months of the year, the makers are estimating production of 680,814 units, up 71.36 percent from 397,305 units finished in the year-ago quarter. This is the best quarter of truck production since the second quarter of 1979 when 887,948 units were built, and the top sum for the fourth quarter since 1978 when 980,442 units were assembled.

Last week, the truck makers slated 57,471 units, trailing the previous week's 59,005 by 2.60 percent, but 74.07 percent ahead of the 33,017 built in the comparable 1982 week.

All domestic truck makers except Nissan and International Harvester closed for the Christmas/New Year holidays after working Friday (Dec. 23) and will return to operation Jan. 3.

Nissan and IH closed after the last shift Thursday (Dec. 22).

U.S. CAR PRODUCTION

	Week Ended Dec. 24, 1983	Week Ended Dec. 25, 1982	Week Ended Dec. 17, 1983	Dec. Est.	1982 Total	1983 Est.
AMERICAN MOTORS	5,645	2,885	5,550	19,306	109,552	200,554
AMC Total	.....	634	.....	.....	51,800	4,071
Concord	.....	.....	.....	.....	17,152	4,068
Spirit	.....	.....	.....	.....	12,951	.....
Eagle	.....	634	.....	.....	21,697	3
Renault Total	5,645	2,251	5,550	19,306	57,752	196,483
Alliance	2,945	2,251	2,775	9,780	57,752	154,137
Encore	2,700	.....	2,775	9,532	.....	42,346
CHRYSLER CORP.	23,400	11,796	27,626	86,179	600,502	900,180
Plymouth Total	7,200	4,492	9,187	27,591	241,181	309,641
Horizon	2,800	1,592	3,695	11,142	77,572	117,203
Reliant	4,200	2,827	4,995	15,360	162,053	186,024
Caravelle†	100	73	208	455	1,556	5,271
Gran Fury	100	.....	289	634	.....	1,143
Chrysler Total	7,300	2,146	8,235	26,084	114,443	234,079
LeBaron	2,000	1,261	2,354	7,382	95,360	85,806
Laser	1,700	.....	1,992	5,882	.....	23,950
Chrysler/E-Class	1,800	885	2,042	6,299	19,083	104,511
Fifth Avenue	1,800	.....	1,847	6,521	.....	19,812
Dodge Total	8,900	5,158	10,204	32,504	244,878	356,460
Omni	3,100	1,731	3,157	10,496	72,456	126,015
Aries	3,200	2,382	3,987	12,441	129,235	142,602
Daytona	1,400	.....	1,612	5,016	.....	19,281
Dodge 400	.....	401	.....	.....	30,481	18,478
Dodge 600	1,100	644	1,253	4,070	12,706	48,861
Diplomat	100	.....	195	481	.....	1,223
FORD MOTOR	31,367	23,211	38,224	122,916	1,104,074	1,545,864
Ford Division	21,977	16,019	26,755	84,455	690,655	1,008,063
Escort	7,195	6,332	8,313	26,870	264,972	288,716
Fairmont	.....	2,395	.....	.....	128,519	23,728
Mustang/Mustang II	3,718	3,242	3,718	12,634	127,371	124,213
LTD/Granada	4,025	3,420	4,407	15,091	132,034	179,213
Thunderbird	3,697	.....	3,804	12,067	29,336	186,455
Crown Victoria/Ford	2,509	623	2,557	7,956	2,034	93,846
EXP	833	7	619	2,283	6,389	4,775
Tempo	.....	.....	3,337	7,554	.....	107,117
L-M Division	9,390	7,192	11,469	38,461	413,419	537,801
Mercury Total	6,584	5,548	7,866	27,587	315,799	431,454
Lynx	925	1,286	1,312	4,050	81,114	72,830
Capri	352	377	335	1,269	32,704	24,606
Zephyr	.....	693	.....	.....	40,406	8,601
Marquis/Cougar	2,181	1,436	1,921	7,051	60,811	77,072
Cougar/RX7	2,159	.....	2,418	8,520	10,590	126,393
Gr. Marquis/Marquis	967	1,749	1,067	4,206	88,404	90,735
LN7	.....	7	.....	.....	1,770	290
Topaz	.....	.....	813	2,491	.....	30,927
Lincoln Total	2,806	1,644	3,603	10,874	97,620	106,347
Continental	529	329	681	2,066	20,052	13,472
Lincoln	695	171	902	2,714	47,609	58,822
Mark VI/VII	1,582	544	2,020	6,094	29,959	34,053
GENERAL MOTORS	94,180	54,146	91,834	328,690	3,072,883	3,995,411
Buick Division	20,981	13,727	22,900	77,067	751,332	902,725
Skylark	3,330	2,870	3,268	11,417	65,549	114,095
Skyhawk J	2,706	1,248	2,527	9,737	137,810	80,279
Century	4,114	1,977	4,636	15,185	111,698	170,575
Regal	4,032	3,294	4,726	15,376	209,068	235,998
Buick	5,344	3,381	6,358	20,238	183,325	247,815
Riviera	1,225	957	1,233	4,578	43,882	53,331
Electra (fwd)	230	.....	152	536	.....	632
Cadillac Division	6,568	4,867	7,075	23,588	246,354	307,914
Cimarron	530	488	553	1,809	10,404	20,960
Seville	662	422	671	2,457	22,706	34,625
Eldorado	1,266	971	1,283	4,708	56,626	72,305
Cadillac	3,940	2,986	4,532	14,332	156,618	179,742
DeVille (fwd)	170	.....	36	282	.....	282
Chevrolet Division	30,732	16,727	27,057	102,193	994,178	1,317,673
Chevette	4,185	3,889	3,967	14,030	208,417	203,791
Cavalier	7,620	2,245	8,611	27,629	96,091	309,554
Celebrity	5,492	1,019	5,197	18,759	66,361	177,840
Camaro	5,180	3,083	.....	12,145	214,082	193,941
Citation	1,886	2,149	1,841	6,287	159,069	86,994
Malibu/El Camino	527	2,014	474	1,736	103,491	101,235
Monte Carlo	3,567	1,428	4,397	13,177	81,181	125,898
Chevrolet	1,560	900	1,834	5,848	42,648	90,282
Corvette	715	.....	736	2,582	22,838	28,138
Oldsmobile Division	24,796	13,437	25,160	88,370	759,644	1,034,670
Omega	1,730	1,252	1,859	5,934	71,395	58,615
Firenza	2,011	504	1,937	7,259	40,642	53,131
Cutlass	6,824	3,951	7,169	25,652	202,060	308,021
Cutlass/Ciera	4,834	2,222	5,214	16,093	126,030	213,665
Oldsmobile	8,138	4,879	7,683	28,982	284,439	357,844
Olds 98 (fwd)	216	.....	246	620	.....	620
Toronado	1,043	629	1,052	3,830	35,078	42,774
Pontiac Division	11,103	5,388	9,642	37,472	321,375	432,429
Acadian†	.....	56	374	801	9,993	14,867
2000	2,858	1,609	2,825	10,685	41,822	114,968
1000	875	614	1,138	3,238	34,833	42,345
Firebird	2,520	1,279	.....	6,063	128,077	99,676
Phoenix	500	542	480	1,654	45,463	25,045
G. Prix/Bonneville	1,690	1,288	1,697	5,638	31,241	93,100
Parisienne	350	.....	422	1,304	.....	12,452
Fiero	2,310	.....	2,706	8,089	.....	29,976
6000	.....	.....	.....	.....	29,946	.....
HONDA	1,600	80	2,028	6,390	620	54,071
VOLKSWAGEN	2,582	2,142	2,598	9,046	84,246	98,256
CHECKER	.....	.....	.....	.....	1,993	.....
Total Cars, U.S.	158,774	94,242	167,860	572,527	4,973,870	6,794,336
Total Cars, Canada	22,232	10,602	23,092	77,310	801,685	967,328
N. American Cars	181,006	104,844	190,952	649,837	5,775,555	7,761,664
N. American Trucks	71,179	38,194	74,093	245,989	2,370,491	2,941,467
North American Cars and Trucks	252,185	143,038	265,045	895,826	8,146,046	10,703,131

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News®

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Ford, Renault race to wire in Europe for sales honors

By Richard Feast
European Editor

LONDON.—There was a photo finish in the race for European market leadership in 1983. The final results have not yet been tabulated.

Ford of Europe, well ahead of the bunch for the first time by the halfway stage, took a late and strong challenge from Renault — market leader for the previous three years.

At the end of November, unofficial estimates put little more than 10,000 units—out of a total of some 9.75 million — between them, with Ford a nose ahead.

But the key to the winner's circle lies in December sales in France, where Renault is market leader and Ford is the leading importer. The market shares are such that the money is now going on Renault. To the end of October, the French company had 34.8 percent and Ford had 7.0 percent in France.

None of the other leading Europeans — Fiat Auto, Volkswagen and Peugeot groups and General Motors — could catch either of them in 1983.

By tradition, December registrations in France are strong — almost 10 percent of the 1982 total, for instance.

By contrast, in the UK, Ford's single most important European market, December is usually a weak month. The previous December accounted for little more than 4 percent of 1982's total. And the UK market, while it has seen record levels of selling in 1983, was expected to fall back considerably in December.

Thus Renault could get the title by a surge of French selling and a slowdown in selling in the UK, where its presence is small.

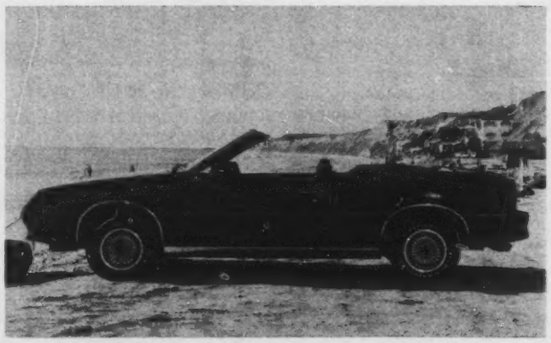
• Ford believes that in the 11 months of 1983, it had 12.6 percent and Renault had 12.5 percent. Renault has a similar picture: 12.5 percent for Ford and 12.4 percent for itself.

The reason for the slight disagreement stems from the slow reporting process in some European countries. There are no definitive European registrations statistics, merely national reports from the 16 or so countries. And the manufacturers cannot always agree on which countries should be included.

The major markets, such as West Germany, France, Italy and the UK, and the smaller markets like Holland, Belgium, Switzerland and so on are obvious. The disagreements center

Continued on Page 40, Col. 2

Dropping the tops



J-Cars for the sun

American Custom Coachworks, Ltd., is producing convertible versions of the Buick Skyhawk, Pontiac 2000 Sunbird and Chevrolet Cavalier for General Motors dealers. The Beverly Hills (Calif.) company plans to convert thousands of these cars. Deliveries will begin in January.

Dealers cautious, but think sales recovery is real

By Richard A. Wright
Assistant Managing Editor

While record cold has gripped the country from the northern plains states down into Texas and even Florida, the auto industry's long winter of discontent seems to be over.

Dealers in Minnesota, Wisconsin and Illinois were optimistic that 1984 will be a good year and many, despite temperatures of 20, 30 and even 40 below zero and wind chills that would make Siberia shudder, reported that sales are unusually brisk for this time of year.

In the south, where the recent cold wave did not push the mercury quite so low but was perhaps more of a shock, sales were cooled but not enthusiasm for the long-term outlook.

Many dealers said they think 1984 will be a good year. A few expect it to be a record sales year for them, but most foresee a continuation of the current gradual upturn.

• A few dealers tied the new-car sales upturn to a general recovery, but, interestingly, most did not. Several pointed out that unemployment may be high, but so is employment.

"More people are working than at any time in our nation's history," said one General Motors dealer, "but sales are nowhere near record levels. That tells me that it is dissatisfaction with the cars that is holding back sales, not an inability to buy."

Jim Mancuso, Chicago Chevrolet dealer who noted that next year he will complete a half century of selling cars, said he foresees a better year in 1984, but not a year of spectacular sales growth.

A year ago Mancuso predicted that 1983 would be a year of gradual increase in sales and he sees 1984 as more of the same — but starting from a higher level, of course.

Mancuso did not see a general recovery as the impetus to increased sales — "today's headlines say U. S. Steel is shutting a plant here and that kind of thing is scary." He cited the age of the fleet now on the road.

"Cars are aging, they are an average of 7½ years old now," he said. "People are getting to the point where they have to do something about it. They can't keep their old cars going."

Mancuso said his service shop is jammed with cars that would not start during the current cold snap. "If you are going to keep an older car, it has to be well maintained or it is not going to start when it gets cold like this. Many people are just not in the habit of maintaining their cars properly."

• Several dealers agreed that the age of cars on the road is a major factor in the stronger sales picture.

"It started Monday," said Bruce Johnson, of Peterson Motors, Lake City, Minn., where the temperature dipped down to obscenely low sub-zero levels. "In a period when there is usually no action, people are buying cars — and they want them right away."

Johnson said he is very optimistic about the year ahead and said his dealership is taking a lot of older cars in trade. Apparently the severe cold was the

Continued on Page 42, Col. 4

A gain of at least 16 pct. for 1984, Lund says

GM expects 4.6 million car sales

DETROIT. — General Motors expects to sell at least 6.1 million cars and trucks in the U. S. in 1984, according to figures supplied last week by Robert D. Lund, sales and marketing vice president.

The breakout would be at least 4,640,000 cars and at least 1,450,000 trucks.

The totals would compare with 1983 sales of "more than 4 million cars and nearly 1.25 million trucks," which were 16 percent over 1982 and the best combined sales year for GM since 1979.

"More importantly," Lund said, "sales from October through December were 20 percent ahead of 1982, insuring us a fast start on the new year."

He added, "We have forecast an improvement of almost 16 percent in industry sales in 1984, and GM expects its sales to increase at an even faster pace than the industry's."

Even the conservative 16 percent prediction would boost GM's 1984 sales to 4,640,000 cars and 1,450,000 trucks.

Lund said 1983 has been "a great recovery year — especially for GM." Improved sales have brought increases in production and by next spring, the number of GM employes in the U. S. called back from indefinite layoff will reach 90,000, he said.

Reviewing 1983 sales, Lund pointed to major gains for the J-cars, the A-cars and the full-size models. The J and A lines are GM's newest front-wheel-drive families.

He said the J-cars closed 1983 with about 480,000 sales, a 79 percent increase over 1982. Sales of those cars have topped 900,000 since the first ones appeared in May, 1981.

The J-cars are Chevrolet Cavalier, Pontiac 2000 Sunbird, Oldsmobile Firenza, Buick Skyhawk and Cadillac Cimarron. Firenza and Skyhawk were introduced early in 1982.

Lund said Cavalier was the industry's third best selling nameplate in 1983.

• Sales of the mid-sized A-cars — Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Ciera and Buick Century — totaled about 612,000 in 1983, up 65 percent over 1982. Nearly one million of them have been sold since they were introduced in January, 1982.

In the standard-size field, Lund said Chevrolet Impala and Caprice, Pontiac Parisienne, Oldsmobile 88 and Buick LeSabre accounted for nearly 650,000 sales in 1983, a gain of 30 percent over 1982.

Oldsmobile 98, Buick Electra and Cadillac DeVille in the luxury class combined for 380,000 sales, up 26 percent over 1982.

"We're selling all of these cars we can build," Lund said of the full-size and luxury models.

The compact Chevrolet S-10 and GMC S-15 pickups had sales of 220,000 for the year, which topped 1982. The S-10 Blazer and S-15 Jimmy, new for the '83 model year, totaled 135,000 sales.

Lund said Chevrolet and GMC van sales were almost 200,000 for the year, up 40 percent over 1982, and sales of Chevrolet and GMC Suburbans were nearly 50,000, a gain of 30 percent.

Lund said that broad-based improvements in the economy during 1983 have brought unemployment and inflation rates down at the same time and have caused consumers to be much more confident about the future. But he stressed that the recovery in car and truck demand has not been limited to the individual consumer.

"Business demand is very strong and growing," he said. "Sales of medium and heavy-duty trucks have been improving steadily for the past six months.

"Currently, sold orders for medium and heavy-duty trucks are running considerably above the levels seen for the last three years. This is a very significant sign, not only for our business, but for the economy in general."

breaking news

DeLorean firm files for liquidation

DETROIT.—Attorneys for DeLorean Motor Co. filed a change of bankruptcy status, converting from Chapter 11 reorganization to Chapter 7 liquidation. The move officially eliminated all chances for reorganization. It also eliminated the court-appointed examiner, the unsecured creditors committee and its investigation, plus legal representation for the company. Detroit attorney David W. Allard Jr. was appointed trustee to oversee liquidation.

U. S. Steel woes skip auto sector

DETROIT.—Most of U. S. Steel Corp.'s layoffs and shutdowns announced last week are not related to the types of steel most widely used in cars and trucks. Mills being closed chiefly produce bars, rods and wire products. Announced at

See BREAKING NEWS, Page 6, Col. 1

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To retrain laid-off workers

Up-front tuition help offered by GM-UAW

DETROIT. — General Motors and the UAW last week announced a $9.2 million tuition assistance plan for laid-off GM-UAW workers.

UAW Vice President Donald F. Ephlin, director of the union's General Motors department, and Alfred S. Warren Jr., GM industrial relations vice president, said as many as 70,000 indefinitely laid-off GM workers who retain recall or rehire rights will be eligible to participate in the program that began Jan. 1.

"What is new about this plan," said Warren and Ephlin, "is that all qualified laid-off workers will be able to receive assistance in the form of up-front payment to an accredited college, university or certified vocational school.

"This is in recognition of the fact that laid-off employes are less likely to have 'up-front' money for tuition," they added.

The newly negotiated "GM-UAW National Tuition Assistance Plan for Laid-Off Workers" is a variation of GM's long-standing Tuition Refund Plan under which GM employes are reimbursed tuition fees after successfully completing educational courses related to their employment.

The plan provides for "up-front" money and requires only that courses selected by eligible laid-off workers be taken at accredited or licensed schools. Courses of study need not be related to the laid-off workers' previous GM employment.

"As a result of the 1982 negotiations, GM and the UAW have embarked upon an ambitious undertaking — providing working and laid-off members opportunities for education and retraining that will prepare them to re-enter the workforce and rebuild for the future," Ephlin and Warren said.

Ephlin and Warren said the plan will provide for tuition assistance from a special GM-UAW fund. Tuition will be paid directly to the schools teaching the course in which the participant is enrolled. Qualified workers will be eligible for tuition years or a total of $4,000.

Depending on their seniority with GM and layoff status, program participants may qualify for tuition assistance up to four years or a total of $4000.

The new program is another step toward worker retraining and job placement undertaken by GM and the UAW as a result of the labor agreement they signed in March, 1982.

The 1982 agreement established a Joint Skill Development and Training Committee to promote training, retraining and related activities to upgrade the skills of GM workers nationwide. GM funding of five cents per straight-time hour worked by UAW-GM workers was established under the agreement to assist laid-off workers in this regard.

Several training, retraining and job placement programs initiated by GM and the UAW since 1982—including those at Fremont and South Gate, Calif., and in Flint and Pontiac—also are funded by the so-called "nickel an hour fund."

Giving away the Bull

Customers at six Atlanta Pontiac dealerships and area Schlitz sellers filled out entries to win the Schlitz Malt Liquor Bull Trans Am. Greg Baranco, left, a representative of the Atlanta Pontiac Dealers Assn., congratulates the winner, Roy Dixon.

Mid-December total swells by 25 pct.

'83 best car-sales year since '79

By Jenny L. King
Staff Writer

Domestic new-car sales were up more than 25 percent in the mid-December period as they swelled the year-to-date total to a point higher than the full year of 1980 and brought to 30 the number of 10-day periods with improvements over 1982 sales levels.

This year's total will be the best for the domestic industry since 1979 when 8,315,622 new cars were retailed.

Dec. 11-20 sales of 179,749 were up 25.23 percent from 143,530 a year earlier. It was the strongest mid-December in four years.

Year-to-date sales reached 6,588,692, better than the full-year totals for 1982 (5,756,660), 1981 (6,206,296) and 1980 (6,578,275).

All the major auto makers reported sales gains for the period, with Volkswagen pacing the group. VW sales were up 35.70 percent, to 2,163 from 1,594 in 1982. It was followed by General Motors, where sales were up 25.05 percent, to 106,284 from 84,993.

Ford Motor Co. sales were up 22.19 percent, to 41,358 from 33,848. Chrysler Corp. reported sales of 22,922, up 18.19 percent from 33,848. American Motors reported estimated sales of 4,000 passenger cars, up 8.11 percent from 3,700 a year earlier, and Honda sales of U.S.-built Accords totaled 3,022.

• GM earned 59.13 percent of the mid-month domestic market, down slightly from 59.22 percent in 1982. Ford took 23.01 percent, down from 23.58 percent. Chrysler's share of 12.75 percent was down from 13.51 percent. AMC held 2.23 percent, down from 2.58 percent, VW had 1.20 percent, up from 1.11 percent, and Honda had 1.68 percent of the current year's mid-December market.

The only domestic makes reporting sales declines were Lincoln (down 15.33 percent) and AMC (down 39.19 percent). Plymouth was up 9.09 percent, Chrysler was up 50.58 percent and Dodge was up 7.59 percent.

At Ford Motor Co., Ford was up 29.53 percent, Mercury was up 15.70 percent and Lincoln was off 15.33 percent. At GM, Buick was up 0.20 percent, Cadillac was up 12.21 percent, Chevrolet was up 24.32 percent, Oldsmobile was up 27.44 percent and Pontiac was up 68.64 percent.

AMC was down 39.19 percent while U.S.-built Renaults were up 41.94 percent. VW was up 35.70 percent and Honda had no year-ago sales for comparison purposes.

With eight selling days in the period both years, the daily selling rate was up 25.23 percent, to 22,469 from 17,941. Annualized sales based on the mid-December performance figured to 8.3 million units.

DOMESTIC SALES

	Dec. 11-20, 1983	Dec. 11-20, 1982
Renault Alliance/Encore	3,100†	2,220†
AMC	900†	1,480†
AMERICAN MOTORS	4,000†	3,700†
Chrysler	7,103	4,717
Imperial	.....	66
Plymouth	7,272	6,668
Dodge	8,547	7,944
CHRYSLER CORP.	22,922	19,395
Ford	29,021	22,405
Mercury	9,874	8,534
Lincoln	2,463	2,909
FORD MOTOR CO.	41,358	33,848
Buick	18,219	18,183
Cadillac	8,778	7,823
Chevrolet	35,389	28,465
Oldsmobile	23,429	18,384
Pontiac	20,469	12,138
GENERAL MOTORS	106,284	84,993
VOLKSWAGEN	2,163	1,594
HONDA	3,022	.....
U.S. INDUSTRY TOTAL	179,749	143,530

† Estimate

Nissan develops AC motor for electric car

TOKYO.—Nissan has claimed a first in Japan — the development of an AC motor for an electric car.

The motor has been installed in a Micra car in conjunction with an experimental nickel-iron alkali type battery.

To convert the DC power from the battery to AC, a transistor inverter which also acts as a controller is used. Another innovation is the use of a two-speed electro-magnetic automatic transmission.

With an output of 10 kW, the motor can drive the Micra at up to 55 MPH, and has a claimed range of 100 miles. However, the 18 units in the battery weigh 800 pounds and occupy the space normally provided for the rear seats and luggage.

AC motor for Nissan electric

Nissan has developed an AC motor for electric cars and installed it in a Micra in conjunction with an experimental nickel-iron alkali type battery. The 800-pound battery occupies the space normally provided for the rear seats and luggage.

Arizona bank opens dealer loan department

PHOENIX. — First Interstate Bank of Arizona has opened a new Dealer Commercial Loan Department.

The office will handle capital loans, flooring lines of credit, demonstrator lines of credit, daily rental service and lease lines of credit.

Wirth wants DOT to probe GM brakes

WASHINGTON. — Colorado Rep. Timothy Wirth has gone over the head of NHTSA's chief officer, Diane Steed, to ask Transportation Secretary Elizabeth H. Dole to "personally" look into the matter of possible rear-brake lockup on General Motors' A and J-cars — a matter about which Steed recently told Wirth there is insufficient reason to "open any investigatory action."

Wirth heads the House Commerce subcommittee, which has oversight jurisdiction over NHTSA.

Wirth also asks Dole to investigate brake lockup on GM 1981-83 X-body cars. Wirth says he is aware of "some 60 accidents, 26 injuries and seven deaths" alleged to be caused by later model X-car brake problems. The government case now pending against GM X-body cars with alleged safety problems because of rear-brake lockup involves over one million 1980 models.

Wirth urged Dole to "ensure personally" that NHTSA fulfills its statutory mission, especially since the "agency's track record over the last three years is extremely disappointing and poses grave dangers to the driving public."

With regard to possible brake problems on A and J-cars made by GM, Wirth says that despite the fact that the court case involved charges that GM supplied false and misleading data at least 27 times in the 1980 X-body data despite the fact that the same front-brake caliper problem exists in both cars, according to GM documents, and despite the fact that GM has told dealers to fix the problem and will itself make changes in future models.

NHTSA still refuses to look further. At minimum, says Wirth, NHTSA should open an engineering analysis and test the vehicles in question.

Further, it should issue a press release to warn the public. Finally, says Wirth, he finds it hard to believe that NHTSA has no complaints, especially since the Center for Auto Safety says it has sent to NHTSA 17 complaints.

Carolina dealers form AUTOCAP

RALEIGH, N. C. — The North Carolina Automobile Dealers Assn. has formed an Automotive Consumer Action Program (AUTOCAP) mediation panel to help new automobile and truck buyers resolve problems with dealers and manufacturers.

The association said the 689 franchised dealers in the group, or 99 percent of the new-car dealers in the state, had agreed to abide by the panel's decisions on complaints by buyers, although the decisions will not be legally binding on either the dealer or the buyer, either of which will be able to take other action if dissatisfied with the panel's ruling.

The four dealers chosen to serve on the AUTOCAP panel are: T. Cary Iderton, High Point; Michael Leith, Raleigh; Joe Nelson, Rocky Mount, and George Lyles, High Point. Four consumer members also were named.

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59th year — No. 5002

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Power brakes and steering continue to gain popularity

By Joseph Bohn
Marketing Editor

Power steering and brakes are pretty nearly standard among domestic car models.

Where they are optional, their popularity continues to grow, an AUTOMOTIVE NEWS survey of domestic '83 models shows.

Other power equipment items like power side windows and rear window defrosters (some divisions call them defoggers) also continued gaining popularity on '83 models.

The industry installed power brakes in 93.83 percent of its domestic models, up from 89.92 percent in '82.

And it installed power steering in 90.62 percent of models, up from 88.15 percent the previous year.

Power side windows, which tend to fluctuate more or less with sales of more expensive and larger cars, also increased to a 38.75 percent penetration from 29.88 percent penetration in '82.

Finally, rear window defrosters showed a 60.19 percent penetration up from 55.50 percent in '82.

This option has been steadily growing in popularity over the years. It is still standard on only a few high-priced luxury lines.

O'Grady joins Chase

BALA CYNWYD, Pa.—Thomas F. O'Grady, formerly with General Motors in market anaylsis and forecasting, has joined Chase Econometrics as director of the auto industry forecasting service.

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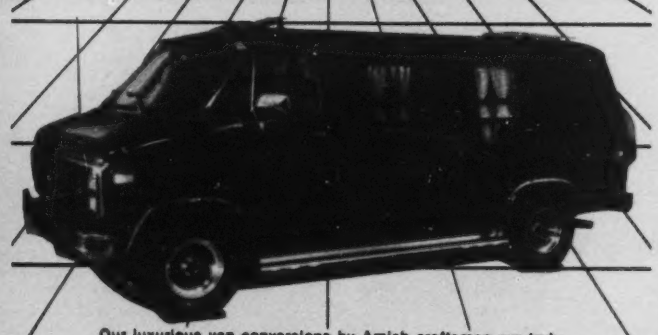

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POWER EQUIPMENT OPTIONS ON 1983 U. S. MODELS

	Power Brakes	% of Output	Power Steering	% of Output	Power Side Windows	% of Output	Rear Window Defroster	% of Output
AMERICAN MOTORS	159,935	100.00	97,365	60.88	6,752	0.42	118,315	73.98
Alliance	142,205	100.00	79,635	56.00	5,688	4.00	102,358	64.00
Eagle	17,730	100.00	17,730	100.00	1,064	6.00	15,957	90.00
CHRYSLER CORP.	857,029	100.00	774,460	90.37	196,469	22.92	526,002	61.38
Chrysler-Plymouth Total	528,084	100.00	486,137	92.06	169,398	32.08	354,274	67.09
Turismo	37,628	100.00	25,625	68.10	N.A.	.....	22,238	59.10
Horizon	57,164	100.00	34,013	59.50	N.A.	.....	29,840	52.20
Reliant	174,170	100.00	167,377	96.10	2,090	1.20	97,535	56.00
Gran Fury	15,739	100.00	15,739	100.00	2,251	14.30	9,931	63.10
Fifth Avenue	83,501	100.00	83,501	100.00	83,501	100.00	83,501	100.00
E-Class	43,305	100.00	43,305	100.00	16,456	38.00	30,573	70.60
LeBaron	78,970	100.00	78,970	100.00	31,667	40.10	48,014	60.80
New Yorker	37,607	100.00	37,607	100.00	33,433	88.90	32,642	86.80
Dodge Total	328,945	100.00	288,323	87.65	27,071	8.23	171,726	52.21
Omni	54,009	100.00	31,433	58.20	N.A.	.....	25,006	46.30
Charger	47,542	100.00	35,181	74.00	N.A.	.....	25,102	52.80
Aries	136,440	100.00	130,982	96.00	2,865	2.10	65,082	47.70
600	38,097	100.00	38,097	100.00	12,572	33.00	27,163	71.30
Diplomat	24,444	100.00	24,444	100.00	3,593	14.70	14,373	58.80
Dodge 400	28,413	100.00	28,186	99.20	8,041	28.30	15,002	52.80
FORD MOTOR	1,168,709	90.49	1,135,503	87.91	471,682	36.52	761,323	58.94
Ford Division	738,380	88.06	708,759	84.52	185,482	22.12	444,860	53.05
Escort	173,059	70.70	149,910	59.20	N.A.	.....	87,876	35.90
EXP	2,246	100.00	1,426	63.50	N.A.	.....	1,920	85.50
Mustang/Mustang II	117,005	96.80	117,851	97.50	31,549	26.10	59,470	49.20
LTD	144,496	100.00	144,207	99.80	38,580	26.70	94,645	65.50
Thunderbird	113,676	100.00	113,676	100.00	76,390	67.20	91,509	80.50
Crown Victoria	56,736	100.00	56,736	100.00	34,666	61.10	42,722	75.30
Fairmont	75,848	100.00	75,469	99.50	1,365	1.80	31,704	41.80
Tempo	55,314	100.00	54,484	98.50	2,932	5.30	35,014	63.30
L-M Division	430,329	94.98	426,744	94.19	286,200	63.17	316,463	69.85
Lynx	46,771	67.30	46,771	67.30	N.A.	.....	30,162	43.40
Capri	25,376	100.00	22,204	87.50	3,020	11.90	19,387	76.40
Marquis	67,358	100.00	67,358	100.00	29,974	44.50	42,099	62.50
Cougar	75,743	100.00	75,743	100.00	55,065	72.70	50,748	67.00
Grand Marquis	95,718	100.00	95,718	100.00	95,718	100.00	75,234	78.60
LN7	699	100.00	462	66.10	N.A.	.....	699	100.00
Topaz	17,596	100.00	17,420	99.00	1,355	7.70	11,613	66.00
Continental	16,831	100.00	16,831	100.00	16,831	100.00	16,831	100.00
Lincoln	53,381	100.00	53,381	100.00	53,381	100.00	42,598	79.80
Mark VI	30,856	100.00	30,856	100.00	30,856	100.00	27,092	87.80
GENERAL MOTORS	3,424,165	95.20	3,404,632	94.66	1,642,100	45.66	2,119,725	58.93
Buick Division	808,416	100.00	806,711	99.79	412,372	51.01	485,828	60.10
Skylark	104,647	100.00	104,647	100.00	11,930	11.40	59,335	56.70
Skyhawk J	63,152	100.00	61,447	97.30	5,873	9.30	38,523	61.00
Century	127,926	100.00	127,926	100.00	52,833	41.30	87,757	68.60
Regal	228,239	100.00	228,239	100.00	108,414	47.50	114,120	50.00
Buick	234,218	100.00	234,218	100.00	183,088	78.17	148,166	63.26
Riviera	50,234	100.00	50,234	100.00	50,234	100.00	37,927	75.50
Cadillac Division	292,814	100.00	292,814	100.00	290,479	99.20	217,062	74.13
Cimarron	19,294	100.00	19,294	100.00	16,959	87.90	19,294	100.00
Seville	30,430	100.00	30,430	100.00	30,430	100.00	25,986	85.10
Eldorado	67,416	100.00	67,416	100.00	67,416	100.00	50,833	75.40
Cadillac	175,674	100.00	175,674	100.00	175,674	100.00	121,039	68.90
Chevrolet Division	1,041,734	87.41	1,027,642	86.23	295,626	24.81	641,061	53.79
Chevette	23,569	13.90	28,317	16.70	N.A.	.....	65,282	38.50
Cavalier	218,588	100.00	197,166	90.20	24,482	11.20	111,698	51.10
Celebrity	105,923	100.00	105,923	100.00	19,066	18.00	62,813	59.30
Camaro	154,381	100.00	154,381	100.00	69,626	45.10	98,186	63.60
Citation	88,154	95.60	90,736	98.40	2,674	2.90	49,241	53.40
Malibu	117,426	100.00	117,426	100.00	9,277	7.90	63,880	54.40
Monte Carlo	96,319	100.00	96,319	100.00	39,106	40.60	48,737	50.60
Chevrolet	220,789	100.00	220,789	100.00	114,810	52.00	125,850	57.00
Corvette	16,585	100.00	16,585	100.00	16,585	100.00	15,374	92.70
Oldsmobile Division	916,583	100.00	915,686	99.90	497,407	54.27	554,914	60.54
Omega	53,926	100.00	53,926	100.00	4,961	9.20	31,978	59.30
Firenza	40,752	100.00	39,855	97.80	2,853	7.00	24,573	60.30
Cutlass	271,892	100.00	271,892	100.00	114,467	42.10	132,955	48.90
Cutlass/Ciera	169,650	100.00	169,650	100.00	69,048	40.70	114,174	67.30
Oldsmobile	340,758	100.00	340,758	100.00	266,473	78.20	218,085	64.00
Toronado	39,605	100.00	39,605	100.00	39,605	100.00	33,149	83.70
Pontiac Division	364,618	94.18	361,779	93.44	146,216	37.77	220,860	57.05
6000	68,451	100.00	68,451	100.00	32,234	47.09	44,671	65.26
2000	76,329	100.00	72,963	93.15	5,005	6.39	44,561	56.89
1000	4,034	15.53	6,206	23.89	N.A.	.....	12,456	47.95
Firebird	74,884	100.00	74,884	100.00	42,227	56.39	48,330	64.54
Phoenix	26,896	97.83	27,251	99.12	1,430	5.20	16,900	61.50
Grand Prix	40,165	100.00	40,165	100.00	24,573	61.18	18,392	45.79
Bonneville	54,414	100.00	54,414	100.00	27,049	49.71	25,781	47.38
Parisienne	17,445	100.00	17,445	100.00	13,698	78.52	9,761	55.95
VOLKSWAGEN	N.A.	.....	5,949	8.10	N.A.	.....	73,446	100.00
Total Cars, U. S.	5,609,838	93.83	5,417,909	90.62	2,317,003	38.75	3,598,811	60.19

NOTE: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

GM says its future is clouded

St. Louis fights to keep truck plant

By Jack Bernstein
Staff Correspondent

ST. LOUIS. — Mayor Vincent C. Schoemehl Jr. has established a committee of civic, community and labor leaders in an effort to make sure that General Motors doesn't close its 60-year-old light truck plant here, which employs 2,300 people.

Schoemehl took action when it appeared that relations between management and union had soured, primarily over the abandonment by UAW Local 25 of the Quality of Work Life program.

Earlier, the company had indicated that this facility might receive additional work from the Janesville (Wis.) plant that had been assembling pickup trucks. In addition, St. Louis was being considered for a new line of trucks after 1986.

Schoemehl is concerned about the loss of jobs and tax revenue and is said to have made a trip to Detroit to appeal to GM leaders. However, it is believed that he was informed that GM would pump no new money into the plant unless it was assured of labor harmony.

In recent years, some of the domestic auto manufacturers have become interested in quality circles and additional employe involvement since this had been regarded as a positive factor in increasing Japanese productivity.

However, it has become a local issue. The president of the local, Harold Gray, opposes the program on the basis that it will injure the union's seniority system.

Since Local 25 dropped the program in August, conditions reportedly have become worse with more confrontations and grievances about violations. GM officials have attempted to reinstate the program but have met with no success.

The company has made it clear that the St. Louis plant's future remains clouded. It is the only one of seven Truck and Bus Group plants operating without a Quality of Work Life program.

Modest recovery for European truck output

Competition to intensify among makers and markets

There will be a modest recovery in European truck production in 1984, according to DRI Europe, but its latest forecast report for the industry says the increase will stem almost entirely from the reviving European market.

No significant growth in non-European sales can be expected before 1985. "While 51 percent of medium and heavy truck output in the seven main European truck producing countries went elsewhere in 1982, this ratio is forecast to fall to 39 percent in 1985, before recovering slightly later in the decade," the report says.

The result will be even more cut-throat competition within the various national markets of Europe, as makers struggle to maintain volumes.

No let-up in the price war that has affected France and the UK in particular can readily be foreseen.

"The nascent recovery in the U. S. heavy truck market will provide only limited relief to the European producers involved there, with most other non-European markets likely to see minimal revival at best over the year," predicts DRI.

In the four largest EEC markets — West Germany, France, the UK and Italy—combined new registrations of medium and heavy trucks are expected to rise by less than 6 percent in 1984. The anticipated decline in the light commercial sector is expected to continue.

Recovery should accelerate slightly in 1985 as the French market expands after 1984's fall. Except for light commercial vehicles, for which DRI sees some potential for further market growth, no sector is forecast to exceed its pre-recession peak during the rest of the decade.

• Turning to the major national markets of Europe, DRI says West Germany's exports of medium and heavy trucks to Africa and the Middle East collapsed by a third in 1983. "Only Daimler-Benz's huge marketing strength and local assembly commitments have prevented an even larger fall," notes DRI.

The 1984 export outlook is no more promising, with fewer large spot orders from Iran and Iraq and continued curtailment of development projects in many key markets. It will be 1985 before firming of crude oil prices and higher developed world oil consumption restores the financial positions of the important OPEC customers of the German capital goods industry.

Capacity utilization in truck production will remain low until the second half of the decade, the forecasters believe.

In contrast to export demand, domestic consumption of trucks during 1983 recovered far more rapidly from recession than anywhere else in Europe, chiefly as a result of the investment support scheme expiring at the end of 1982 (but allowing delivery any time during 1983 and 1984).

The payback for fast recovery during 1983 will be two years of minimal growth during 1984-85.

France looks set to be the weakest European truck market over the next two years, following relative stability throughout the recession, DRI says.

Demand for both light and heavy commercial vehicles will drift in the face of sluggish consumer and investment spending. Extensive discounting now in evidence will fail to hold truck sales as industrial production and demand for road transport services fall substantially fall.

French exports improved during 1983, largely due to Algerian sales. "The worst effects of the OPEC collapse have been avoided, simply because the French industry never participated in the boom," DRI states.

It notes a continued drop in the share held by Renault Industrial Vehicles (RVI). In the face of intense competition from other European makers, RVI's market share went down from 45 percent in 1982 to 36 percent last year—and continues to look vulnerable.

The forecast group identifies a more positive mood in the UK for 1984. The new 38-ton weight limit and recovery in the economy are factors. In addition, light commercial sales are expected to fall this year following the car market-inspired rise in 1983.

Very little expansion of output is currently expected in 1984 in Italy by either the light or medium/heavy sectors as recent share gains in other EEC markets come under pressure.

Italian production levels did not fall in line with the market decline last year, partly due to resumption of truck deliveries to Algeria following the ending of a trade dispute between the two countries. "In 1983 the Algerian market has proved less volatile than that of the Middle East," reports DRI.

Last year was another difficult one for the Spanish industry, as medium and heavy truck sales resumed an almost unbroken downward trend since 1974. But a period of steady and modest expansion of sales and production is now in prospect as the economy starts to grow more strongly.

Spanish sales in Europe are expected to meet strong resistance from other exporters and indigenous producers, and sales outside Europe are expected to fall back after Enasa's contract with the Egyptian armed forces finishes in 1984.

Sweden will record a third successive decline in medium and heavy truck production when 1983 figures are published. But DRI believes this is a comparatively successful outcome for a year in which Swedish truck exports outside the EEC slumped by a quarter. It points to last October's currency devaluation as one factor.

This year it believes production will rise by 8 percent, and in the longer term output is expected to exceed the 1980 peak of 55,000 units.

EUROPEAN COMMERCIAL VEHICLE PRODUCTION
(In Thousands)

Country	1980	1982	1983	1984	1990
Medium and Heavy Units					
France	61.4	44.6	39.8	42.5	56.6
Holland	15.9	11.0	11.1	11.8	14.2
Italy	42.2	36.4	42.7	43.3	48.5
Spain	22.6	21.8	20.8	23.3	25.4
Sweden	55.1	49.6	44.7	48.2	60.1
United Kingdom	104.0	66.6	55.3	61.2	70.0
West Germany	180.9	169.9	145.4	153.7	192.5
Total	482.1	399.8	359.8	384.0	467.3
Light Units					
France	375.5	324.5	319.5	292.4	344.5
Italy	115.9	112.6	126.1	128.9	135.1
Spain	107.1	100.8	105.9	109.1	99.0
United Kingdom	223.4	158.0	157.4	160.0	171.7
West Germany	266.2	195.7	201.2	205.7	251.9
Total	1,088.1	891.6	910.1	896.1	1,002.2

EUROPEAN COMMERCIAL VEHICLE DEMAND
(In Thousands)

Country	1980	1982	1983	1984	1990
Medium and Heavy Units					
France	43.7	40.9	38.5	37.6	44.9
Italy	28.8	30.6	26.1	28.3	32.3
United Kingdom	61.3	45.3	49.3	55.9	58.6
West Germany	78.5	49.0	59.1	61.6	73.4
Total	212.3	165.8	173.0	183.4	209.2
Light Units					
France	271.6	311.9	271.3	257.7	299.7
Italy	117.9	128.9	111.8	114.2	122.8
United Kingdom	194.2	171.7	198.6	185.8	197.2
West Germany	143.8	113.3	127.6	128.2	151.8
Total	727.5	725.8	709.3	685.9	771.5

Car pricing is a major concern in Europe

EEC to invoke 12 percent limit on variances among nations

By Richard Feast
European Editor

The European auto industry has several major concerns as 1984 begins. Perhaps its greatest lobbying efforts will be concentrated on fighting far-reaching price control proposals.

The European Community Commission's plan to introduce a 12 percent limit on the variation of prices between member states has united the industry as seldom before.

The Commission is still listening to evidence following publication of its draft proposal last summer. Some sort of decision is expected in the early part of 1984, though if it wants the Commission could put the regulation into effect without reference to European or national parliaments.

At the same time, debate over introduction of lead-free gasoline in West Germany (and the UK) continues as a divisive force between governments and car makers.

In another dimension, the demand for a 35-hour working week in West Germany appears concentrated on the auto industry. A sharp increase in costs is predicted, which will have a knock-on effect throughout Europe, especially those countries which have manufacturing ties with Germany — Belgium and the UK.

The price debate stems from the fact that car prices, even in pre-tax form, vary considerably within the 10 member states of EEC. In general, they are high in the UK, low in Belgium.

Part of the reason stems from the high manufacturing costs in the UK. Over the years this led to higher car prices, though there is plenty of evidence that prices were passed on to customers at a greater rate than inflation at the time justified.

The consumer backlash took the form of private UK buyers making trips to Belgium and Germany, where they found prices of even British-made models a third cheaper than at home.

The scale of the so-called gray imports was not known, but it was substantial and sufficient for Ford of Germany to stop selling right-hand-drive models to customers in mainland Europe.

That was in May 1982. Following a protracted legal argument — still not finally settled — Ford was told by the Commission to recommence RHD deliveries.

The affair was symptomatic of the discontent felt by consumers, and the powerful consumer bodies, over car makers' pricing policies. There has been some narrowing of the differences since the BEUC — the association of European consumer unions — first started comparing prices, but its most recent study added fuel to the Commission's cause.

In October 1983 prices on average were 12 percent more in France than in Belgium. In Germany they were 15 percent more, but in the UK the premium was 38 percent. It found that a BL Metro was half as much again in the UK as in Belgium.

The BEUC study was of pre-tax prices. The complexity of the situation, however, is apparent when it is realized that Denmark has the lowest pre-tax prices, but the highest drive-away prices because of sales taxes.

In the words of Carleric Haggstrom, Volvo Car Corp. senior vice president, "In Denmark the consumer pays the most for a car whereas the manufacturer receives the least.

"In accordance with the Treaty of Rome of 1958, the EEC parliament should thus concentrate on harmonizing the taxes between the member states."

Horst Avenarius, PR Director of BMW, makes another point. He says that domestic manufacturers with large shares of their own markets determine supply and prices "Substantial under-cutting by foreign suppliers could have serious consequences for the industry confronted with competition from imports. The danger of import restrictions would then be great," he believes.

A further underlying cause of price differences can be seen in cycles of business that continue to differ within even the Economic Community. In adjusting their prices to boom and recession phases, the auto suppliers are only following the rules of free competition, according to Avenarius.

He adds, "In addition, extraneous factors contribute to differences in price. For example, wild short-term fluctuations in exchange rates within the European Monetary System (EMS) distort pricing by up to 4.5 percent. Currencies outside the EMS can experience price swings of 20 percent or more, for example the British pound sterling."

Other factors are state price controls and price indexing which prevent adjustments which conform to market trends —France and Belgium, for example.

Klaus Vacano, head of central sales planning at Volkswagen, calls the 12 percent, "arbitrary."

"It is erroneously concluded from the existence of price differentials that competition is lacking, and insinuated that the manufacturers are misusing the system of selective sales," he states. "In fact, the opposite is the case. Competition in the automotive market is extremely keen."

He traces the differences to market demands, in policies for monetary, credit, and tax and to exchange rates. He also warns that the regulation could break up existing sales systems by allowing non-authorized dealers to trade.

"In this way the advantages

Continued on Page 26

Leif Helander's Saab Turbo Funny Car covers the standing quarter mile in 6.94 seconds with a final speed of 203 MPH. quarter mile in 6.94 seconds with a final speed of 203 MPH. It is powered by a methanol-fueled 1,500-HP engine and competes in the pro-competition class in Sweden and England.

PRODUCTION OVERSEAS

FRANCE

Cars

	10 mos., 1983	10 mos., 1982
Peugeot SA	1,103,440	1,054,356
Citroen	454,085	446,339
Peugeot	492,808	446,339
Talbot	156,547	180,786
Renault	1,344,398	1,184,298
Total	2,447,838	2,238,654

Trucks, vans, buses

CBM	68	87
Peugeot SA	109,523	112,174
Citroen	23,840	23,863
Peugeot	68,833	76,968
Talbot	16,849	11,343
Renault	195,048	188,084
Sovam	69	87
Unic	4,987	4,404
Total	309,694	304,836
Total vehicles	2,757,532	2,543,490

JAPAN

Cars

	9 mos., 1983	9 mos., 1982
Daihatsu	140,581	95,406
Fuji	171,423	147,878
Honda	611,681	636,184
Isuzu	92,364	86,806
Mitsubishi	382,360	445,903
Nissan	1,396,289	1,354,406
Suzuki	96,094	76,579
Toyo Kogyo	661,197	618,250
Toyota	1,775,259	1,691,766
Total	5,327,248	5,153,178

Trucks, vans, buses

Daihatsu	255,599	250,214
Fuji	225,764	223,218
Hino	38,512	48,569
Honda	137,235	114,209
Isuzu	203,273	224,027
Mitsubishi	349,874	292,082
Nissan	477,619	456,361
Nissan Diesel	24,246	28,515
Suzuki	375,332	372,552
Toyo Kogyo	227,121	219,787
Toyota	664,664	684,402
Others	519	670
Total	2,979,758	2,914,606
Total vehicles	8,307,006	8,067,784

SPAIN

Cars

	9 mos., 1983	9 mos., 1982
Citroen	82,182	69,764
Ford	171,210	171,134
General Motors	171,522	.....
Renault	214,864	216,006
Seat	169,675	175,578
Talbot	36,873	40,391
Total	846,326	678,873

Trucks, vans, buses

CAF	.....	146
Citroen	15,322	27,949
Enasa	10,369	9,381
Ford	4,252	5,854
Hispavinsa	2,033	2,416
Land-Rover	15,082	9,188
Mercedes-Benz	6,329	9,313
Motor Iberica	14,610	13,669
Renault	22,061	21,396
Seat	19,397	1,548
Talbot	228	.....
Total	109,683	100,850
Total vehicles	956,009	779,723

UNITED KINGDOM

Cars

	8 mos., 1983	8 mos., 1982
BL	315,392	286,392
Austin Rover	288,072	263,638
Jaguar	18,610	13,832
Range Rover	8,710	8,688
Carbodies	1,405	939
DeLorean	.....	1,333
Ford	207,173	205,759
Lotus	356	406
Reliant	60	54
Rolls-Royce	1,063	1,724
Talbot	83,506	31,307
TVR	177	81
Vauxhall	83,008	68,327
Others	463	375
Total	692,603	596,463

Trucks, vans, buses

Bedford	31,625	33,963
BL	58,104	54,994
Austin Rover	16,920	12,038
Land Rover	33,370	33,345
Leyland Veh.	7,814	9,611
ERF	987	1,228
Foden	403	485
Ford	65,163	74,123
Hestair Dennis	502	516
Karrier	3,119	4,372
Metro Cammell Weymann	240	206
Reliant	68	3
Seddon Atkinson	782	1,229
Others	415	398
Total	161,408	171,517
Total vehicles	854,011	767,980

REGISTRATIONS OVERSEAS

UNITED KINGDOM

Cars

	11 mos., 1983	11 mos., 1982
Alfa Romeo	7,393	8,298
BL	319,658	266,268
BMW	24,247	22,490
Daihatsu	5,045	4,616
Fiat Auto	47,828	46,838
Ford	496,142	452,018
FSO	4,248	2,980
General Motors	250,701	172,485
Honda	17,963	15,869
Hyundai	3,328	2,832
Lada	18,321	16,269
Lonsdale	466	.....
Lotus	374	394
Mazda	17,201	14,324
Mercedes-Benz	13,196	11,872
Mitsubishi	8,343	8,421
Nissan	100,258	90,820
Panther	104	25
Peugeot SA	101,786	96,074
Citroen	24,778	23,235
Peugeot/Talbot	77,008	72,839
Reliant	89	109
Renault	60,504	61,754
Rolls-Royce	612	788
Saab	9,111	9,046
Skoda	10,747	8,826
Subaru	3,208	2,575
Suzuki	3,193	2,608
Toyota	30,372	26,611
VAG	98,346	89,428
Volvo	58,948	49,649
Zastava	4,375	3,000
Others	4,599	3,443
Total	1,720,774	1,490,728

SWEDEN

Cars

	11 mos., 1983	11 mos., 1982
Alfa Romeo	710	534
BMW	3,580	3,267
Daihatsu	956	1,311
Fiat Auto	5,031	3,839
Ford	19,726	20,168
General Motors	18,386	20,322
Honda	2,645	4,099
Lada	1,847	2,645
Mazda	11,013	9,496
Mercedes-Benz	4,791	5,771
Mitsubishi	1,429	1,376
Nissan	5,157	5,755
Peugeot SA	5,957	4,851
Porsche	194	154
Renault	2,033	2,296
Saab	26,642	27,582
Skoda	330	382
Subaru	551	340
Toyota	7,726	7,247
VAG	20,041	23,719
Volvo	54,781	50,872
Others	26	35
Total	193,552	196,061

WEST GERMANY

Cars

	10 mos., 1983	10 mos., 1982
Alfa Romeo	10,497	9,622
Bertone	793	468
BL	4,618	3,427
BMW	133,615	110,178
Daihatsu	5,403	5,000
Fiat Auto	87,061	82,058
Ford	250,741	203,795
General Motors	393,528	339,863
Honda	27,635	28,564
Isuzu	998	.....
Lada	6,945	5,478
Mazda	51,092	35,261
Mercedes-Benz	214,287	201,856
Mitsubishi	32,408	29,911
Nissan	40,038	36,281
Peugeot SA	80,737	76,905
Citroen	36,851	33,936
Peugeot/Talbot	43,886	42,969
Pininfarina	581	159
Porsche	10,665	9,078
Renault	78,402	74,944
Saab	3,152	2,496
Seat	699	.....
Skoda	1,321	1,161
Subaru	4,419	3,389
Suzuki	11,839	9,775
Toyota	44,602	34,313
VAG	601,957	551,232
Audi	152,414	105,407
Volkswagen	449,543	445,825
Volvo	12,800	10,303
Others	1,116	1,265
Total	2,111,949	1,867,229

AUSTRIA

Cars

	10 mos., 1983	10 mos., 1982
Alfa Romeo	2,621	2,336
BL	418	580
BMW	7,606	6,432
Daihatsu	999	278
Fiat Auto	12,487	10,832
Ford	18,114	14,472
General Motors	29,079	24,843
Honda	3,818	2,693
Lada	1,435	1,817
Mazda	24,344	16,949
Mercedes-Benz	7,092	4,276
Mitsubishi	3,988	3,421
Nissan	14,337	10,771
Peugeot SA	13,633	12,571
Citroen	6,063	5,431
Peugeot/Talbot	7,570	7,140
Porsche	486	367
Renault	10,134	10,272
Saab	431	420
Seat	121	.....
Skoda	777	275
Subaru	3,203	2,553
Suzuki	933	728
Toyota	10,398	6,301
VAG	48,010	35,085
Volvo	3,229	2,651
Others	39	114
Total	213,358	171,036

DENMARK

Cars

	10 mos., 1983	10 mos., 1982
Alfa Romeo	296	169
BL	88	468
BMW	2,006	1,632
Dacia	262	.....
Daihatsu	2,626	962
Fiat Auto	5,500	3,699
Ford	14,796	12,466
FSO	577	265
General Motors	13,862	11,131
Honda	1,032	674
Lada	4,344	4,664
Mazda	10,832	7,284
Mercedes-Benz	702	852
Mitsubishi	887	910
Nissan	6,520	3,734
Peugeot SA	7,161	5,219
Renault	583	700
Saab	1,776	1,614
Skoda	6,562	6,797
Subaru	224	212
Suzuki	6	.....
Toyota	9,615	5,185
Trabant	125	1
VAG	4,854	4,475
Volvo	3,440	2,668
Wartburg	906	284
Zastava	19	.....
Others	2	14
Total	99,603	76,595

SWITZERLAND

Cars

	9 mos., 1983	9 mos., 1982
Alfa Romeo	6,073	6,735
AMC	198	273
Bertone	188	202
BL	1,781	2,118
BMW	8,955	11,369
Daihatsu	996	891
Ferrari	169	212
Fiat Auto	18,664	20,209
Ford	20,555	18,288
General Motors	28,276	32,591
Honda	5,854	7,124
Isuzu	424	.....
Lada	221	674
Mazda	10,262	11,156
Mercedes-Benz	4,165	5,372
Mitsubishi	7,420	6,008
Nissan	11,833	11,827
Peugeot SA	19,111	19,649
Citroen	8,239	8,284
Peugeot/Talbot	10,872	11,365
Pininfarina	212	145
Porsche	1,172	1,364
Puch	99	130
Renault	11,916	16,734
Rolls-Royce	93	69
Saab	999	998
Skoda	196	149
Subaru	5,348	5,641
Suzuki	3,177	4,023
Toyota	14,782	15,230
VAG	31,654	32,184
Volvo	4,985	4,781
Others	182	209
Total	219,949	236,843

JAPAN

Cars

	9 mos., 1983	9 mos., 1982
Daihatsu	82,517	56,060
Fuji	58,499	54,864
Honda	170,766	165,425
Isuzu	44,857	42,250
Mitsubishi	135,555	176,856
Nissan	633,880	619,705
Suzuki	68,610	58,092
Toyo Kogyo	187,218	177,435
Toyota	915,792	865,037
Imports (all)	27,454	27,045
Total	2,325,148	2,242,769

Trucks, buses, vans

Daihatsu	197,460	191,433
Fuji	148,694	138,032
Hino	28,257	28,953
Honda	119,796	106,000
Isuzu	86,047	92,227
Mitsubishi	225,125	212,280
Nissan	209,442	223,000
Nissan Diesel	14,862	14,625
Suzuki	281,492	279,374
Toyo Kogyo	111,353	110,821
Toyota	267,509	271,029
Others	.....	1
Total	1,688,038	1,667,775
Total vehicles	4,013,186	3,910,544

FRANCE

Cars

	8 mos., 1983	8 mos., 1982
Alfa Romeo	19,204	20,306
BL	19,298	19,693
BMW	22,582	23,791
Ferrari	99	85
Fiat Auto	60,017	67,195
Ford	92,004	79,844
FSO	1,402	1,156
General Motors	53,225	32,232
Honda	5,414	6,922
Innocenti	1,329	420
Lada	16,811	15,859
Mazda	9,068	11,043
Mercedes-Benz	12,459	12,000
Mitsubishi	2,594	2,700
Nissan	11,182	11,604
Peugeot SA	438,668	416,326
Citroen	177,030	172,117
Peugeot/Talbot	261,638	244,209
Porsche	1,146	976
Renault	462,527	510,235
Saab	510	163
Seat	242	1
Skoda	3,852	2,557
Toyota	8,736	8,145
VAG	78,533	83,739
Volvo	8,847	7,146
Zastava	1,265	460
Others	149	175
Total	1,339,118	1,334,253

Prices

Continued from Page 25

which the customer has today in the form of warranty, an effective service, value maintenance of the vehicles, maintenance of the operating safety of the vehicles, environmental acceptability, etc., would be jeopardized or even in part disappear," he says.

A spokesman for Austin Rover —one of the companies likely to be most affected by the Commission proposal—believes any benefits would be short-lived.

"It might be thought the proposals hold out the prospect of lower UK car prices and are therefore to be applauded. We believe that such a view would be a very superficial judgment.

"Overall the proposals are not in the consumers' best interest and, in any event, any short-term price benefit must be weighed against the strong probability of lasting damage to the EEC motor industry and to employment within it," maintains Austin Rover.

John Waddell, vice president, public affairs, Ford of Europe, makes a similar point. "These provisions would severely reduce the European industry's profit, or, more accurately, increase its losses. The industry's long term viability will be threatened, making plant closures inevitable."

He adds, "It seems to me that the Commission's real motives are to use the European automotive industry as a means of putting pressure on national governments to harmonize their economic practices.

"Although it is true that manufacturers cannot be held responsible for the very real differences in economic conditions on each national market, the fact remains that by adopting specific price policies, thus partitioning off national markets, they are sanctioning and consolidating the very economic differences which they denounce.

"They insulate national markets into so many independent economic entities and are neutralizing the effect of economic integration which should follow from the development of intra-community trade."

How prices differ

Model	France	West Germany	UK
BL Metro 1000L	106	109	149
BMW 320i	114	114	137
Citroen GSA Pallas	113	111	136
Fiat Panda 45	116	134	137
Ford Escort XR3i	115	116	132
Mazda 323 GT 1.5	126	112	147
Opel Kadett 1.6 SR	112	114	138
Peugeot 350 GL	109	112	135
Renault 5GTL	109	112	136
VW Golf GTI	105	113	136
Average	112	115	138

Source: BEUC. (Prices are expressed in percentage as a proportion of the Belgian price (100 percent). The survey was conducted Oct. 25, 1983.)

Saab will spend $20 million to boost capacity

Saab is planning to invest nearly $20 million to increase its production capacity. Most of it will go into the main Trollhattan plant in western Sweden, but additional funds are also going into Arlov.

The result will be an additional 20 percent capacity by the beginning of 1985.

With improvements in the body and paint shops, Trollhattan will be capable of producing 90,000 units a year (up from 75,000), and Arlov final assembly will be raised from 15,000 to 22,000.

Together with capacity at the Uusikaupunki plant in Finland, Saab production could hit 120,000 a year.

It is now producing at an annualized rate of 102,000—the maximum ever achieved.

Continued strong worldwide demand, particularly from the U. S., led to production of the 100,000th Turbo model recently.

But the extra capacity is really needed to enable Saab to slot its all-new model into the catalogs alongside its current range.

The new model, which started life as a joint production with Fiat Auto's Lancia Division, is expected to debut in early 1985. It will fit into a category above the 900 series.

Digital clock, instrument panels, tilt wheels all up

Electronic options gain on '83 cars

By Joseph Bohn
Marketing Editor

Electronic componentry is one of the fastest-growing optional equipment areas.

And a survey of '83 domestically built cars shows that digital clocks and electronic instrument panels, for example, have gained a lot of new ground.

Meanwhile, tilt and tilt/telescopic steering wheels continue to gain because of their convenience in smaller models.

Digital clocks in one form or another ended up on 43.09 percent of domestically produced cars in '83, up from 34.30 percent the previous year.

Digital clocks are offered in various combinations — by themselves or with various types of radios.

General Motors, for example, offers digital clocks with AM pushbutton radios; AM/FM stereo electronically tuned radios (ETR), excluding seek/scan functions; AM/FM stereo cassette with graphic equalizer ETR; AM/FM stereo cassette with graphic equalizer ETR, excluding seek/scan and so forth.

Meanwhile, electronic instrument panels went on 3.12 percent of domestic models last year, up from 1.90 percent in '82.

They are still limited in availability, but have become standard on some models, like Pontiac 6000-STE.

Tilt wheel was carried on 50.34 percent of industry production, up from 46.1 percent in '82.

And tilt and telescope, confined to GM cars, was carried on 5.11 percent of production, up from 4.5 percent in '82.

It's an item that GM still reserves for its high-priced lines, like Corvette, where it's standard.

Chevy for Canton

PAULSBORO, N. J.—Paul A. Canton has opened Paul A. Canton, Chevrolet, Inc., here.

STEERING WHEEL, ELECTRONIC OPTIONS ON 1983 U. S. MODELS

	Digital Clocks	Percent of Output	Electronic Instrument Panel	Percent of Output	Tilt Wheel	Percent of Output	Tilt and Telescope	Percent of Output
AMERICAN MOTORS	95,599	59.77	N.A.	.....	12,411	7.76	N.A.	.....
Alliance	82,479	58.00	N.A.	.....	N.A.	.....	N.A.	.....
Eagle	13,120	74.00	N.A.	.....	12,411	70.00	N.A.	.....
CHRYSLER CORP.	418,960	48.89	N.A.	.....	271,814	31.72	N.A.	.....
Chrysler-Plymouth Total	294,295	55.73	N.A.	.....	209,904	39.75	N.A.	.....
Turismo	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Horizon	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Reliant	72,977	41.90	N.A.	.....	20,029	11.50	N.A.	.....
Gran Fury	1,904	12.10	N.A.	.....	4,674	29.70	N.A.	.....
Fifth Avenue	83,501	100.00	N.A.	.....	79,409	95.10	N.A.	.....
E-Class	41,053	94.80	N.A.	.....	25,680	59.30	N.A.	.....
LeBaron	57,253	72.50	N.A.	.....	46,040	58.30	N.A.	.....
New Yorker	37,607	100.00	N.A.	.....	34,072	90.60	N.A.	.....
Dodge Total	124,665	37.90	N.A.	.....	61,910	18.82	N.A.	.....
Omni	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Charger	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Aries	56,486	.....	N.A.	.....	16,782	12.30	N.A.	.....
600	35,812	94.00	N.A.	.....	21,944	57.60	N.A.	.....
Diplomat	4,693	19.20	N.A.	.....	8,580	35.10	N.A.	.....
Dodge 400	27,674	97.40	N.A.	.....	14,604	51.40	N.A.	.....
FORD MOTOR	548,698	42.48	106,956	8.28	622,110	48.17	N.A.	.....
Ford Division	311,424	37.14	34,145	4.07	306,336	36.53	N.A.	.....
Escort	41,857	17.10	N.A.	.....	N.A.	.....	N.A.	.....
EXP	2,246	100.00	N.A.	.....	N.A.	.....	N.A.	.....
Mustang/Mustang II	53,305	44.10	N.A.	.....	51,371	42.50	N.A.	.....
LTD	76,944	49.40	2,181	1.40	90,340	58.00	N.A.	.....
Thunderbird	61,731	50.60	31,964	26.20	99,186	81.30	N.A.	.....
Crown Victoria	25,304	44.60	N.A.	.....	38,864	68.50	N.A.	.....
Fairmont	808	1.00	N.A.	.....	11,640	14.40	N.A.	.....
Tempo	49,229	89.00	N.A.	.....	14,935	27.00	N.A.	.....
L-M Division	237,274	52.37	72,811	16.07	315,774	69.70	N.A.	.....
Lynx	14,525	20.90	9,174	13.20	N.A.	.....	N.A.	.....
Capri	23,397	92.20	N.A.	.....	8,856	34.90	N.A.	.....
Marquis	43,244	64.20	808	1.20	49,373	73.30	N.A.	.....
Cougar	45,749	60.40	11,664	15.40	58,701	77.50	N.A.	.....
Grand Marquis	55,038	57.50	6,221	6.50	91,889	96.00	N.A.	.....
LN7	699	100.00	N.A.	.....	N.A.	.....	N.A.	.....
Topaz	9,678	55.00	N.A.	.....	6,528	37.10	N.A.	.....
Continental	16,831	100.00	16,831	100.00	16,831	100.00	N.A.	.....
Lincoln	5,125	9.60	5,125	9.60	52,740	98.80	N.A.	.....
Mark VI	22,988	74.50	22,988	74.50	30,856	100.00	N.A.	.....
GENERAL MOTORS	1,512,842	42.06	79,700	2.22	2,103,331	58.49	305,444	8.49
Buick Division	153,163	18.94	6,221	0.80	568,939	70.38	15,910	1.97
Skylark	104	0.10	N.A.	.....	58,498	55.90	N.A.	.....
Skyhawk J	63	0.10	N.A.	.....	30,502	48.30	N.A.	.....
Century	128	0.10	2,303	1.80	99,399	77.70	N.A.	.....
Regal	N.A.	.....	N.A.	.....	178,711	78.30	N.A.	.....
Buick	102,634	43.82	N.A.	.....	201,779	86.15	11,992	5.12
Riviera	50,234	100.00	3,918	7.80	50	0.10	3,918	7.80
Cadillac Division	292,814	100.00	46,952	16.03	18,117	6.19	259,693	88.69
Cimarron	19,294	100.00	N.A.	.....	18,117	93.90	N.A.	.....
Seville	30,430	100.00	15,671	51.50	N.A.	.....	29,882	98.20
Eldorado	67,416	100.00	31,281	46.40	N.A.	.....	65,731	97.50
Cadillac	175,674	100.00	N.A.	.....	N.A.	.....	164,080	93.40
Chevrolet Division	329,692	27.66	16,585	1.39	542,544	45.52	16,585	1.39
Chevette	N.A.	.....	N.A.	.....	16,956	10.00	N.A.	.....
Cavalier	77,380	35.40	N.A.	.....	73,008	33.40	N.A.	.....
Celebrity	50,313	47.50	N.A.	.....	58,787	55.50	N.A.	.....
Camaro	113,470	73.50	N.A.	.....	113,007	73.20	N.A.	.....
Citation	N.A.	.....	N.A.	.....	22,315	24.20	N.A.	.....
Malibu	N.A.	.....	N.A.	.....	40,156	34.20	N.A.	.....
Monte Carlo	N.A.	.....	N.A.	.....	63,763	66.20	N.A.	.....
Chevrolet	71,977	32.60	N.A.	.....	154,552	70.00	N.A.	.....
Corvette	16,552	99.80	16,585	100.00	N.A.	.....	16,585	100.00
Oldsmobile Division	577,476	63.00	3,223	0.35	729,174	79.55	13,256	1.45
Omega	21,139	39.20	N.A.	.....	28,472	52.80	N.A.	.....
Firenza	21,680	53.20	N.A.	.....	23,636	58.00	N.A.	.....
Cutlass	128,605	47.30	N.A.	.....	208,813	76.80	N.A.	.....
Cutlass/Ciera	112,139	66.10	3,223	1.90	132,836	78.30	N.A.	.....
Oldsmobile	254,546	74.70	N.A.	.....	300,208	88.10	8,600	2.60
Toronado	39,367	99.40	N.A.	.....	35,209	88.90	4,396	11.10
Pontiac Division	159,697	41.25	6,719	1.74	244,557	63.17	N.A.	.....
6000	56,499	82.54	6,719	9.82	51,749	75.60	N.A.	.....
2000	38,585	49.26	N.A.	.....	33,995	43.40	N.A.	.....
1000	N.A.	.....	N.A.	.....	3,091	11.90	N.A.	.....
Firebird	60,476	80.76	N.A.	.....	53,542	71.50	N.A.	.....
Phoenix	N.A.	.....	N.A.	.....	11,465	41.70	N.A.	.....
Grand Prix	1,133	2.82	N.A.	.....	33,417	83.20	N.A.	.....
Bonneville	3,004	5.52	N.A.	.....	40,865	75.10	N.A.	.....
Parisienne	N.A.	.....	N.A.	.....	16,433	94.20	N.A.	.....
VOLKSWAGEN	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Total Cars, U. S.	2,576,099	43.09	186,656	3.12	3,009,666	50.34	305,444	5.11

Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada, are included to give an accurate picture of industry rates.

20th anniversary for San Jose Datsun

Accepting a plaque commemorating their 20th year in the automobile business are, from left, San Jose Datsun owners Tory Cerrito, Roy Cerrito, Stephen Cerrito and Jack Hilleary. In 1963, the store was named San Jose Imports and shortly following that, they took on the Datsun line.

Automotive exports in black, Mexican report contends

MEXICO CITY. — Despite the critical condition of Mexico's automotive industry, the Mexican Foreign Trade Institute released figures claiming that there was a turnabout in export operations in the first nine months of this year.

In giving out information on exports of Mexican manufactured goods, the institute said that the auto industry spurted from a $785 million dollar deficit in the first nine months of 1982 to a surplus of $164 million for the same period this year.

There has been no confirmation of this statement of an amazing turnabout from red ink to black in export operations for this year.

The institute said that the huge comeback in the automotive sector was part of overall improvement in exports of non-crude manufactured products which came to a total of more than $352 million, for an 11.1 percent increase over 1982. (This figure does not include other exports of mining, steel, metallic and non-metallic products.)

Auto industry exports dominated the about-face in foreign sales, with the institute pointing out that the increase was due to exports of engines, which accounted for $248 million of the gross export total for the sector.

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ENGINE OPTIONS ON 1983 U. S. MODELS

	V-8 Gasoline	Percent of Output	V-8 Diesel	Percent of Output	V-6 Gasoline	Percent of Otput	6-Cylinder Gasoline	Percent of Output	6-Cylinder Diesel	Percent of Output	4-Cylinder Gasoline	Percent of Output	4-Cylinder Diesel	Percent of Output
AMERICAN MOTORS	17,464	7.50	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	142,471	92.50	N.A.	.....
Alliance	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	142,205	100.00	N.A.	.....
Eagle	17,464	98.50	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	266	1.50	N.A.	.....
CHRYSLER CORP.	109,007	12.70	N.A.	.....	N.A.	.....	14,677	1.70	N.A.	.....	733,345	85.60	N.A.	.....
Chrysler-Plymouth Total	93,021	17.61	N.A.	.....	N.A.	.....	6,219	1.18	N.A.	.....	428,849	81.21	N.A.	.....
Turismo	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	37,628	100.00	N.A.	.....
Horizon	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	57,164	100.00	N.A.	.....
Reliant	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	174,170	100.00	N.A.	.....
Gran Fury	11,190	71.1	N.A.	.....	N.A.	.....	4,599	28.90	N.A.	.....	N.A.	.....	N.A.	.....
Fifth Avenue	81,831	98.00	N.A.	.....	N.A.	.....	1,670	20.00	N.A.	.....	N.A.	.....	N.A.	.....
E-Class	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	43,305	100.00	N.A.	.....
LeBaron	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	78,970	100.00	N.A.	.....
New Yorker	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	37,607	100.00	N.A.	.....
Dodge Total	15,786	4.91	N.A.	.....	N.A.	.....	8,468	2.60	N.A.	.....	304,501	92.61	N.A.	.....
Omni	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	34,009	100.00	N.A.	.....
Charger	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	47,542	100.00	N.A.	.....
Aries	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	136,440	100.00	N.A.	.....
600	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	38,097	100.00	N.A.	.....
Diplomat	15,986	65.40	N.A.	.....	N.A.	.....	8,458	34.60	N.A.	.....	N.A.	.....	N.A.	.....
Dodge 400	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	413	100.00	N.A.	.....
FORD MOTOR	361,440	27.98	N.A.	.....	317,036	24.54	146,401	10.00	N.A.	.....	489,342	37.48	.....	.....
Ford Division	132,279	15.80	N.A.	.....	210,768	24.00	127,608	15.00	N.A.	.....	385,278	45.20	N.A.	.....
Escort	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	244,700	100.00	N.A.	.....
EXP	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	19,291	100.00	N.A.	.....
Mustang/Mustang II	36,625	30.30	N.A.	.....	53,184	44.00	N.A.	.....	N.A.	.....	31,064	25.70	N.A.	.....
LTD	N.A.	.....	N.A.	.....	87,069	55.90	58,253	37.40	N.A.	.....	10,436	6.70	N.A.	.....
Thunderbird	38,918	31.90	N.A.	.....	70,515	57.80	N.A.	.....	N.A.	.....	12,566	100.00	N.A.	.....
Crown Victoria	56,736	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Fairmont	N.A.	.....	N.A.	.....	N.A.	.....	69,355	85.80	N.A.	.....	11,907	14.20	N.A.	.....
*Tempo	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	55,314	100.00	N.A.	.....
L-M Division	229,161	50.58	N.A.	.....	106,268	23.42	18,793	7.00	N.A.	.....	104,064	22.00	N.A.	.....
Lynx	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	75,108	100.00	N.A.	.....
Capri	6,319	26.40	N.A.	.....	10,912	43.00	N.A.	.....	N.A.	.....	7,765	30.60	N.A.	.....
Marquis	N.A.	.....	N.A.	.....	45,669	67.80	18,793	27.90	N.A.	.....	2,896	4.30	.....	.....
Cougar	26,056	34.40	N.A.	.....	49,687	65.60	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Grand Marquis	95,718	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
LN7	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	699	100.00	.....	.....
*Topaz	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	17,596	100.00	N.A.	.....
Continental	16,831	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Lincoln	53,381	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Mark VI	30,856	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
GENERAL MOTORS	1,322,206	36.92	43,945	1.22	1,249,162	34.72	N.A.	.....	26,113	0.72	950,402	26.42	.....	.....
Buick Division	242,066	31.14	6,042	0.07	406,944	50.30	N.A.	.....	4,853	0.06	143,690	18.43	N.A.	.....
Skylark	N.A.	.....	N.A.	.....	56,090	53.60	N.A.	.....	N.A.	.....	48,556	46.40	N.A.	.....
Skyhawk	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	63,152	100.00	N.A.	.....
Century	N.A.	.....	N.A.	.....	91,722	71.70	N.A.	.....	4,094	3.20	31,982	25.00	N.A.	.....
Regal	4,565	2.00	685	0.20	218,881	97.50	N.A.	.....	759	0.30	N.A.	.....	N.A.	.....
Buick	81,644	92.20	2,063	2.30	4,878	5.50	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
LeSabre	110,834	76.10	2,541	1.70	32,258	27.20	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Riviera	45,003	89.60	753	1.50	3,115	6.20	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Cadillac Division	268,338	91.00	5,181	2.50	N.A.	.....	N.A.	.....	N.A.	.....	19,294	6.50	.....	.....
Cimarron	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	19,294	100.00	N.A.	.....
Seville	21,791	97.90	639	2.10	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Eldorado	66,211	98.20	1,205	1.80	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Cadillac	172,336	98.10	3,337	1.90	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Chevrolet Division	367,820	31.80	5,550	0.04	325,773	27.33	N.A.	.....	2,330	0.02	486,405	40.81	1,940	.....
Chevette	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	167,697	98.90	1,940	1.10
Cavalier	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	218,588	100.00	N.A.	.....
Celebrity	N.A.	.....	N.A.	.....	65,884	62.20	N.A.	.....	2,330	2.20	37,709	35.60	N.A.	.....
Camaro	90,123	58.40	N.A.	.....	54,332	35.20	N.A.	.....	N.A.	.....	9,926	6.40	N.A.	.....
Citation	N.A.	.....	N.A.	.....	39,670	43.10	N.A.	.....	N.A.	.....	52,485	56.90	N.A.	.....
Malibu	32,160	27.40	N.A.	.....	84,279	71.80	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Monte Carlo	44,974	46.70	N.A.	.....	50,498	52.40	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Chevrolet	184,135	83.40	5,550	2.50	31,110	14.10	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
*Corvette	11,428	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Oldsmobile Division	348,714	37.46	23,079	2.50	383,615	42.50	N.A.	.....	17,083	1.80	144,304	15.74	N.A.	.....
Omega	N.A.	.....	N.A.	.....	22,121	41.00	N.A.	.....	N.A.	.....	31,816	59.00	N.A.	.....
Firenza	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	40,757	100.00	N.A.	.....
Cutlass	N.A.	.....	2,650	.90	267,542	98.40	N.A.	.....	1,903	0.70	N.A.	.....	N.A.	.....
Cutlass/Ciera	N.A.	.....	N.A.	.....	82,734	48.80	N.A.	.....	15,180	8.90	71,736	42.30	N.A.	.....
Oldsmobile	311,562	91.40	18,243	5.40	10,951	3.20	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Toronado	37,152	93.80	2,186	5.50	267	.70	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Pontiac Division	95,268	23.71	4,093	1.05	132,830	34.30	N.A.	.....	1,847	0.47	156,709	40.47	N.A.	.....
*6000	N.A.	.....	N.A.	.....	38,818	56.71	N.A.	.....	1,847	2.37	28,010	40.92	N.A.	.....
2000	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	78,329	100.00	N.A.	.....
1000	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	25,858	99.54	119	0.46
Firebird	39,928	53.32	N.A.	.....	27,333	36.50	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Phoenix	N.A.	.....	N.A.	.....	10,606	38.57	N.A.	.....	N.A.	.....	7,623	10.18	N.A.	.....
Grand Prix	16,448	40.95	129	0.32	23,589	58.73	N.A.	.....	N.A.	.....	16,889	61.43	N.A.	.....
Bonneville	22,223	40.84	3,863	7.10	31,801	58.45	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
*Parisienne	16,669	95.55	101	0.58	683	3.92	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
VOLKSWAGEN	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	59,344	81.90	13,293	18.10
Total Cars, U. S.	1,810,117	30.27	43,945	0.73	1,566,198	26.19	161,078	2.69	26,113	0.43	2,374,904	39.44	15,352	0.25

Note: *Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

NADA premise is faulty, he says

Bidwell attacks fleet subsidy bill

By Geoff Sundstrom
Washington Staff Writer

JACKSON, Miss.—An NADA-backed bill that would outlaw manufacturer-offered incentives to fleet buyers is "anti-competitive, costly to consumers, and would inhibit a manufacturer's ability to provide merchandising programs to its dealers," according to Bennett E. Bidwell. Chrysler executive vice president.

Bidwell used the occasion of a Congressional field hearing here to express Chrysler's disapproval of the so-called fleet/lease bill.

Also testifying were the American Automotive Leasing Assn., Automobile Importers of America, Inc., American Automobile Leasing Assn., and the American Car Rental Association.

NADA President William C. Turnbull and the bill's house sponsor, Gene Taylor, Missouri Republican, also testified before the subcommittee on Commerce, Transportation and Tourism (AUTOMOTIVE NEWS, Dec. 19). Subcommittee Chairman James Florio, New Jersey Democrat, chaired the hearing, which was located in the home district of Mississippi Democrat Wayne Dowdy.

Bidwell, who served as president of Hertz before joining Chrysler, said that NADA's bill is "based on a faulty premise, namely, that individual car buyers must pay more to make up for incentives given to fleet buyers."

The reverse is true, he said, because the existence of fleet sales programs actually help to hold down the price of cars to individual consumers. Fleet orders planned in advance keep plants operating in periods of reduced demand, promote smooth production and delivery schedules and offer a measure of predictability in sales that help manufacturers and dealers meet their fixed costs, he said.

Bidwell said that if Chrysler's "fleet incentives and the sales produced by them had not been present . . . I think Chrysler would have gone down the tube."

He criticized Turnbull's estimate that fleet incentives often cut the cost of vehicles by $1,000 under the price paid by the franchised dealer. Bidwell said, "The $1,000 per-unit-numbers thrown around by the proponents of H.R. 1415 are preposterous."

"In fact, in the 1982 and 1983 model years, Chrysler spent more than four times as much for discount and incentive programs to dealers and retail customers as it spent on fleet discounts.

"These programs took the form of customer rebates, discount financing programs, and the free, five-year, 50,000 mile warranties . . . all of which were not offered to fleet accounts," Bidwell said.

"One of the inevitable outcomes of H.R. 1415 would be the sharp curtailment of incentive programs for dealers and retail customers," Bidwell said. "Without the fixed cost coverage for fleet volume, manufacturers couldn't afford them."

Ford-Mercury outlet

BREMAN, Ind. — Nine Ford Sales has added the Mercury franchise.

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Small-car, big-car groups due in GM restructuring

Detroit, which has been abuzz with General Motors rumors for several weeks, is about to learn details of the auto maker's latest restructuring.

Elaborate plans have been made to guard the changes in secrecy before making the announcement internally tomorrow morning (Jan. 10). GM directors, meeting today, will put the final stamp of approval on the changes.

Expected to be a key part of the GM move is approval of a consolidation of car divisions and the Assembly Division into big-car and small-car groups and the appointment of group executives to head them.

Lloyd Reuss, currently general manager of Buick, is slated to take charge of the big-car group, including Buick, Oldsmobile and Cadillac. He has spent long days at GM headquarters in recent weeks.

Robert C. Stempel, now general manager of Chevrolet, will be named group executive of the small-car group, covering Chevrolet and Pontiac.

Other personnal reassignments are expected.

GM has invited its top-level executives (staff heads and above) to the General Motors Building in Detroit for a personal briefing on the new structure at 10:30 a.m. tomorrow.

Other employes on the bonus list will receive the details through video-tape presentations at their home divisions. Those presentations are also scheduled for 10:30 a.m. tomorrow, with video tapes being turned over to the divisions only one hour beforehand.

• Asked about the Tuesday announcements, a GM spokesman, reciting a prepared statement, said that GM had scheduled a meeting for its executives to review "success in meeting" its business objectives in 1983, as well as the outlook for 1984. Such meetings are not unusual, he said.

How divisional structure will be changed was unclear at presstime, but it is believed that divisions will continue to have general managers, although they will no longer be corporate vice presidents.

It is believed that two of the current general managers (and vice presidents) will be sent to overseas assignments and another (also a vice president) will take early retirement. There may be other early retirements a bit later.

Under the new group setup, each group is slated to take over administrative, engineering and manufacturing functions. Sales and marketing responsibility would remain with the divisions.

There is also slated to be a realignment of product.

• In the small-car group, Chevrolet and Pontiac would offer nothing larger than an intermediate. In the big-car group, Buick, Oldsmobile and Cadillac would lose most of their small cars, up through compacts. Remaining small cars in the big-car group would be high-line versions of price-leaders marketed by the small-car group.

In other words, products are to be split more on a basis of price, rather than on size.

No changes are expected in divisional field organizations. For example, Chevrolet field reps would still call on Chevrolet dealers.

But there is a strong possibility of more dual dealerships.

One GM source sees fewer but larger GM dealers. The source

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Tire excise dies; cars cut $7-$14

By John K. Teahen Jr.
Managing Editor

Big Three new-car prices were reduced last week, but the cut isn't likely to kick off a sales boom. The reductions ranged from $7 to $14.

The Big Three action resulted from the Jan. 1 elimination of the federal excise tax on passenger-car tires.

General Motors cut sticker prices from $7 on Chevrolet Chevette and Pontiac 1000 to $14 on Corvette. Both Chrysler Corp. and Ford Motor Co. posted dips of $8 to $12. Ford said the average was about $10.

Base prices of most Big Three

Continued on Page 64, Col. 4

Convertible for Avanti

Prototype debuts at L.A. show

Avanti Motor Corp. is premiering this prototype of its first convertible model at the Greater Los Angeles Auto Show this week. The body is constructed of a new fiber-reinforced plastic, while the interior has been redesigned. The convertible is powered by a General Motors 305 CID V-8 HO engine, which yields 200 HP.

NADA registration up; show space is record

WASHINGTON. — The economic rebound is being directly reflected by NADA's 67th annual Convention and Exposition Feb. 4-7 in Dallas.

Advance registration is running 14 percent ahead of last year, NADA said, leading to expectations of over 15,000 attendance at Dallas.

Exposition space has set an NADA record and the largest workshop scheduled in NADA history is on tap. Nearly 140,000 square feet of exposition space have already been reserved, with 210 exhibitors displaying automotive and dealership products and services.

A first for the NADA convention will be an additional exhibit hall, primarily featuring van conversions.

The annual Time Magazine Quality Dealer Awards will be presented at the opening convention session on Saturday, Feb. 4.

Outgoing NADA President William C. Turnbull Sr. will join Transportation Secretary Elizabeth Dole on the rostrum during the opening session.

• Dole is one of three guest speakers. Later convention sessions will feature Art Linkletter, television personality, and James J. Kilpatrick, columnist.

James F. Jennings, 1984 NADA president, will precede Kilpatrick at Tuesday's general session which has been moved up this year to 11 a.m.

Linkletter will lead a nonde-

Continued on Page 64, Col. 2

Imports and domestics share gain; Buick and Olds crack records

1983 car sales of 9.2 million highest since '79

By Jenny L. King
Staff Writer

All things considered, it was a very good year for the U.S. auto industry, it was an excellent 1983 for the imports and it was a smashing 12 months for several makes including Buick, Oldsmobile, the U.S. Renault and several imports.

The domestic industry finally appeared back on track, finishing the 1983 calendar year with 31 out of 36 reporting periods on the plus side and surpassing 1982, 1981 and 1980 sales totals. Imports enjoyed their second-best year in the U.S. market and were up 7.25 percent over 1982.

Domestic auto makers reported sales of 6,795,302 new passenger cars in 1983, up 18.04 percent from 5,756,660 a year earlier and highest since 1979 when 8,315,622 units were retailed.

Import sales reached 2,382,475, up 7.25 percent from 2,221,398 in 1982. Record sales for imports were notched in 1980: 2,395,218.

Grand total for 1983 was 9,177,777, up 15.04 percent from 7,978,058 in 1982.

Domestics sales in December, best since 1978, were up 24.86 percent, to 559,421 from 448,048 a year earlier. Imports were up 4.92 percent in December, to 192,867 from 183,827. Grand total for the month was 752,288, up 19.06 percent from 631,875 in 1982.

Imports accounted for 25.96 percent of the 1983 market, down almost two percentage points from the record 27.84 percent they claimed in 1982.

SALES AT A GLANCE

	1983	1982	Percent Change
Domestic	6,795,302	5,756,000	+18.04
Import	2,382,475	2,221,398	+ 7.25
TOTAL	9,177,777	7,978,058	+15.04

• Two General Motors divisions, Buick and Oldsmobile, reported record sales in 1983. Buick, with an 845,033 total, beat its former peak of 800,586 set in 1978; Oldsmobile erased the record attached to its 1978 total of 1,006,344 and rewrote it with the 1,007,559 sales attained in 1983.

U.S.-built Renaults took off in their first full year on the market and Ohio-assembled Honda Accords climbed to first-year sales of more than 50,000.

Volkswagen was the only domestic auto maker failing to match its year-ago total. VW was down 6.71 percent, to 85,045 from 91,166. American Motors, boosted by its domestic Renault sales, made the greatest comeback. AMC sales were up 71.97 percent, to 193,351 from 112,433. Renault Alliance and Encore represented some 76 percent of the AMC total (126,008 for Alliance and 20,182 for Encore).

General Motors finished the calendar year with a 15.30-percent increase in sales, climbing to 4,053,561 from 3,515,660. Ford Motor Co. was up 16.77 percent, to 1,571,321 from 1,345,698. Chrysler Corp. was up 21.67 percent, to 841,622 from 691,703. Honda sales totaled 50,402 in 1983.

GM's share of the domestic market was 59.65 percent in

Continued on Page 65, Col. 1

breaking news

GMC sales crack December record

PONTIAC. — With record December sales, GMC truck dealers posted a four-year sales high in 1983. Calendar-year sales of 264,148 represented a 15-percent gain over the previous year's 228,934. It was the best 12-month showing for GMC since 1979, when deliveries totaled 290,363. Sales of 23,708 set a record for December, erasing the former peak of 22,819 established in 1979.

GM to reimburse diesel owners

WASHINGTON. — General Motors has agreed to reimburse 24 members of the Disgruntled Diesel Owner's Group here an average of $2,000 for repairs on GM diesel-powered cars and trucks, DDOG announced. The group submitted the 24 trial claims to test the effectiveness of a special claims procedure outlined between GM and the DDOG last July. The group now plans to provide GM with a list of 3,256 additional members who submit repair claims.

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State becomes a separate sales region

Chrysler zeroes in on California

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—In an effort to improve Chrysler's California market share, the company has realigned its Western sales zones creating a separate region for the state, according to Bennett E. Bidwell, Chrysler's executive vice president of sales and marketing.

Bidwell told the Western Chapter of the International Motor Press Assn. the new region will be known as Chrysler California and will have its own sales and marketing organizations with separate budgets.

By creating Chrysler California, the company has pulled the state out of a zone that included Arizona and Nevada. The realignment has also caused a new Phoenix sales zone to be formed, which includes Arizona, Nevada, Utah, New Mexico and El Paso County, Tex. Bob Frank has been named to head that organization.

In California, Pat Smorra has been named general sales manager. Reporting to Smorra will be Dwight Goad, San Francisco zone manager and Clark Vittuli, Los Angeles zone manager.

Bob Shaw will remain director of the California marketing office, and Dodge and Chrysler-Plymouth marketing managers will be appointed later.

"The emphasis from this point on will be on our domestic products as well as our import products," Bidwell said. "We expect to see the market-share gains of the next few years fall on the domestic-built side of the ledger."

• Bidwell said that when the California marketing office was established, it directed its efforts toward boosting Chrysler's share of the import market by emphasizing the Mitsubishi product.

That effort has helped Chrysler increase California penetration, which has seen sales rise 34 percent over the last year. Yet it's still below the company's target.

"We're at about 7.5 percent of the market in California, and that's about 2.5 points (or one-third if you think of it that way) below our national share," Bidwell said.

"Now, in a way, that's not bad when you think what the importers carry away from this market. But if you take our own import business out of the total, it isn't that good either."

As a result, Chrysler California will step up its activity on domestics and has been given an ad budget of between $15 and $20 million.

"In short, we mean business here," Bidwell said. "And by business, I mean at least 10 percent share of the total market, car and truck. The reason that I combine them is because the T-115s are sold as multi-purpose vehicles (meaning they count as trucks) and the lines are getting blurred.

"Ten points is a big jump from 7.5 points . . . it's a 33 percent increase. And it won't come easily because everybody's working this state and because the import quotas have just gone up another 10 percent. Unchallenged, that alone would take us down below a 7-percent share. But we'll get to 10.

"We're projecting that these figures will translate out to a 50 percent increase over the next five years from about 90,000 units sold in 1983 to approximately 135,000 in 1986," Bidwell said. "About 90 percent of this increase will be in domestic vehicles."

• When questioned about press reports that Mitsubishi has announced a joint venture with Chrysler to produce 200,000 vehicles in the U. S., Bidwell said he wasn't aware that such a deal was close to announcement.

"We are studying the possibility, but there's nothing definite that I'm aware of," he said. Bidwell did note that Mitsubishi "is more interested in it than they were a year ago."

If such an agreement is reached, Bidwell said one of the problems is finding a place to build the car and, in fact, the lack of facilities is partly why Chrysler has been unable to come to terms with Mitsubishi.

Down the road, however, Bidwell does see the capacity. "We're not going to have 10 million car years forever," he said.

Bidwell also took the opportunity to blast again the pending joint venture between General Motors and Toyota in Fremont.

"The whole venture planned for there stinks and, in our judgment, is illegal,' he said.

Bidwell added that GM's Japanese strategy, to build cars with Toyota in California and import more small cars from Isuzu and Suzuki, is "tantamount to GM tossing in the sponge on up to 30 percent of the total market in this country. The implications, for jobs in this country and competition in this country, are monstrous."

Responding to criticism that Chrysler imports Japanese cars and is planning a joint venture of its own, Bidwell said such a linkup would be of a U. S. company one-fifth the size of GM with the fifth Japanese car maker.

"If Chrysler and Mitsubishi built cars together here, it could accurately be called a joint venture," Bidwell said. "When GM and Toyota do, it's not a joint venture . . . it's the world's biggest cartel. And a bad deal with no economic justification, all the way around."

Impulse buying

Edward J. Levins, left, places a Christmas bow on one of the five Isuzu Impulses that he gave to each of his children as a Christmas surprise. Also shown is Price Hightower, president of Steel City Oldsmobile-Isuzu, Birmingham, Ala.

Commerce Dept. delivers its Industrial Outlook

13.6 million vehicle sales predicted

WASHINGTON. — New-car and truck sales will reach 13.6 million units in 1984 and production will hit 10.3 million units, according to the Commerce Department's Industrial Outlook forecast.

However, the department's economists warned that their forecasted 11.5 percent increase in sales for 1984 and 10.8 percent increase in production could falter if interest rates rise substantially this year.

But the government does not see that happening for now and predicts that domestic-car sales will rise 11.6 percent to 7.7 million units while imported-car sales will reach 2.5 million units, an 8.7 percent improvement.

Based on its production estimates, the Commerce Department sees capacity utilization in 1984 for passenger-car manufacturing at 75 percent compared with 69 percent in 1983 and 53 percent in 1982.

Increased production and sales will translate into another record-breaking year for Detroit in terms of profits, the government believes. Increased consumer spending, low inflation, stable interest rates and steady gasoline supplies will encourage sales of profitable mid-size and large cars, according to the report.

And the rate of increase in new-car prices is expected to remain low in 1984 — in the neighborhood of 2 percent — which will lend the price stability that has been absent in the market in recent years.

Over the longer haul, the industry will continue to face a challenging decade, according to the report. With profits up, the real difficulty will be to settle accounts after a period of unprecedented capital improvements, while at the same time raise the funds necessary to continue an aggressive investment program.

The ability to raise these funds will be crucial in making long-term reductions in production costs, and those costs throughout the decade could well be the biggest factor in meeting import competition, the report said.

But the auto industry may have some difficulty financing increased productivity, the Commerce Department said. This could result from investor worries over a percieved slowing in demand for automobiles.

The growth rate in the driving age population during the 1980s is expected to drop to one percent, compared with 2 percent during the 1970s.

• A slowdown in the increase in consumers' real income coupled with rising food, shelter and energy costs will strain household transportation budgets, the Commerce Department said.

And money set aside by consumers for automobiles will be increasingly affected by the rapidly rising cost of financing, operating, insuring and maintaining cars.

Car owners are also driving their vehicles fewer miles each year than in the past and are apparently holding on to their cars for a longer period.

On the positive side, the portion of the driving age population that falls within the primary new-car buying age group (25-44 years of age) is expected to increase by about 2.5 percent during the 1980s.

Automobile demand uncertainties could be especially difficult for suppliers trying to justify necessary capital improvements to their own operations, according to the report. Auto makers will be relying on those investments to help hold down their own costs and to improve part and component quality.

On the foreign front, Japanese autos will continue to have a landed cost advantage hovering around $1,500 per unit, according to the Commerce Department.

This difference results primarily from lower hourly wage rates, productivity advantages and efficiencies gained through inventory control, product quality and workplace activity. Currency and tax differences were not mentioned.

The Commerce Department said it will take some time to catch up to the Japanese cost advantage because as domestic makers rush to implement product quality and operating efficiency techniques, foreign competitors will also work harder to implement new technologies and managerial innovations.

The Commerce Department warned, "Unless U. S. auto makers make substantial progress in

Continued on Page 8, Col. 1

Historic treasures for sale

Thomas W. Barrett III displays a sample of his classic autos which are slated for auction Jan. 20-22 at the 12th Annual Barrett-Jackson Scottsdale '80s Auction, which will be held at Phoenix Municipal Studium. The auction will offer 600 vehicles, including Shirley Temple's 1940 Buick, President Roosevelt's 1935 Lincoln Touring Car and Benito Mussolini's 1939 Lancia Astura.

Advertising Age names Iacocca 'Adman of Year'

CHICAGO. — Chrysler Chairman Lee A. Iacocca was named "Adman of the Year" for 1983 by editors of Advertising Age.

The trade publication cited Iacocca's guiding Chrysler from a low-point of $1.7 billion in losses in 1980 to a $266 million profit-maker for three quarters of 1983 and his involvement in advertising / marketing as reasons for selecting him.

It called the 59-year-old Iacocca a "chief executive who broke new ground, albeit reluctantly, as a powerful advertising spokesman for his product — and, in fact, for American-made goods generally."

"Product is king" for the veteran auto executive, Ad Age said, quoting Iacocca as saying "I looked at (the job of turning around the company) as a very difficult product task and a quality and productivity task.

"Marketing really means nothing if we didn't have the product that appeals to people. Not just convertibles, but across the board," Iacocca is quoted as saying.

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59th year — No. 5003

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3-year-old suit decided in Wisconsin

UAW claims victory in AMC libel case

By Marjorie Sorge
Labor Editor

A three-year-old Wisconsin libel suit that could have altered the way unions organize and negotiate has been settled in what the UAW terms "a victory" for organized labor.

While the libel suit was very important to the future of unionism in the U.S., an even more important aspect was the National Labor Relations Board's complaint that AMC bankrolled the suit.

The Wisconsin trial stemmed from a $4 million 1980 lawsuit filed by supervisors at the American Motors plant in Kenosha, charging that union activist Jonathan D. Melrod and his associates libeled them in a publication called the Fighting Times. Melrod distributed and published the literature which was not sanctioned by the UAW.

Six plaintiffs filed the original suit. Two dropped out during the trial and a third before.

The judge ruled that the Fighting Times was negligent in an article about one defendant, but the jury found no negligence in articles about the other two and awarded no monetary damages to any of the plaintiffs.

Although the case was three years old, the international UAW did not become involved directly until November when the far-reaching aspects became known. The union's attorneys then filed a brief in support of the defendants.

The UAW was especially concerned because of the union-busting atmosphere in the U.S., a union spokesman said. "Given the political climate, it is another avenue or another gun to pull out to threaten the worker," he said.

The case, filed in Racine County Circuit Court, was the first to be tried since the Supreme Court ruled last May that employers could file libel suits against employes unless the suit is "knowingly frivolous." That determination is now made by the lower courts, not the National Labor Relations Board, the court said.

Two earlier suits filed by AMC and one employe, Steve Freeman, in 1980 were dismissed by the NLRB. Overlapping the NLRB suit, Freeman filed the $4 million libel suit against Melrod in Circuit Court.

In a complaint filed in April, 1983, the NLRB alleged that AMC used its employes as a "front" to bring the suit to court and that the company had been involved in the litigation from the onset.

The complaint further alleged that AMC acknowledged its involvement about Feb. 8, 1983.

The NLRB charged AMC with unfair labor practices.

• According to an AMC statement, the company became involved in the lawsuit only because it "felt a strong moral obligation to support its employes in defending themselves against these personal attacks."

One of the plaintiffs had already hired an attorney, and AMC agreed to advance payments for legal services to other employes mentioned in the Fighting Times articles who wanted to use that particular attorney. The attorney decided if the cases were proper.

"American Motors never had any right to direct or control the lawsuit, never exercised any control or direction over the lawsuit and never attempted to exercise any control or direction over the lawsuit," the statement said.

"The lawsuit was a struggle for personal vindication by individual employes who were the subject of anonymous personal attacks in 1979 and 1980 against the persons who attacked them.

"American Motors has never tried to interfere with the First Amendment or to limit free speech in any way and is fully committed to First Amendment rights. However, the company is also committed to protect its employes from improper personal attacks arising out of their employment and believes it has acted properly in providing the means for these employes to have their day in court."

According to a UAW spokesman, while the union is concerned about Melrod it is also concerned about the long-term consequences of the suit and about the principles involved, specifically its members' "right to express their opinions and beliefs under freedom of speech."

He further said, "It is a concern to us any time an employer bankrolls a case against our members regarding their beliefs.

"We are concerned that this suit could set a bad precedent and weaken the protection workers enjoy under law to communicate and otherwise engage in concerted activity and free speech."

• The UAW feared that if Melrod lost the case, employers could then sue their employes for libel in organizing campaigns, negotiations and other related activities. In organizing drives, workers interested in organizing often publish leaflets accusing management of poor employe relations.

"If an employer could bankroll a libel suit (during organizing), wouldn't that have a chilling affect on the workers?" a union spokesman said.

Joseph A. Szabo, acting regional director of the NLRB in Milwaukee, agreed there is some potential for such situations, but said he was "reluctant to agree that all companies would jump on the bandwagon."

According to Szabo, the big problem now for the NLRB is the Supreme Court ruling. Under the new ruling, if the supervisors had won the case then legally they had a reasonable basis for filing the suit. In that case, it would not have been frivolous, and then there is no case for the NLRB.

However, since the defendants won, the NLRB now must decide if there was reasonable cause for the suit to be brought in the first place.

Further, since the NLRB alleged that AMC had been involved in the suit from the onset, the board must decide if it will proceed on the idea that AMC fostered a retaliatory lawsuit with no basis, Szabo said.

That decision will come from the NLRB in Washington, he said, and will hopefully be made soon.

According to the AMC statement the company believes the NLRB proceedings should be dismissed.

Christian Fellowship slates NADA affair

WASHINGTON.—The Fellowship of Christian Automobile Dealers will hold its seventh annual prayer breakfast during the NADA convention in Dallas.

The continental breakfast will be served at 8:30 a.m. Sunday, Feb. 5, in the Grand Ballroom of the Adolphus Hotel. Reservations may be made through Willard E. Cook Jr., Cook Ford Sales, Box 863, Sheridan, Wyoming 82801.

Additions on the inside

The 318i BMW for 1984, like the other '84 BMWs, is basically unchanged on the outside, but receives several interior alterations. The 318i has electronically controlled heating and air conditioning, greater rear-seat legroom and a new rear seat.

'84 BMW interiors refined while exteriors go unaltered

MONTVALE, N. J. — BMW's 1984 models are essentially unchanged on the outside but incorporate several interior refinements.

Changes include a new four-speed overdrive automatic transmission for all six-cylinder models, revised gearing and new options for the 318i and numerous detail improvements.

The '84 BMW line consists of five models. Four of them—318i, 528e, 533i and 733i—are sports sedans and the 633CSi is a limited-production sports coupe.

The 318i, introduced in May, 1983, as an '84 model, has a numerically higher final drive ratio and a revised fifth-gear ratio in its manual transmission.

Other 318i changes include new electronically controlled heating and air conditioning, greater rear-seat legroom and a new rear seat. A new option is the Luxus Touring Package, which includes cruise control, electric windows and an electric central looking system.

• The four larger models—528e, 533i, 633CSi and 733i—all powered by six-cylinder engines, also have detail improvements for '84. Most important of these is the new optional four-speed overdrive automatic transmission, which increases fuel economy while lowering engine noise, BMW said.

To reinforce the advantages of its overdrive fourth gear, the new ZF automatic transmission has a lockup clutch that eliminates power loss in the torque converter during fourth-gear operation.

The two '84 5-Series are powered by turbine smooth six-cylinder engines with computer-controlled electronic fuel injection and ignition.

The top-of-the-line 633CSi and 733i receive eight-way electric front seats and electrically adjustable head restraints as standard features.

BMW's 1984 prices range from $16,430 for the 318i to $40,705 for the 633CSi.

All BMWs are backed by a 3-year/36,000-mile limited warranty as well as a 6-year limited warranty against rust perforation.

Henry Ford II appointed

DETROIT.—In a corporate reorganization of Henry Ford Hospital, Henry Ford II has been named chairman of Henry Ford Health Care Corp., parent company of the hospital. The hospital was founded in 1915 by Henry Ford.

October tops 1982 by 15 pct.

Registrations climb for month, year

By Jenny L. King
Staff Writer

New-car registrations in the U.S. in October were up more than 20,000 units over September's total and were more than 100,000 above the corresponding month of 1982. Year-to-date figures climbed to a comfortable margin of 15.87 percent over the first 10 months of 1982.

According to figures compiled by R. L. Polk & Co., U.S. new-car registrations totaled 756,795 in October, up 2.94 percent from 735,167 in September and up 15.58 percent from 654,806 for October a year earlier.

Registrations for January through October, 1983, were up 15.87 percent from 1982, growing to 7,313,078 from 6,311,250. Domestic-car registrations were up 19.06 percent for the period, to 5,270,204 from 4,426,599.

Domestic registrations num-

Continued on Page 63, Col. 1

NEW-CAR MARKET SHARES IN U.S.

	OCTOBER					10 MONTHS				
	Regis., Oct., 1983	Percent Share of Market	Regis., Oct., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 10 mos., 1983	Percent Share of Market	Regis., 10 mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	109,853	14.52	97,372	14.87	— 0.35	1,069,070	14.62	994,720	15.76	— 1.14
Ford	90,239	11.92	68,553	10.47	+ 1.45	832,161	11.38	727,945	11.54	— 0.16
Oldsmobile	88,554	11.70	71,372	10.90	+ 0.80	793,687	10.85	624,735	9.90	+ 0.95
Buick	73,973	9.77	64,778	9.89	— 0.12	674,048	9.22	573,042	9.08	+ 0.14
Pontiac	52,035	6.88	36,260	5.54	+ 1.34	427,153	5.84	372,973	5.91	— 0.07
Mercury	35,070	4.64	25,330	3.87	+ 0.77	322,765	4.41	258,920	4.10	+ 0.31
Cadillac	27,332	3.61	23,288	3.56	+ 0.05	235,257	3.22	188,063	2.98	+ 0.24
Dodge	24,597	3.25	21,946	3.35	— 0.10	253,587	3.47	200,653	3.18	+ 0.29
Chrysler	21,579	2.85	16,896	2.58	+ 0.27	207,968	2.84	137,639	2.18	+ 0.66
Plymouth	19,190	2.54	18,401	2.81	— 0.27	217,095	2.97	199,643	3.16	— 0.19
AMC	15,550	2.05	11,355	1.73	+ 0.32	155,798	2.13	79,167	1.25	+ 0.88
Lincoln	9,094	1.20	9,262	1.41	— 0.21	81,053	1.11	66,916	1.06	+ 0.05
GENERAL MOTORS	351,747	46.48	293,070	44.76	+ 1.72	3,199,215	43.75	2,753,533	43.63	+ 0.12
FORD MOTOR CO.	134,403	17.76	103,145	15.75	+ 2.01	1,235,979	16.90	1,053,781	16.70	+ 0.20
CHRYSLER CORP.	65,366	8.64	57,243	8.74	— 0.10	678,650	9.28	537,935	8.52	+ 0.76
AMC	15,550	2.05	11,355	1.73	+ 0.32	155,798	2.13	79,167	1.25	+ 0.88
IMPORTS	189,688	25.06	189,821	28.99	— 3.93	2,042,874	27.93	1,884,651	29.86	— 1.93
MISCELLANEOUS	41	0.01	172	0.03	— 0.02	562	0.01	2,183	0.03	— 0.02
TOTAL	756,795		654,806			7,313,078		6,311,250		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Japanese export 329,705 cars during month

TOKYO. — Passenger-car exports from Japan totaled 329,705 in September, according to figures compiled by the Japan Automobile Manufacturers Assn.

Leading destinations were: U. S., 152,023; West Germany, 21,807; Canada, 18,268; Australia, 12,638; Malaysia, 12,201; Saudi Arabia, 11,348; Netherlands, 10,000; United Kingdom, 8,394; Puerto Rico, 7,776; Belgium, 7,128; Austria, 5,485; Switzerland, 5,428, and New Zealand, 5,082.

New-truck exports totaled 148,999. Leading destinations were: U. S., 45,324; Saudi Arabia, 14,289; Thailand, 8,925; Indonesia, 8,170; Australia, 8,089; South Africa, 6,871; West Germany, 4,069; Iran, 3,902; Canada, 3,808; United Kingdom, 2,442; Malaysia, 2,401; Pakistan, 2,216; Colombia, 2,178, and Egypt, 2,138.

Mercer expects 2 pct. domestic upturn to 187 million in 1984

Goodyear chief sees tire sales gain

AKRON. — The new-car buying spree expected to continue into 1984 should reverse a 10-year trend toward older cars on American roads and contribute to the best U. S. auto tire sales year since 1979, according to Robert E. Mercer, chairman and chief executive of Goodyear Tire & Rubber Co.

"U. S. auto makers are expected to produce about 7.3 million autos in 1984, after building a respectable 6.80 million in 1983, and this infusion of new blood to the U. S. auto fleet could reduce the average auto's age to about 7 years," he said.

The average age of U. S. autos in use steadily increased from 5.7 yrs. in '73 to 7.2 yrs. in '83.

"A slimmed-down tire industry will have to push its capacity in 1984 to meet the expected total demand for 187 million auto tires, including 4 million exports — the largest requirement for tires in five years," Mercer said.

"This would represent an increase of more than 2 percent above the 183.2 million auto tires sold in 1983," he said.

In 1984, demand for original equipment auto tires could increase 5 percent to approximately 47 million from 44.7 million in 1983, Mercer said.

In contrast, expected demand for replacement auto tire sales will remain relatively flat in 1984 at 136 million versus 135 million sold in 1983, he said.

It is expected that the replacement market, currently up to 70 percent radials, will remain a slow growth area as radialization continues to 75 percent in 1984 and tops out at 90 percent by 1990, he said.

Mercer said the truck manufacturing recovery has lagged behind autos, but now it is gathering steam, spurred by the 1982 Surface Transportation Assistance Act.

"With this piece of deregulation," he said, "we are seeing major fleet operators begin to make purchases of new equipment as they restructure their fleets, which will increase demand for truck tires, radial in particular."

An increase of 10 percent in total U. S. truck sales is expected in 1984 to 3.3 million, compared with 3.0 million trucks in 1983, he said.

Mercer said this will bring the market for original equipment truck tires in 1984 up to 5.7 million compared with 5.2 million in 1983.

In the truck tire replacement market, demand should increase slightly to 29.9 million tires from 29.6 million tires a year ago, he said.

Discussing tire imports, Mercer said that as long as the dollar remains strong, the U. S. will be a prime target for the imports. According to Department of Commerce figures, 22 percent of the radials sold in the U. S. replacement market in 1983 were imported.

"Of course, Goodyear also imports tires to counter the foreign competition," he said. "And we recently introduced a domestically made radial tire called the G Metric as an 'import fighter' for the growing U. S. import car replacement tire market."

Another phenomenon involving foreign competition that Mercer sees is what he called the "strange bedfellow" relationship developing whereby many major U. S. tire producers have entered into joint ventures with foreign tire makers.

He cited the sale by Firestone of its truck tire plant in Tennessee to Japan's Bridgestone which now is making Firestone brand tires.

Discussing Goodyear, Mercer said that the company's domestic and foreign operations shipped more tires in 1983 than in 1982, despite depressed economies in several parts of the world. Market share gains in several tire lines are responsible for this performance, he said.

The U. S. recovery is taking longer than expected to spread overseas, he said, and there will be only a few bright spots in the rest of the world economies during 1984.

"In the U. S., auto companies have introduced more high-performance cars to their 1984 model lines than in any time in the industry's history," Mercer said.

"A tribute to Goodyear's high-performance tire line is that Eagle radials will continue to improve their share of this market, he said.

Mercer said the outlook for 1984 capital expenditures by Goodyear is in the $700 million range, up from approximately $600 million in 1983.

Chevrolet welcomes Russell

Mel Melton Jr., right, Chevrolet's Houston zone manager, welcomes John Russell as owner of Russell-Frink Chevrolet, Inc., Cushing, Tex. Jim Frink, center, is a financial participant in the dealership.

TIRE OPTIONS ON 1983 U. S. MODELS

	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	White Sidewalls	Percent of Output	Styled Deluxe Wheels	Percent of Output
AMERICAN MOTORS	63,075	39.44	96,860	60.56	74,280	46.44	3,176	1.99
Alliance	58,731	41.30	83,474	58.70	58,873	41.40	995	0.70
Eagle	4,344	24.50	13,386	75.50	15,407	86.90	2,181	12.30
CHRYSLER CORP.	401,423	46.84	449,373	52.43	703,892	82.13	92,738	10.82
Chrysler-Plymouth Total	288,252	54.58	237,320	44.94	448,618	84.95	36,459	6.90
Turismo	13,057	34.70	24,571	65.30	26,904	71.50	12,530	33.30
Horizon	3,887	6.80	53,276	93.20	33,955	59.40	2,400	4.20
Reliant	27,170	15.60	145,954	83.80	137,420	78.90	17,417	10.00
Gran Fury	755	4.80	13,519	85.90	6,956	44.20	.....	.....
Fifth Avenue	83,501	100.00	.....	.....	83,501	100.00	.....	.....
E-Class	43,305	100.00	.....	.....	43,305	100.00	736	1.70
LeBaron	78,970	100.00	.....	.....	78,970	100.00	2,211	2.80
New Yorker	37,607	100.00	.....	.....	37,607	100.00	1,165	3.10
Dodge Total	113,171	34.40	212,053	64.46	255,274	77.60	56,279	17.11
Omni	2,808	5.20	51,200	94.80	30,029	55.60	2,268	4.20
Charger	23,628	49.70	23,913	50.30	31,520	66.30	23,105	48.60
Aries	21,011	15.40	115,428	84.60	117,474	86.10	15,417	11.30
600	38,097	100.00	.....	.....	23,963	62.90	14,438	37.90
Diplomat	635	2.60	20,092	82.20	24,444	100.00	.....	.....
Dodge 400	26,992	95.00	1,420	5.00	27,844	98.00	1,051	3.70
FORD MOTOR	1,291,594	100.00	N.A.	.....	875,501	67.78	281,329	21.78
Ford Division	838,539	100.00	N.A.	.....	508,865	60.68	151,789	18.10
Escort	244,780	100.00	N.A.	.....	52,872	21.60	11,749	4.80
EXP	2,246	100.00	N.A.	.....	N.A.	.....	557	24.80
Mustang/Mustang II	120,873	100.00	N.A.	.....	57,536	47.60	45,207	37.40
LTD	155,758	100.00	N.A.	.....	146,101	93.80	9,813	6.30
Thunderbird	121,999	100.00	N.A.	.....	102,235	83.80	56,632	45.60
Crown Victoria	56,736	100.00	N.A.	.....	48,055	84.70	7,205	12.70
Fairmont	80,833	100.00	N.A.	.....	72,750	90.00	12,610	15.60
*Tempo	55,314	100.00	N.A.	.....	29,316	53.00	9,016	16.30
L-M Division	453,055	100.00	N.A.	.....	366,636	80.93	129,540	28.59
Lynx	69,497	100.00	N.A.	.....	17,999	25.90	8,270	11.90
Capri	25,376	100.00	N.A.	.....	12,180	48.00	3,883	15.30
Marquis	67,358	100.00	N.A.	.....	65,943	97.90	3,907	5.80
Cougar	75,743	100.00	N.A.	.....	68,320	90.20	17,875	23.60
Grand Marquis	95,718	100.00	N.A.	.....	95,718	100.00	31,970	33.40
LN7	699	100.00	N.A.	.....	164	23.40	528	75.50
*Topaz	17,596	100.00	N.A.	.....	5,244	29.80	15,872	90.20
Continental	16,831	100.00	N.A.	.....	16,831	100.00	9,863	58.60
Lincoln	53,381	100.00	N.A.	.....	53,381	100.00	20,125	37.70
Mark VI	30,856	100.00	N.A.	.....	30,856	100.00	22,247	72.10
GENERAL MOTORS	2,541,992	70.67	1,054,759	29.33	2,911,466	80.95	1,168,661	32.49
Buick Division	644,131	79.68	164,285	20.32	666,994	82.51	120,482	14.90
Skylark	25,639	24.50	79,008	75.50	97,740	93.40	5,756	5.50
Skyhawk J	13,957	22.10	49,195	77.90	47,048	74.50	12,630	20.00
Century	93,898	73.40	34,028	26.60	11,585	90.40	13,816	10.80
Regal	226,185	99.10	2,054	0.90	226,641	99.30	44,278	19.40
Buick	234,218	100.00	N.A.	.....	234,218	100.00	40,[illegible]3	17.50
Riviera	50,234	100.00	N.A.	.....	49,782	99.10	3,014	6.00
Cadillac Division	292,814	100.00	N.A.	.....	279,752	95.54	119,072	40.66
Cimarron	19,294	100.00	N.A.	.....	6,232	32.30	19,294	100.00
Seville	30,430	100.00	N.A.	.....	30,430	100.00	30,430	100.00
Eldorado	67,416	100.00	N.A.	.....	67,416	100.00	67,416	100.00
Cadillac	175,674	100.00	N.A.	.....	175,674	100.00	1,932	1.10
Chevrolet Division	660,284	55.40	531,501	44.60	851,440	71.44	646,381	54.24
Chevette	8,309	4.90	161,254	95.10	91,055	53.70	169,563	100.00
Cavalier	42,843	19.60	175,745	80.40	148,858	68.10	181,865	83.20
Celebrity	42,899	40.50	63,024	59.50	98,402	92.90	13,134	12.40
Camaro	146,353	94.80	8,028	5.20	51,409	33.30	147,897	95.80
Citation	21,485	23.30	70,726	76.70	66,484	72.10	49,886	54.10
Malibu	64,702	55.10	52,724	44.90	97,464	83.00	18,906	16.10
Monte Carlo	96,319	100.00	N.A.	.....	88,902	92.30	48,545	50.40
Chevrolet	220,789	100.00	N.A.	.....	208,866	94.60	N.A.	.....
*Corvette	16,585	100.00	N.A.	.....	N.A.	.....	16,585	100.00
Oldsmobile Division	722,175	78.79	194,408	21.21	872,170	95.15	175,334	19.13
Omega	13,428	24.90	40,498	75.10	48,965	90.80	10,839	20.10
Firenza	6,276	15.40	34,476	84.60	33,376	81.90	15,812	38.80
Cutlass	271,892	100.00	N.A.	.....	254,763	93.70	109,301	40.20
Cutlass/Ciera	50,216	29.60	119,434	70.40	158,792	93.60	33,930	20.00
Oldsmobile	340,758	100.00	N.A.	.....	336,869	98.80	5,452	1.60
Toronado	39,605	100.00	N.A.	.....	39,605	100.00	N.A.	.....
Pontiac Division	222,588	57.49	164,565	42.50	241,110	62.27	107,392	27.74
*6000	40,797	59.60	27,654	40.40	44,288	64.70	20,741	30.30
2000	16,721	23.90	59,608	76.10	41,828	53.40	9,634	12.30
1000	1,190	4.58	24,782	95.40	11,742	45.20	1,325	5.10
Firebird	60,057	80.20	14,827	19.80	12,955	17.30	55,339	73.90
Phoenix	10,585	38.50	16,908	61.50	20,812	75.70	1,650	6.00
Grand Prix	40,165	100.00	N.A.	.....	39,522	98.40	14,540	36.20
Bonneville	33,628	61.80	20,786	38.20	52,727	96.90	4,163	7.65
*Parisienne	17,445	100.00	N.A.	.....	17,236	98.80	N.A.	.....
VOLKSWAGEN	73,446	100.00	N.A.	.....	514	0.70	25,045	34.10
Total Cars, N. S.	4,371,530	73.12	1,600,992	26.78	4,565,653	76.36	1,570,949	26.28

Note: *Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

Product Safety Book covers recalls, defects since 1977

WASHINGTON. — Virtually every safety recall, potential defect or safety controversy involving motor vehicles since 1977 is included in The Product Safety Book, the Consumer Federation of America's (CFA) guide to possible defects in a full range of consumer goods.

Included in the book's 700 entries on 2,000 "potentially hazardous product models" is defect and recall information on more than 200 models.

Also included is defect information on various auto parts and products. For example, under "Automobile Transmissions" is information about the 21 million automatic transmissions involved in the Ford "Park-to-Reverse" controversy.

The motor vehicle information in The Product Safety Book was gleaned from NHTSA recall reports and car test reports from Consumers Union, according to Jack Gillis, a former NHTSA official.

Gillis was fired by former Administrator Ray Peck for continuing to edit The Car Book after the agency decided to drop it. He edited the text of The Product Safety Book written by CFA Executive Director Stephen Broback and CFA Product Safety Director Anne C. Averyt, and also wrote the text pertaining to motor vehicles.

Attending the press conference announcing the book were NHTSA Administrator Diane K. Steed, Consumer Product Safety Commission Chairman Nancy Harvey Steorts and FTC Commissioner Michael Pertschuk.

Calling the book "a tremendous effort," Steed congratulated CFA on its publication.

"This book furthers our common goal to increase the flow of information to car buyers to make them more safety-conscious," she said. "It greatly enhances our ability to get vital recall information to the public."

The Product Safety Book is available from the CFA, 314 14th St. NW, Washington, D.C. 20005, and in bookstores at $9.95.

Campbell adds deal

CENTRALIA, Wash. — Jim Campbell Jr., a Chevrolet dealer since 1961, has added a Chrysler-Dodge dealership. It is called Campbell Chrysler-Dodge.

WORLD CAR AND COMMERCIAL VEHICLE PRODUCTION BY MANUFACTURER

Jan 9, 1984 40.

	1982			1981		
	Total	Passenger Cars	Commercial Vehicles	Total	Passenger Cars	Commercial Vehicles
GENERAL MOTORS						
GM—U.S.A.	4,070,085	3,173,145	896,940	4,627,674	3,904,083	723,591
GM—Canada	561,923	334,646	227,277	756,087	478,389	277,698
Opel—West Germany	961,094	951,456	9,638	816,648	810,158	6,490
Vauxhall—UK	164,402	112,669	51,733	118,243	69,932	48,311
GM—Spain	21,812	21,812	.....	.....	.....	.....
GM—Brazil	179,970	130,813	49,157	155,539	99,007	56,532
GM—Mexico	44,724	21,250	23,474	67,236	27,357	39,879
GM—Holden—Australia	146,098	123,881	22,217	125,985	108,126	17,859
TOTAL	**6,150,108**	**4,869,672**	**1,280,436**	**6,667,412**	**5,497,052**	**1,170,360**
FORD						
Ford—U.S.A.	1,817,480	1,104,054	713,426	1,937,572	1,320,197	617,375
Ford—Canada	415,590	283,059	132,531	354,804	209,494	145,310
Ford—West Germany	518,440	518,440	.....	486,917	486,917	.....
Ford—Belgium	224,901	193,666	31,235	247,332	219,708	27,624
Ford—UK	422,272	306,635	115,637	427,495	342,171	85,324
Ford—Spain	229,547	222,026	7,521	253,751	248,045	5,706
Ford—Brazil	144,431	86,273	58,158	125,855	78,313	47,542
Ford—Mexico	88,675	36,797	51,878	111,695	54,594	57,101
Ford—Australia	92,707	81,635	11,072	90,955	81,075	9,880
Ford—Argentina	50,390	35,138	15,252	75,566	52,698	22,868
TOTAL	**4,004,433**	**2,867,723**	**1,136,710**	**4,111,942**	**3,093,212**	**1,018,730**
TOYOTA						
Toyota—Japan	3,144,557	2,258,253	886,304	3,220,418	2,248,171	972,247
Toyota—Brazil	2,705	.....	2,705	4,070	.....	4,070
TOTAL	**3,147,262**	**2,258,253**	**889,009**	**3,224,488**	**2,248,171**	**976,317**
NISSAN						
Nissan—Japan	2,407,734	1,815,792	591,942	2,584,288	1,864,251	720,037
Nissan Diesel—Japan	36,951	.....	36,951	44,041	.....	44,041
Nissan—Mexico	67,624	48,824	18,800	72,132	47,449	24,683
TOTAL	**2,512,309**	**1,864,616**	**647,693**	**2,700,461**	**1,911,700**	**788,761**
RENAULT						
Renault—France	1,719,818	1,491,853	227,965	1,526,615	1,295,713	230,902
Renault Alpine—France	1,001	1,001	.....	1,261	1,261	.....
Renault—Argentina	34,278	34,278	.....	44,422	44,337	85
Renault—Mexico	21,319	21,319	.....	22,204	22,204	.....
Renault—Australia	1,437	1,437	.....	.....	.....	.....
Fasa Renault—Spain	327,505	296,107	31,398	298,091	269,029	29,062
TOTAL	**2,105,358**	**1,845,995**	**259,363**	**1,892,593**	**1,632,544**	**260,049**
VOLKSWAGEN						
VW—West Germany	1,196,987	1,122,077	74,910	1,232,818	1,150,560	82,258
VW Audi/NSU Auto Union—West Germany	305,024	305,024	.....	311,671	311,671	.....
VW—U.S.A.	92,332	84,246	8,086	205,147	167,755	37,392
VW—Argentina	12,855	8,969	3,886	18,528	17,326	1,202
VW—Brazil	327,751	256,330	71,421	304,960	227,056	77,904
VW—Mexico	144,297	126,296	18,001	138,390	121,879	16,511
TOTAL	**2,079,246**	**1,902,942**	**176,304**	**2,211,514**	**1,996,247**	**215,267**
PEUGEOT						
Peugeot—France	629,389	536,500	92,889	677,573	569,287	108,286
Citroen—France	552,263	522,317	29,946	578,481	533,922	44,559
Talbot—France	233,501	219,116	14,385	214,581	199,941	14,640
Talbot Matra—France	8,531	7,339	1,192	13,826	13,001	825
Talbot—UK	62,630	56,235	6,395	125,896	117,439	8,457
Talbot—Spain	56,204	53,052	3,152	61,965	58,909	3,056
Safrar (Peugeot)—Argentina	15,665	14,366	1,299	13,773	12,199	1,574
Citroen—Spain	130,833	94,498	36,335	104,570	74,495	30,075
TOTAL	**1,689,016**	**1,503,423**	**185,593**	**1,790,665**	**1,579,193**	**211,472**
FIAT						
Fiat—Italy	1,007,836	925,147	82,689	1,016,727	878,365	138,362
Lancia—Italy	68,162	68,162	.....	78,257	78,257	.....
Auto Bianchi—Italy	78,047	78,047	.....	76,987	76,987	.....
O.M.—Italy	11,262	.....	11,262	17,315	.....	17,315
Magirus Deutz—Italy	2,674	.....	2,674	1,754	.....	1,754
Ferrari—Italy	2,223	2,223	.....	2,566	2,566	.....
Fiat—Brazil	165,567	924	164,643	134,184	887	133,297
Unic—France	5,094	.....	5,094	8,069	.....	8,069
Magirus Deutz—Italy	18,082	.....	18,082	18,246	.....	18,246
Seat—Spain	246,125	240,005	6,120	206,628	204,847	1,781
Fiat Sevel—Argentina	14,341	14,129	212	13,682	12,868	814
TOTAL	**1,619,413**	**1,328,637**	**290,776**	**1,574,415**	**1,254,777**	**319,638**
TOYO KOGYO						
Mazda—Japan	1,110,164	824,247	285,917	1,176,608	840,630	335,978
CHRYSLER						
Chrysler—U.S.A.	722,418	600,502	121,916	847,014	748,774	98,240
Chrysler—Canada	244,751	149,434	95,317	149,154	69,149	80,005
Chrysler—Mexico	73,735	39,143	34,592	116,074	58,110	57,964
TOTAL	**1,040,904**	**789,079**	**251,825**	**1,112,242**	**876,033**	**236,209**
HONDA						
Honda—Japan	1,020,078	859,743	160,335	1,008,927	852,177	156,750
Honda—U.S.	1,500	1,500	.....	.....	.....	.....
TOTAL	**1,021,578**	**861,243**	**160,335**	**1,008,927**	**852,177**	**156,750**
MITSUBISHI—Japan	969,445	572,644	396,801	1,094,793	606,883	487,910
LADA—U.S.S.R.	800,000	800,000	.....	830,000	830,000	.....
DAIMLER-BENZ						
Mercedes-Benz—West Germany	640,579	465,503	175,076	632,280	449,010	183,270
Mercedes-Benz—Argentina	4,173	.....	4,173	5,941	.....	5,941
Mercedes-Benz—Brazil	32,664	.....	32,664	48,899	.....	48,899
Mevosa—Spain	12,232	.....	12,232	14,238	.....	14,238
TOTAL	**689,648**	**465,503**	**224,145**	**701,358**	**449,010**	**252,348**
SUSUKI—Japan	603,153	113,881	489,272	578,876	94,785	484,091
FUJI—Japan	513,506	201,388	312,118	472,639	190,451	282,188
LELAND						
BL Cars—UK	479,781	405,116	74,665	479,896	413,440	66,456
Leyland Vehicles—UK	14,260	.....	14,260	16,852	.....	16,852
Land Rover—Spain	13,380	.....	13,380	14,711	.....	14,711
BL—Australia	2,000	.....	2,000	2,500	.....	2,500
TOTAL	**509,421**	**405,116**	**104,305**	**513,959**	**413,440**	**100,519**
DAIHATSU—Japan	464,245	127,619	336,626	472,254	147,219	325,035
ISUZU—Japan	404,871	113,299	291,572	457,242	129,564	327,678
BMW—West Germany	362,607	362,607	.....	337,757	337,757	.....

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WORLD CAR AND COMMERCIAL VEHICLE PRODUCTION BY MANUFACTURER

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Jan 9, 1984 V.

	1982			1981		
	Total	Passenger Cars	Commercial Vehicles	Total	Passenger Cars	Commercial Vehicles
VOLVO						
Volvo—Sweden	244,598	211,236	33,362	222,156	191,869	30,287
Volvo—The Netherlands	90,615	90,615	.....	77,922	77,922	.....
Volvo—Canada	10,165	10,165	.....	8,594	8,594	.....
Volvo—Brazil	1,926	.....	1,926	1,691	.....	1,691
TOTAL	**347,304**	**312,016**	**35,288**	**310,363**	**278,385**	**31,978**
POLSKI FIAT—Poland	238,389	238,389	.....	250,515	250,515	.....
AMERICAN MOTORS						
AMC—U.S.A. (including Jeep)	195,021	109,549	85,472	201,567	109,319	92,248
AMC—Canada	30,341	30,341	.....	37,491	37,491	.....
TOTAL	**225,362**	**139,890**	**85,472**	**239,058**	**146,810**	**92,248**
SKODA—Czechoslovakia/Tatra	220,000	170,000	50,000	232,000	178,000	54,000
MOSKVITCH—U.S.S.R.	205,000	205,000	.....	235,000	235,000	.....
ALFA ROMEO—Italy	189,722	188,773	949	198,857	197,287	1,570
ZAZ ZAPOROJETZ—U.S.S.R.	180,000	180,000	.....	150,000	150,000	.....
ZASTAVA—Yugoslavia	163,929	153,644	10,285	194,003	184,817	9,186
G.A.Z. Volga—U.S.S.R.	130,000	130,000	.....	130,000	130,000	.....
SAAB-SCANIA						
Saab—Sweden	83,556	83,556	.....	66,392	66,392	.....
Scania—Sweden	20,912	.....	20,912	25,207	.....	25,207
Scania—Brazil	3,327	.....	3,327	3,585	.....	3,585
Scania—Argentina	388	.....	388	393	.....	393
TOTAL	**108,183**	**83,556**	**24,627**	**95,577**	**66,392**	**29,185**
HYUNDAI—South Korea	90,983	78,071	12,912	70,051	52,961	17,090
HINO—Japan	61,445	.....	61,445	69,276	.....	69,276
INTERNATIONAL HARVESTER						
IHC—U.S.A.	45,109	.....	45,109	62,861	.....	62,861
IHC—Canada	10,947	.....	10,947	12,148	.....	12,148
Seddon Atkinson—UK	1,821	.....	1,821	1,353	.....	1,353
TOTAL	**57,877**	.....	**57,877**	**76,362**	.....	**76,362**
KIA—South Korea	43,266	535	42,731	36,039	4,753	31,286
PORSCHE—West Germany	36,329	36,329	.....	31,734	31,734	.....
I.M.V.—Yugoslavia	31,614	31,302	312	30,056	28,859	1,197
SAEHAN—South Korea	22,796	14,845	7,951	20,411	8,888	11,523
DE TOMASO-INNOCENTI—Italy						
Nuova Innocenti	21,646	21,646	.....	23,187	23,187	.....
De Tomaso	83	83	.....	74	74	.....
TOTAL	**21,729**	**21,729**	.....	**23,261**	**23,261**	.....
M.A.N.—West Germany	20,013	.....	20,013	25,473	.....	25,473
U.N.I.S.—Yugoslavia	19,723	16,510	3,213	21,186	21,188	.....
TOTAL ABOVE	**34,210,351**	**26,078,476**	**8,131,875**	**35,374,369**	**26,974,695**	**8,399,674**
OTHERS	**1,878,007**	**536,180**	**1,341,827**	**1,855,686**	**483,097**	**1,372,589**
TOTAL WORLD	**36,088,358**	**26,614,656**	**9,473,702**	**37,230,055**	**27,457,792**	**9,772,263**

Data compiled by Motor Vehicle Manufacturers Assn.

October tops 1982 by 15 pct.

New-car registrations climb for month and year

Continued from Page 6

bered 567,107 in October, up 7.32 percent over 528,420 the preceding month and up 21.96 percent over 464,985 for the same month of 1982.

Import registrations dropped slightly in number and substantially in share of the market from October to October. Imports were down 0.07 percent, to 189,688 from 189,821. Their market share for the month plunged to 25.06 percent from 28.99 percent.

U. S.-built Renault Alliances and Encores now are counted among the domestics by R. L. Polk & Co. and appear as such for 1983 and 1982 on current tables. A year ago, Polk considered the U. S. Renault products as captive imports and their numbers were detailed in import registrations. Thus, figures now in AUTOMOTIVE NEWS for late-1982 and the first eight months of 1983 will be changed from those published through the past year.

In October, American Motors, Ford Motor Co. and General Motors all improved their market positions as the imports dropped 3.93 percentage points, Chrysler Corp. lost 0.10 percentage points and miscellaneous domestics dropped 0.02 percentage points.

AMC was up 0.32 percentage points, to 2.05 percent from 1.73 percent; Ford gained 2.01 percentage points, climbing to 17.76 percent from 15.75 percent, and GM improved its share by 1.72 percentage points, to 46.48 percent from 44.76 percent.

In the domestics-only arena, AMC was up to 2.74 percent from 2.44 percent in October. Chrysler Corp. claimed 11.53 percent, down from 12.31 percent. Ford was up to 23.70 percent from 22.18 percent, GM dipped to 62.02 percent from 63.03 percent and miscellaneous domestics dropped to 0.01 percent from 0.04 percent.

U. S. intermediates claimed the largest market class segment in October, 28.89 percent. Imports were second with 25.06 percent, followed by compacts at 16.50 percent, standards at 12.18 percent, subcompacts at 11.23 percent and luxury models at 6.14 percent.

A year earlier, intermediates represented only 20.96 percent and imports had 28.99 percent. Compacts had 15.86 percent, standards had 12.78 percent, subcompacts had 15.08 percent and luxury cars had 6.33 percent.

In the domestics-only market this year, intermediates held a 38.55-percent share for 10 months, compacts had 22.02 percent, standards had 16.25 percent, subcompacts had 14.98 percent and luxury cars had 8.20 percent.

New-car registrations for the first 10 months of 1983 surpassed the same span of 1982 by 15.87 percent and edged past 1981 by 1.31 percent. Of the 1983 total of 7,313,078, domestics accounted for 5,270,204. Their sum was 19.06 percent higher than the 4,426,599 domestics registered the first 10 months of 1982, and 2.52 percent above the 5,140,488 from the same period of 1981.

In the 10 months of 1983, all four major U. S. auto makers increased their shares of the market at the expense of the imports and miscellaneous domestics. AMC was up 0.88 percentage points, Chrysler gained 0.76 percentage points, Ford was up 0.20 percentage points and GM advanced 0.12 percentage points.

Imports, whose numbers increased to 2,042,874 from 1,884,651, wound up with a smaller piece of a larger pie: 27.93 percent compared with 29.86 percent. Miscellaneous domestics dropped to 0.01 percent from 0.03 percent.

Soft 'T'

Am-Top, Inc., Troy, Mich., is introducing folding vinyl T-top panels for the 1982-1984 Camaro / Firebird. Retail price is $249.95.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
OCTOBER, 1983 VS. OCTOBER, 1982

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Alliance FWD	9,230	107,672	5,274	7,984
Encore FWD	3,325	5,312		
Spirit	146	4,773	908	14,967
Concord	107	9,030	1,589	20,202
Concord SW	93	4,146	640	7,195
Eagle 4WD	365	3,079	433	4,911
Eagle 4WD SW	1,938	16,525	1,723	14,796
Eagle SX4 4WD	346	5,261	788	9,112
TOTAL AMC	15,550	155,798	11,355	79,167
Chrysler Laser FWD	1,698	2,224		
LeBaron FWD	5,141	56,414	6,416	65,298
LeBaron SW FWD	1,127	9,530	953	6,665
E-Class/New Yorker FWD	9,559	65,940	1,665	2,103
Cordoba	317	10,113	1,614	12,797
New Yorker Fifth Avenue	3,716	62,519	6,086	48,616
Imperial	21	1,228	162	2,160
Total	21,579	207,968	16,896	137,639
Plymouth Horizon FWD	5,564	45,273	5,372	62,058
Turismo FWD	3,142	29,429	1,266	5,664
Reliant FWD	6,935	93,375	7,985	84,821
Reliant SW FWD	3,255	37,541	2,924	33,206
Gran Fury	294	11,477	854	13,894
Total	19,190	217,095	18,401	199,643
Dodge Omni FWD	4,500	40,046	4,893	53,327
Charger FWD	4,072	37,201	1,533	9,798
Daytona FWD	1,374	1,814		
Aries FWD	5,719	68,811	7,311	61,586
Aries SW FWD	2,393	29,644	2,570	27,152
600 '84/400 '83 FWD	1,552	25,496	2,551	21,865
Diplomat	906	19,690	1,612	19,946
Diplomat SW			1	70
Mirada	248	4,144	708	6,017
600 FWD	3,833	26,741	767	892
Total	24,597	253,587	21,946	200,653
TOTAL CHRYSLER CORP.	65,366	678,650	57,243	537,935
Ford Escort FWD	18,231	201,847	18,332	208,418
Escort SW FWD	5,602	67,905	6,044	65,687
EXP FWD	812	18,723	2,291	31,527
Fairmont	671	46,221	9,592	102,322
Fairmont SW			13	2,022
Tempo FWD	21,042	79,347	1	2
Granada			3,359	55,518
Granada SW			1,860	31,213
LTD	9,949	94,014	1,728	1,739
LTD SW	4,088	38,044	426	431
LTD '82			2,200	41,709
LTD Crown Victoria	6,513	80,235	5,900	38,369
LTD Crown Victoria SW	1,541	17,015	1,548	16,907
Mustang	8,664	93,327	10,900	94,490
Thunderbird	13,126	95,483	4,359	37,591
Total	90,239	832,161	68,553	727,945
Lincoln Town Car	7,143	47,968	4,765	29,718
Mark VI and VII	1,286	21,894	2,431	20,184
Continental	665	11,191	2,066	17,014
Total	9,094	81,053	9,262	66,916
Mercury Lynx FWD	4,894	52,827	5,903	62,969
Lynx SW FWD	1,344	14,698	1,848	17,186
LN7 FWD	157	4,718	681	10,704
Capri	1,878	18,861	2,903	24,019
Zephyr	131	13,221	3,273	32,728
Zephyr SW			7	804
Topaz FWD	5,508	23,606		
Cougar '82			1,727	26,134
Cougar '82 SW			648	12,409
Marquis '83/'84	4,209	39,767	406	410
Marquis '83/'84 SW	1,260	13,231	363	363
Marquis '82			416	6,886
Marquis Brougham '82			798	13,911
Grand Marquis	5,673	68,593	4,075	28,888
Grand Marquis SW	850	10,201	685	7,687
Cougar '83/'84/XR7	9,166	62,952	1,597	13,822
Total	35,070	322,765	25,330	258,920
Lincoln Mercury Division Total	44,164	403,818	34,592	325,836
TOTAL FORD MOTOR CO.	134,403	1,235,979	103,145	1,053,781

	1983 Month	1983 Year	1982 Month	1982 Year
Buick Skylark FWD	7,391	83,949	11,001	119,704
Skyhawk FWD	4,531	51,436	4,760	33,867
Skyhawk SW FWD	696	8,778	102	109
Century FWD	15,203	115,562	8,803	71,625
Century SW FWD	17	20		
Regal	20,345	180,096	19,085	170,530
Regal SW	536	11,575	1,131	11,849
LeSabre	11,057	104,808	8,706	74,105
Electra	7,423	62,700	5,716	45,409
Electra FWD	40	150		
Buick SW	1,377	15,308	1,276	11,956
Riviera FWD	5,357	39,666	4,198	33,888
Total	73,973	674,048	64,778	573,042
Cadillac deVille	10,718	103,933	10,561	86,325
deVille FWD	3	99		
Cimarron FWD	1,547	15,994	1,061	10,125
Fleetwood & Chas.	4,116	34,138	3,833	30,094
Fleetwood FWD	1	33		
Eldorado FWD	7,443	55,777	5,366	43,904
Seville FWD	3,504	25,283	2,467	17,615
Total	27,332	235,257	23,288	188,063
Chevrolet Chevette	13,478	145,478	17,744	191,508
Camaro	15,402	143,718	12,109	141,169
Cavalier FWD	16,488	142,680	7,981	72,843
Cavalier SW FWD	6,141	55,514	2,264	20,990
Citation FWD	5,912	79,917	12,826	152,799
Malibu	2,292	42,028	4,192	54,871
Malibu SW	1,575	40,461	3,426	33,484
Celebrity FWD	16,140	130,536	10,132	70,892
Celebrity SW FWD	3	3		
Monte Carlo	10,418	80,446	7,584	78,202
Impala	3,454	38,328	3,515	42,910
Caprice	11,518	102,067	10,182	81,274
Chevrolet SW	4,739	46,799	3,856	35,927
Corvette	2,293	21,095	1,561	17,851
Total	109,853	1,069,070	97,372	994,720
Oldsmobile Omega FWD	3,190	42,893	5,441	59,692
Firenza FWD	2,491	26,241	2,785	20,247
Firenza SW FWD	928	10,464	66	76
Cutlass Ciera FWD	19,795	146,062	11,695	82,709
Cutlass Ciera SW FWD	3	6		
Cutlass Supreme/Calais	28,943	244,417	23,294	211,299
Cutlass SW	709	17,057	1,421	16,401
Delta 88	15,391	161,985	13,160	125,977
98	11,144	92,663	8,798	66,752
98 FWD		23		
Oldsmobile SW	2,020	20,981	1,755	16,006
Toronado FWD	3,940	30,895	2,957	25,576
Total	88,554	793,687	71,372	624,735
Pontiac 1000	2,739	28,792	3,569	40,704
Firebird	7,747	73,924	6,646	77,614
2000 FWD	5,438	59,379	4,348	38,727
2000 SW FWD	976	10,286	807	6,676
Phoenix FWD	1,482	21,599	3,150	39,586
Bonneville	7,169	55,564	4,941	48,456
Bonneville SW	800	12,178	1,127	11,882
6000 FWD	9,174	70,637	5,624	37,903
6000 SW	1	1		
Grand Prix	8,300	73,271	6,001	67,387
Catalina			3	444
Bonneville '81 Parisienne	1,303	4,482	14	1,675
Bonneville Bgm. '81/Paris Bgm.	1,847	8,570	22	1,455
Pontiac SW	729	3,394	8	464
Fiero	4,330	5,076		
Total	52,035	427,153	36,260	372,973
TOTAL GM CORP.	351,747	3,199,215	293,070	2,753,533
Checker	3	247	148	1,910
Miscellaneous Domestic	41	562	172	2,183
Domestic Station Wagon Total	44,741	511,395	39,492	409,613
Domestic Grand Total	567,107	5,270,204	464,985	4,426,599
Import Total	189,688	2,042,874	189,821	1,884,651
Grand Total All Registrations	756,795	7,313,078	654,806	6,311,250

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

obituaries

Cliff Bilby

CHICAGO.—Cliff Bilby, 64, former auto editor of Chicago Today and longtime auto editor of the old Chicago American, died Jan. 4. He was makeup editor of the Chicago Tribune at the time of his death.

Stan Gustafson

TOLEDO.—Stan Gustafson, 53, president of Dana Corp., died Dec. 26 at Houghton Lake, Mich., after a heart attack. Mr. Gustafson was elected president in December, 1980, after a career at Dana which began in 1958 as an internal auditor.

Robert L. Murray

PORTLAND, Ore.—Robert L. Murray, 61, owner of Murray Chevrolet Co. in suburban Gresham, died Dec. 17. He was current president of the Metro Portland Automobile Dealers Assn. and in 1980 and 1981 was head of the Oregon Automobile Dealers Assn.

Colman B. O'Shaughnessy

CLARENDON HILLS, Ill. — Colman B. O'Shaughnessy, 73, secretary emeritus of the Automotive Sales Council, a group he founded in 1958, died here Dec. 31. He was also the current manager of the Automotive Electrical Assn. Service Division of ASIA.

Charles S. Thompson

MELBOURNE, Fla.—Charles S. Thompson, former president of Sunrise Motors, Inc., St. Thomas, Virgin Islands, died here Nov. 29.

Total is 9,177,777; domestics, imports share gain

1983 car sales are best since '79

Continued from Page 1

1983, down from 61.07 percent a year earlier. Ford slipped to 23.12 percent from 23.38 percent. Chrysler was up to 12.39 percent from 12.02 percent. AMC improved to 2.85 percent from 1.95 percent; VW dropped to 1.25 percent from 1.58 percent, and Honda earned 0.74 percent of the 1983 market.

• AMC-make cars, VW and Imperial failed to match year-ago numbers. All other domestic makes were up. Chrysler sales improved by 47.92 percent, Plymouth was up 5.56 percent, Dodge was up 20.25 percent and Imperial (no longer built) was off by 55.67 percent.

Ford was up 14.57 percent, Mercury was up 25.1[illegible] percent and Lincoln was up 9.14 percent. Buick was up 16.88 percent, Cadillac was up 20.47 percent, Chevrolet was up 6.89 percent, Oldsmobile was up 26.01 percent and Pontiac was up 14.49 percent.

AMC was off 42.67 percent (its Spirit and Concord no longer being built), and VW was down 6.71 percent.

Fourth-quarter domestic sales added to 1,814,142, up 21.42 percent from 1,494,065 in 1982.

On the import scene, records were set by several makers in 1983. Nissan reported its best year ever in the U.S. Nissan sales of 521,902 were up 10.98 percent from 470,246 in 1982 and up from the previous record of 516,890 set in 1980.

BMW enjoyed record sales in 1983 and marked its 10th consecutive calendar year of sales increases. Jaguar had a record year as did Volvo, Subaru, Saab and Mercedes-Benz.

Volkswagen (import) was up from 1982. So were Toyota, Porsche, Audi, Mazda, Alfa Romeo, Isuzu and Peugeot.

In December, all the major domestic auto makers reported sales gains over 1982. GM was up 25.63 percent, Ford was up 26.10 percent, Chrysler was up 11.40 percent, AMC was up 18.76 percent, VW was up 3.45 percent.

GM sales accounted for 57.65 percent of the domestic market for the month, up from 57.30 percent in 1982. Ford climbed to 24.93 percent from 24.68 percent. Chrysler had 12.14 percent, down from 13.60 percent. AMC slipped to 2.92 percent from 3.07 percent. VW was down to 1.11 percent from 1.35 percent and Honda had 1.25 percent.

Imports captured 25.64 percent of the December market, down from 29.09 percent in 1982.

Late-December domestic sales totaled 206,610, best for the period since 1978 and up 30.38 percent from 158,466 in 1982.

Where auto market was in December

	Total Sales	Pct. of Total
SUBCOMPACT	107,945	14.35
COMPACT	131,142	17.43
INTERMEDIATE	190,856	25.37
STANDARD	68,587	9.12
LUXURY	60,889	8.09
IMPORT	192,867	25.64
TOTAL	752,288	100.00

Where auto market was in 1983

	Total Sales	Pct. of Total
SUBCOMPACT	1,160,620	12.65
COMPACT	1,537,075	16.75
INTERMEDIATE	2,401,845	26.17
STANDARD	915,244	9.97
LUXURY	780,518	8.50
IMPORT	2,382,475	25.96
TOTAL	9,177,777	100.00

SALES BY MARKET UNITS

	December, 1983	December, 1982	12 Mos., 1983	12 Mos., 1982
Chevrolet	113,941	87,556	1,347,447	1,260,620
Ford	98,925	76,365	1,060,314	925,490
Oldsmobile	77,749	55,939	1,007,559	799,585
Buick	54,883	50,770	845,083	723,011
Toyota	51,026	46,147	555,766	530,246
Pontiac	50,928	38,788	553,135	483,149
Nissan	37,424	39,779	521,902	470,246
Mercury	32,984	25,439	409,433	327,142
Honda	32,432	28,086	401,072	365,865
Dodge	29,834	29,093	369,470	313,135
Cadillac	25,024	23,675	300,337	249,295
Plymouth	24,733	23,509	326,444	302,598
Chrysler/Imperial	21,451	15,426	262,037	178,970
AMC-Renault	18,223	15,788	226,580	149,973
Volkswagen of America	14,097	12,277	162,054	158,518
Mazda	12,739	13,285	173,388	163,638
Subaru	11,855	11,594	156,840	150,335
Lincoln	7,526	8,774	101,574	93,068
Mercedes-Benz	7,865	7,399	73,692	65,963
BMW	6,225	6,215	59,242	52,393
Volvo	5,137	3,401	88,857	72,375
Mitsubishi	3,047	1,260	32,755	3,950
Saab	2,395	1,425	26,323	18,463
Jaguar	1,789	1,219	15,815	10,349
Isuzu	1,658	1,359	20,731	15,462
Peugeot	1,200†	1,219	14,916†	14,323
Alfa Romeo	185	240	3,002	2,193
Fiat	.....	697	5,002	15,287
TOTAL	752,288	631,875	9,177,777	7,978,058

†Estimate

IMPORTED CAR SALES

	December, 1983	December, 1982	12 Mos., 1983	12 Mos., 1982
Alfa Romeo	185	240	3,002	2,193
Audi	5,200	3,650	47,936	45,954
BMW	6,225	6,215	59,242	52,393
Challenger/Conquest	446	981	14,024	14,128
Plymouth Colt	2,678	2,500	34,513	37,129
Dodge Colt	3,213	2,310	39,158	37,902
DeLorean	.....	.....	.....	2,830
Fiat	.....	573	4,489	14,113
Honda	25,451	28,086	350,670	365,865
Isuzu	1,658	1,359	20,731	15,462
Jaguar	1,789	1,219	15,815	10,349
Lancia	.....	124	513	1,174
Mazda	12,739	13,285	173,388	163,638
Mercedes-Benz	7,865	7,399	73,692	65,963
Mitsubishi	3,047	1,260	32,755	3,950
Nissan	37,424	39,779	521,902	470,246
Peugeot	1,200†	1,219	14,916†	14,323
Porsche	1,811	1,501	21,831	14,407
Renault	1,885	2,031	33,229	37,540
Saab	2,395	1,425	26,323	18,463
Sapporo/Conquest	374	1,283	11,571	13,068
Subaru	11,855	11,594	156,840	150,335
Toyota	51,026	46,147	555,766	530,246
Vista	1,406	.....	4,303	.....
Volkswagen	7,858	6,246	77,009	67,352
Volvo	5,137	3,401	88,857	72,375
TOTAL	192,867	183,827	2,382,475	2,221,398

†Estimate

Harvester, GAC join to develop special vehicles

CHICAGO.—International Harvester and General Automotive Corp., Ann Arbor, Mich., have announced an agreement of cooperation for the development of special-purpose vehicles.

Neil A. Springer, president, International Truck Group, said "the agreement will enable us to fill market niches and to strengthen our already strong market share position." International manufactures medium and heavy trucks.

Cruse W. Moss, GAC chairman, said "the recognized expertise that we bring to this arrangement will benefit both companies in the pursuit of government and specialty-vehicle business."

GAC manufactures the Flxble transit bus and other vehicles and equipment for the transportation industry and provides contract services through subsidiary groups.

Oklahoma dealers choose officers

OKLAHOMA CITY.—Ed Perry, a Ford dealer in Holdenville, has been elected president of the Oklahoma Automobile Dealers Assn., and Ed Eskridge, of Eskridge Oldsmobile-Honda, has been elected president of the Oklahoma City Motor Car Dealers Assn.

As head of the state group, Perry succeeds Jack Marshall, a Chevrolet dealer in Claremore. Other new officers are Wendell Dockum, Oklahoma City Pontiac dealer, president elect, and Ralph L. Bolen, Bolen Oldsmobile, Oklahoma City, treasurer.

Perry succeeds Roy Dockum, Dockum Pontiac, as president of the Oklahoma City association. Ted Gunderson, Southwest Ford, was named vice president, and W. W. (Red) Ridler, Toyota of Oklahoma City, was elected treasurer. John Connor is manager of both associations.

DOMESTIC CAR SALES

	Dec. 21 to Dec. 31, 1983	Same Period, 1982	Dec., 1983	Same Month, 1982	Jan. 1, to Dec. 31, 1983	Same Period, 1982
Alliance	.....	.....	6,927	8,542	126,008	30,173
Encore	.....	.....	6,307	.....	20,182	.....
Renault	.....	.....	13,234	8,542	146,190	30,173
Spirit	.....	.....	193	1,002	4,441	16,182
Concord	.....	.....	192	1,633	11,513	30,872
Eagle	.....	.....	2,719	2,580	31,207	35,206
AMC	.....	.....	3,104	5,215	47,161	82,260
AMERICAN MOTORS*	8,138	3,500	16,338	13,757	193,351	112,433
Horizon	2,290	1,590	5,663	3,943	56,763	46,907
Turismo/TC3	1,231	1,325	2,907	3,284	36,497	39,704
Reliant	4,539	3,922	11,980	12,034	157,247	146,762
Plymouth	166	210	476	465	15,101	18,255
Total Plymouth	8,226	7,047	21,026	19,726	265,608	251,628
Laser	1,353	.....	3,769	.....	11,097	.....
LeBaron K	2,175	2,540	5,916	6,315	80,309	88,575
Cordoba	41	430	156	957	10,375	15,828
New Yorker 5th Ave.	1,722	1,832	4,852	4,664	73,729	62,725
E-Class	852	1,343	2,247	3,177	35,283	9,122
New Yorker E	1,666	96	4,511	119	50,091	119
Total Chrysler	7,809	6,241	21,451	15,232	260,884	176,369
Total Imperial	.....	89	.....	194	1,153	2,601
Omni	2,073	1,506	5,000	3,830	50,451	40,002
Charger/024	1,164	1,436	3,283	3,564	45,975	41,275
Daytona	1,167	.....	3,142	.....	8,761	.....
Aries	3,462	4,070	9,539	11,512	119,400	113,076
600 Coupe/400	487	1,261	1,413	3,035	28,488	28,946
Diplomat	162	388	432	949	22,603	24,866
Mirada	39	204	124	427	4,417	7,316
Dodge 600	982	1,014	2,431	2,485	33,882	5,624
Total Dodge	9,536	9,879	25,424	25,802	313,977	261,105
CHRYSLER CORP.	25,571	23,256	67,901	60,954	841,622	691,703
EXP	440	1,001	924	2,658	19,574	39,021
Escort	10,729	9,714	26,641	23,684	326,333	337,667
Mustang	3,275	3,461	8,678	8,688	116,976	119,526
Tempo	7,729	.....	21,730	.....	136,148	.....
Fairmont	.....	4,943	.....	14,457	37,521	139,056
Granada	.....	1,044	.....	3,051	3,751	94,750
Thunderbird	5,953	479	14,657	1,347	134,710	42,585
LTD '83	6,580	4,499	16,630	11,105	165,396	26,820
Ford Crown Victoria	3,585	4,258	9,665	11,375	119,905	126,065
Ford Division	38,291	29,399	98,925	76,365	1,060,315	925,490
LN7	.....	420	.....	1,060	4,694	13,107
Lynx	2,237	2,045	5,257	5,675	78,876	95,959
Topaz	1,915	.....	6,090	.....	41,796	.....
Zephyr	.....	1,019	.....	3,063	11,583	42,363
Cougar/Monarch	.....	360	.....	899	906	40,829
XR-7	2,818	142	8,195	454	87,027	15,609
Capri	478	979	1,347	2,740	22,708	31,280
Marquis '83	1,955	1,512	5,424	4,137	55,184	10,645
Mercury Gr. Marquis	2,500	2,570	6,671	7,411	96,659	77,348
Total Mercury	11,903	9,047	32,984	25,439	409,433	327,142
Continental	522	547	1,424	1,484	13,691	22,611
Lincoln	1,065	1,714	3,351	4,660	59,626	42,537
Mark VII	1,068	1,052	2,753	2,630	28,257	27,920
Total Lincoln	2,655	3,313	7,528	8,774	101,574	93,068
L-M Division	14,558	12,360	40,512	34,215	511,007	420,208
FORD MOTOR	52,849	41,759	139,437	110,578	1,571,321	1,345,698
Skyhawk	1,772	1,384	4,322	4,080	72,998	46,942
Skylark	2,414	2,211	6,542	7,831	102,763	141,766
Century FD	4,111	2,756	11,746	9,549	150,280	99,873
Regal Sedan/Coupe	4,307	4,326	12,872	13,331	234,035	222,169
LeSabre	3,698	2,564	10,287	7,890	151,555	108,989
Electra	1,703	1,522	5,032	4,854	80,106	59,599
Riviera	1,330	997	4,082	3,235	53,346	43,673
Buick Division	19,335	15,760	54,883	50,770	845,083	723,011
Cimarron	511	640	1,473	1,941	19,188	13,774
Seville	864	945	3,035	2,543	33,522	24,029
Cadillac	4,587	4,930	14,623	13,937	176,003	154,229
Eldorado	1,729	2,029	5,893	5,254	71,624	57,263
Cadillac Division	7,691	8,544	25,024	23,675	300,337	249,295
Chevette	6,551	4,380	15,364	11,946	178,759	231,927
Cavalier	9,579	3,761	24,097	10,300	259,397	121,392
Citation	2,720	4,238	6,973	12,073	92,379	186,782
Camaro	5,166	4,093	13,342	11,992	178,266	182,848
Celebrity	8,388	3,950	20,669	12,005	180,354	101,311
Malibu	202	2,267	789	7,457	85,421	110,736
Monte Carlo	4,169	2,214	10,230	6,244	105,797	98,954
Chevrolet	7,330	4,770	20,156	14,102	238,930	204,193
Corvette	822	541	2,341	1,437	28,144	22,477
Chevrolet Division	44,927	30,214	113,941	87,556	1,347,447	1,260,620
Firenza	1,278	897	3,141	2,538	44,753	28,282
Omega	1,314	1,173	3,111	3,778	49,818	72,392
Cutlass Ciera	7,023	3,236	16,942	9,409	191,720	113,921
Cutlass/Supreme	9,057	5,343	24,458	16,618	331,179	280,566
Olds 88	5,548	4,315	16,592	13,238	228,770	180,840
Olds 98	2,589	2,515	9,215	7,721	119,526	89,222
Toronado	1,905	844	4,288	2,637	41,791	34,362
Oldsmobile Division	28,714	18,323	77,749	55,939	1,007,559	799,585
Fiero	1,951	.....	7,089	.....	22,581	.....
1000	789	1,416	2,261	3,560	34,173	51,257
2000/Sunbird	2,515	1,901	8,157	4,976	86,313	57,048
Phoenix	426	1,322	1,453	3,763	24,362	49,527
Firebird	1,966	3,288	7,198	9,182	90,777	105,686
6000	2,405	2,414	8,656	6,617	92,513	55,794
Bonneville	1,618	1,956	6,130	5,367	84,122	76,063
Grand Prix	1,750	1,977	6,000	5,323	89,355	83,598
Parisienne	1,150	.....	3,984	.....	26,929	4,176
Pontiac Division	14,570	14,274	50,928	38,788	553,135	483,149
GENERAL MOTORS	115,237	87,115	322,525	256,728	4,053,561	3,515,660
VOLKSWAGEN	2,935	2,836	6,239	6,031	85,045	91,166
HONDA	1,880	.....	6,981	.....	50,402	.....
DOMESTIC TOTAL	206,610	158,466	559,421	448,048	6,795,302	5,756,660
IMPORT TOTAL	.....	.....	192,867	183,827	2,382,475	2,221,398
INDUSTRY TOTAL	.....	.....	752,288	631,875	9,177,777	7,978,058

*—AMC does not issue a breakdown for ten-day periods.

United Technologies unit appoints two new VPs

DEARBORN. — Frank E. Arcobello and Carlo Damiano have been appointed vice presidents for United Technologies Automotive Group's European Operations, located in Lausanne, Switzerland.

Arcobello becomes vice president-finance and Damiano vice president-personnel and industrial relations.

U. S. makers top 1982 by 37 pct.

6,821,066 cars assembled in 1983

By Mary Beth Mayer
Staff Writer

All of the domestic auto makers enjoyed production increases last year and together they wound up the 1983 calendar year with the highest output in four years.

The manufacturers assembled 6,821,066 cars, leading the year-ago total of 4,973,870 by 37.14 percent. It was the best 12-month showing since 1979, when 8,418,369 were completed.

American Motors experienced the largest increase in production last year, building 200,381 units, up 82.91 percent from 109,522 in 1982. Renault Alliance and Encore were the reason.

Chrysler Corp.'s output was up 50.58 percent, from 600,502 to 904,189. Total car production by Ford Motor Co. was 1,546,493, which was 40.08 percent ahead of 1,104,074 in 1982.

General Motors assembled 4,016,461 cars last year, up 30.71 percent from 3,072,883. Volkswagen of America finished with 98,207 units, a 16.58 percent increase over 84,246 in the previous year.

After producing 620 units in the last two months of 1982, Honda finished its first full year of production in the U. S. with 55,335 cars. Checker Motors ceased production in 1982.

Totals for December and the fourth quarter were the highest since 1978. December's build was 580,850 units, 51.30 percent ahead of the year-ago month's 383,921 and the highest for the month since 637,336 units were completed five years earlier.

Breakdown for the month by company was: GM, 57.36 percent; Ford, 21.26 percent; Chrysler, 15.15 percent; AMC, 3.30 percent; VW, 1.59 percent, and Honda, 1.34 percent.

Last week's output of 136,310 units dropped 11.83 percent below 154,589 completed during the week ending Dec. 24, but was 80.96 percent ahead of the 75,328 units built in the first week of 1983.

Honda's non-union employes were the only U. S. car assemblers working during the last week of December. They built 1,483 units during four days of production that week.

The other car makers returned to work Jan. 3 after the holiday vacation, except for the American Motors Kenosha (Wis.) plant, which will return Jan. 9.

Last week, nine GM points worked two shifts on Saturday (Jan. 7). They were: Arlington (Tex.), Detroit, Doraville (Ga.), Fairfax (Kans.), Flint (B-D and G lines), Lansing (B-D and G lines), Leeds (Mo.), Lordstown (O.) and Van Nuys (Calif.).

GM's Willow Run (Mich.) plant will close today (Jan. 9) for one week of plant rearrangement. Some 4,500 workers are affected.

All five of Chrysler's car facilities worked extra hours last week. Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 put in two 9-hour daily shifts. Jefferson (Detroit) worked two 8½-hour daily shifts and St. Louis No. 2 operated one 10-hour daily shift. St. Louis No. 1 and No. 2 and Jefferson worked last Saturday.

This week, Chrysler plans the same daily overtime schedule.

Five Ford facilities worked extra hours last week. Atlanta, Edison (N. J.), St. Louis, Wayne (Mich.) and Wixom (Mich.) put in extra daily hours and Wixom worked Saturday as well.

This week, three Ford points are down, while daily overtime is planned at five other plants, in an effort to rebalance product mix. Down are Dearborn, Kansas City and Lorain (O.). Some 2,400 workers at each point are affected. On overtime are Chicago, Edison, St. Louis, Wayne and Wixom.

Auto production in Canada shows 20 pct. gain for 1983

In 1983, Canadian auto and truck makers built about 20 percent more vehicles than in the previous year.

The car manufacturers turned out 968,298 units last year, 20.79 percent ahead of 801,685 in 1982. It was the best annual total since 1978, when 1,131,050 cars were completed in Canada.

The truck makers finished 1983 with 554,550 units, an 18.42 percent improvement over 468,327 in the previous year, and just 1,279 units shy of the 1981 sum of 555,829.

In December, the auto makers completed 78,459 units, leading the year-ago month's 50,088 by 56.65 percent. It was the highest total for December since 1978, when 85,377 units were assembled.

December truck output was 52,744, nearly doubling the year-ago total of 27,043. It was the best month ever for truck production in Canada.

As the assembly plants returned from holiday vacations last week and worked four days, auto output was targeted at 18,231 units, trailing the 23,209 units built in the week ending Dec. 24 by 21.45 percent, but 26.64 percent ahead of the 14,396 assembled in the year-ago week.

Ford Motor Co.'s Oakville (Ont.) car point will be down this week to complete tooling and modifications which are necessary to add production of Escort and Lynx to Tempo and Topaz output there.

Tooling for the new lines at Oakville came from San Jose, Calif.

Truck production last week was estimated at 12,292 down 13.81 percent from 14,260 units assembled in the week ending Dec. 24, but 83.82 percent ahead of the 6,687 units built in the year-ago week.

Chrysler Corp. estimated that 1,105 Plymouth Voyagers and 1,175 Dodge Caravans were built at the Windsor assembly facility last week. In 1983, there were 9,109 Voyagers, 8,920 Caravans and 103 Mini Ram Vans assembled, for a total of 18,132 T-115s for the year.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 7, 1984	Week Ended Jan. 8, 1983	Week Ended Dec. 24, 1983	Dec. Total	1982 Total	1983 Total
AMERICAN MOTORS	480	1,220	698	2,431	30,344	29,551
CHRYSLER CORP.	.....	4,272	.....	.....	149,442	104,365
FORD MOTOR	7,045	313	9,938	30,854	283,001	285,377
GENERAL MOTORS	10,474	8,366	12,393	44,454	332,038	538,639
VOLVO	232	225	180	720	6,860	10,366
Total Cars, Canada	18,231	14,396	23,209	78,459	801,685	968,298

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 7, 1984	Week Ended Jan. 8, 1983	Week Ended Dec. 24, 1983	Dec. Total	1982 Total	1983 Total
CHEVROLET	15,957	8,277	18,275	67,794	658,066	845,523
DODGE	3,100	.....	4,079	14,265	121,916	147,669
FORD	17,563	8,021	21,482	75,247	713,426	928,778
GMC	5,215	2,191	6,045	21,365	223,172	261,389
INTERNATIONAL	971	285	988	3,947*	45,114	51,188
VOLKSWAGEN	.....	.....	.....	.....	8,086	2,079
JEEP	2,680	.....	3,426	15,961	75,269	113,230
NISSAN	1,300	.....	1,342	5,388	.....	19,979
AM GENERAL	40	50*	50*	170*	2,415	2,460*
MISCELLANEOUS	800	1,000*	1,000*	3,400*	54,700	49,200*
Total Trucks, U.S.	47,626	19,824	56,687	207,537	1,902,164	2,421,495

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 7, 1984	Week Ended Jan. 8, 1983	Week Ended Dec. 24, 1983	Dec. Total	1982 Total	1983 Total
CHRYSLER CORP.	4,484	2,646	4,496	17,806	95,410	141,249
FORD MOTOR	2,660	280	4,075	12,079	132,531	144,147
GENERAL MOTORS	5,040	3,761	5,583	22,426	229,492	263,469
INTERNATIONAL	108	.....	106	433*	10,894	5,685
Total Trucks, Canada	12,292	6,687	14,260	52,744	468,327	554,550
N. American Trucks	59,918	26,511	70,947	260,281	2,370,491	2,976,045

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

'83 truck output jumps 27 pct.; total is 2,421,495

During 1983, domestic truck makers produced 27.31 percent more units than in the previous year.

The manufacturers wound up the year with 2,421,495 units, a substantial increase over the 1,902,164 built in 1982. It was the best year of truck production since 1979, when 2,973,498 were completed.

In December, truck manufacturers finished 207,537 units, the best showing for the month since 1978, when 276,248 were built and 60.95 percent ahead of the year-ago month's 128,948.

The truck makers were off to a far stronger start in the first week of the new year than in the first week of 1983. Last week, 47,626 trucks were completed, leading the year-ago week's 19,824 by 140.25 percent. The week's total trailed the 56,687 units built during the week ending Dec. 24 by 15.99 percent.

All domestic truck makers returned to work Jan. 3 after the holiday vacation.

U. S. CAR PRODUCTION

	Week Ended Jan. 7, 1984	Week Ended Jan. 8, 1983	Week Ended Dec. 24, 1983	Dec. Total	1982 Total	1983 Total
AMERICAN MOTORS	.....	2,974	5,326	19,154	109,552	200,381
AMC Total	.....	.....	.....	.....	51,800	4,071
Concord	.....	.....	.....	.....	17,152	3
Spirit	.....	.....	.....	.....	12,951	.....
Eagle	.....	.....	.....	.....	21,697	4,068
Renault Total	.....	2,974	5,326	19,154	57,752	196,310
Alliance	.....	2,974	2,716	9,867	57,752	153,877
Encore	.....	.....	2,610	9,287	.....	42,433
CHRYSLER CORP.	17,600	.....	22,619	88,036	600,502	904,189
Plymouth Total	4,800	.....	7,045	28,266	241,181	310,799
Horizon	700	.....	2,714	11,369	77,572	117,731
Reliant	3,800	.....	4,007	15,686	162,053	186,486
Caravelle†	100	.....	129	493	1,556	5,327
Gran Fury	200	.....	195	718	.....	1,255
Chrysler Total	7,000	.....	7,171	26,899	114,443	234,611
LeBaron	2,000	.....	2,015	7,607	95,360	86,242
Laser	1,700	.....	1,720	6,191	.....	23,637
Chrysler/E-Class	1,700	.....	1,751	6,474	19,083	104,999
Fifth Avenue	1,600	.....	1,685	6,627	.....	19,733
Dodge Total	5,800	.....	8,403	32,871	244,878	358,779
Omni	600	.....	2,951	10,676	72,456	126,437
Aries	3,200	.....	3,153	12,712	129,235	144,033
Daytona	900	.....	1,112	4,810	.....	19,414
Dodge 400	.....	.....	.....	.....	30,481	18,478
Dodge 600	1,000	.....	1,078	4,179	12,706	49,176
Diplomat	100	.....	109	494	.....	1,241
FORD MOTOR	28,963	12,918	31,597	123,477	1,104,074	1,546,493
Ford Division	19,694	6,875	21,833	84,594	690,655	1,008,982
Escort	5,916	.....	7,422	27,006	264,972	290,047
Fairmont	.....	3,017	.....	.....	128,519	23,728
Mustang/Mustang II	2,709	.....	3,693	12,605	127,371	123,216
LTD/Granada	3,160	3,149	3,989	15,489	132,034	179,192
Thunderbird	3,311	.....	3,774	12,061	29,336	187,466
Crown Victoria/Ford	1,651	709	2,437	7,911	2,034	94,058
EXP	447	.....	518	1,964	6,389	4,298
Tempo	2,500	.....	.....	7,558	.....	106,977
L-M Division	9,269	6,043	9,764	38,883	413,419	537,511
Mercury Total	6,124	3,981	6,826	.....	315,799	431,033
Lynx	1,027	.....	1,000	4,238	81,114	73,701
Capri	475	.....	409	1,326	32,704	24,440
Zephyr	.....	863	.....	.....	40,406	8,601
Marquis/Cougar	1,145	883	2,227	7,129	60,811	77,146
Cougar/RX7	1,526	.....	2,159	8,445	10,590	124,965
Gr. Marquis/Marquis	1,214	2,235	1,031	4,255	88,404	90,885
LN7	.....	.....	.....	.....	1,770	290
Topaz	737	.....	.....	2,484	.....	31,005
Lincoln Total	3,145	2,062	2,938	11,006	97,620	106,478
Continental	592	412	557	2,083	20,052	13,513
Lincoln	782	968	733	2,753	47,609	58,872
Mark VI/VII	1,771	682	1,648	6,170	29,959	34,093
GENERAL MOTORS	85,742	56,198	91,016	333,185	3,072,883	4,016,461
Buick Division	19,341	14,934	20,545	78,553	751,332	905,608
Skylark	2,712	.....	3,383	11,467	65,549	112,843
Skyhawk J	3,075	1,583	2,689	10,062	137,810	79,169
Century	3,472	2,740	4,209	15,839	111,698	177,076
Regal	3,960	5,914	3,927	15,650	209,068	234,179
Buick	4,852	3,978	4,927	20,402	183,325	249,244
Riviera	1,062	719	1,218	4,661	43,882	52,503
Electra (fwd)	208	.....	192	472	.....	594
Cadillac Division	5,931	6,545	6,417	24,088	246,354	308,537
Cimarron	348	591	508	1,829	10,404	21,021
Seville	590	527	659	2,523	22,706	34,622
Eldorado	1,140	1,509	1,260	4,835	56,626	72,299
Cadillac	3,655	3,918	3,944	14,768	156,618	180,462
DeVille (fwd)	198	.....	46	133	.....	133
Chevrolet Division	27,798	14,255	29,745	103,655	994,178	1,321,611
Chevette	3,412	.....	4,298	14,165	208,417	204,096
Cavalier	6,674	2,902	7,853	28,715	96,091	310,693
Celebrity	4,440	1,445	5,339	19,035	66,361	182,596
Camaro	4,694	3,853	5,092	12,654	214,062	193,115
Citation	1,505	1,164	1,878	6,273	159,069	86,868
Malibu/El Camino	463	2,480	386	1,652	103,491	100,921
Monte Carlo	3,807	1,802	2,633	12,504	81,181	124,922
Chevrolet	2,183	603	1,520	5,971	42,648	90,226
Corvette	620	6	746	2,686	22,838	28,174
Oldsmobile Division	23,264	15,327	23,554	89,019	759,644	1,050,872
Omega	1,336	.....	1,680	5,882	71,395	54,799
Firenza	1,457	607	1,856	7,386	40,642	59,965
Cutlass	6,510	4,840	6,149	25,167	202,060	310,487
Cutlass/Ciera	4,596	2,462	4,754	16,288	126,030	216,898
Oldsmobile	8,443	6,658	7,987	29,824	284,439	365,096
Olds 98 (fwd)	218	.....	90	494	.....	494
Toronado	704	760	1,038	3,978	35,078	43,133
Pontiac Division	9,408	5,137	10,755	37,870	321,375	429,833
Acadian†	.....	.....	173	981	9,993	15,064
2000	2,882	1,496	2,597	10,791	41,922	114,666
1000	636	.....	705	3,090	34,833	42,175
Firebird	1,974	1,594	2,473	6,298	128,077	99,629
Phoenix	396	.....	508	1,653	45,463	25,053
G. Prix/Bonneville	1,176	2,047	1,674	5,657	31,241	93,084
Parisienne	430	.....	355	1,352	.....	12,457
Fiero	1,914	.....	2,270	8,048	.....	27,705
6000	.....	.....	.....	.....	29,946	.....
HONDA	2,125	100	1,505	7,786	620	55,335
VOLKSWAGEN	1,880	3,138	2,526	9,212	84,246	98,207
CHECKER	.....	.....	.....	.....	1,993	.....
Total Cars, U.S.	136,310	75,328	154,589	580,850	4,973,870	6,821,066
Total Cars, Canada	18,231	14,396	23,209	78,459	801,685	968,298
N. American Cars	154,541	89,724	177,798	659,309	5,775,555	7,789,364
N. American Trucks	59,918	26,511	70,947	260,281	2,370,491	2,976,045
North American Cars and Trucks	214,459	116,235	248,745	919,590	8,146,046	10,765,409

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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59th year—$40 per year, $1.00 per copy

2 car groups formed, divisions lose clout, marketing unchanged

GM reorganizes for greater efficiency

By John K. Teahen Jr.
Managing Editor

General Motors' broad-scale reorganization program is designed to bring greater efficiency in engineering, manufacturing and product development.

In boardroom parlance, greater efficiency means lower costs and lower costs mean higher profits.

Chairman Roger B. Smith and President F. James McDonald answered questions about the program at a news conference last week.

Smith expects the new look to help GM give its customers "higher quality, greater product diversity and more value than ever before."

Outwardly, buyers of GM cars won't be much affected by the program since marketing is not involved.

GM's 10,000 new-car dealers won't find any great changes. They'll continue to handle the same lines of autos — big and small — as they are currently stocking, at least for now.

The new setup establishes what GM called "two integrated car groups which will function as self-contained business units."

GM said each will be totally responsible for its product, including engineering, manufacturing, assembly and marketing, and each will be accountable for its quality, performance and profitability.

The two groups are the Chevrolet-Pontiac-GM of Canada Group and the Buick-Cadillac-Oldsmobile Group.

The Chevrolet - Pontiac - Canada Group will be involved with small cars — "strengthen GM's commitment to small cars" as the corporation phrased it. It will be responsible for the new Saturn small-car program and for the GM-Toyota project.

Related stories on Page 3.

The Buick-Cadillac-Oldsmobile Group will be involved with what GM called "regular and large-size cars."

• Inevitably, they are known as the small-car group and the big-car group, but Smith and McDonald studiously avoided that terminology.

In any matter involving the structure of GM, the question of centralization vs. decentralization arises.

These moves fall definitely on the side of centralization. The car divisions are losing power. The central corporate structure is gaining power.

A. A. Cunningham

Lloyd E. Reuss

Robert C. Stempel

Charles Katko

The new structure for car operations is patterned after the GM Worldwide Truck and Bus Group, which was formed in 1981, and the new role of the car divisions is similar to that at Ford Motor Co. and Chrysler Corp.

At Ford and Chrysler, the car divisions are marketing arms. That is the situation at GM under the reorganization.

Announcement of the new program brought enough personnel changes to delight any GM watcher, especially those who solemnly predict (often er-

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Future Fords

Jim Dunne

New Merkur, Taurus caught on film

Ford Motor will round out its product line during the next two years with introduction of the Merkur XR4Ti (known as the Sierra in Europe, where it is built), above, and the new front-drive "Taurus" models (photo shows a "mule" built on a Chevy Celebrity), which replace Ford LTD and Mercury Marquis. The rear-drive XR4Ti bows this fall as a Mercury with standard 2.3-liter turbocharged engine and five - speed transmission. The six - passenger Taurus cars—they will not be called LTD and Marquis—debut in the fall of '85 as '86 models with standard 2.5-liter HSC four-cylinder engine (or optional 3.0-liter V-6) and choice of five-speed manual or four-speed automatic overdrive transaxles. Wheelbase is 106 inches.

Chrysler sues to stop GM-Toyota venture

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — Chrysler Corp. said it hopes its suit to stop the General Motors-Toyota proposed joint venture will be settled before GM-Toyota can get the joint-venture vehicle into production for the 1985 model year.

Chrysler said its chances of winning the suit are "excellent."

The suit was filed last week in a U. S. District court here, seeking a permanent injunction against the joint venture. Chrysler lawyers charged that the GM-Toyota agreement is in violation of U. S. antitrust law.

Richard Goodyear, Chrysler vice president and general counsel, said Chrysler's case is "absolutely dead square in the center of American antitrust law" and that it would take "more than a couple of FTC commissioners" to change that law.

But a GM spokesman said, "Chrysler can do whatever it wants to, including filing a suit to eliminate 12,000 jobs and pre-

Continued on Page 57, Col. 3

Year opens with 1,357,995 units; 61-day supply

New-car stockpile pushes upward

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers built up their new-car inventories during December, despite the holiday shutdowns, and opened 1984 with a 61-day supply.

Although the inventory rule of thumb holds that 60 days is the optimum — and 61 days is very close to that optimum — the Jan. 1 inventory was still marked by shortages in a number of hot-selling lines and by a handful of overstocked nameplates.

The Jan. 1 inventory totaled 1,357,995 units, a 61-day supply at the current selling rate, compared with 1,307,756 on Dec. 1, which was a 55-day supply.

A year earlier, the Jan. 1 domestic new-car inventory totaled 1,125,989, a 65-day supply at the lower selling rate then besetting the industry.

In general, standard and luxury nameplates were in shortest supply as the year began, although the leanest of all continued to be Pontiac's sizzler, the Fiero.

All of the corporate makers increased their stockpiles during December in terms of unit counts, but days-supply figures declined slightly for Chrysler Corp. and U. S.-built Honda.

GM opened January with a 57-day supply, up from 50 days a month earlier. GM beefed up some of its bigger-volume lines which had been on the lean side, particularly among its standard models.

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Ford Motor Co. had a 66-day supply Jan. 1, up slightly from 65 days a month earlier. Like GM, Ford was shortest in its big-car lines.

Chrysler Corp. boosted its unit total, but opened January

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breaking news

New GM C-cars due April 5

DETROIT.—General Motors' new front-drive '85 C-cars—the Cadillac DeVille, Buick Electra and Oldsmobile 98—are tentatively slated for public introduction April 5. Timing on intro of the new lines has been delayed more than once, but now appears fairly firm.

Nissan schedules overtime at Smyrna

SMYRNA, Tenn.—Nissan Motor Mfg. Co. has scheduled overtime at its truck plant here. Beginning today (Jan. 16), the facility will work nine-hour days for three months. It will also work Saturdays on Jan. 28, Feb. 18 and March 3. In addition, the entire Smyrna operation will close for vacation the last week of July and the first week of August. NMMC plans to begin building 10,000 trucks a month beginning in May.

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NEWSPAPER

S. Korea challenges Japan in Canada with Hyundai Pony

By Kathleen Hamilton
Financial Editor

WINDSOR, Ont. — A South Korean auto maker jumped into the North American market last week with 50 Canadian dealers, 2,500 subcompacts, a healthy ad budget, a slot at the Montreal auto show and the ambitious goals of usurping the Japanese in Canada's small-car segment, then moving into the U. S.

Hyundai Auto Canada, Inc., has set itself a hectic schedule.

Another 7 to 10 dealers will be added in the Maritime Provinces in March; two more sales and service headquarters are to join the Toronto headquarters within a year; first-year sales of 5,000 Ponys could jump to a total of 20,000 within two or three years with the addition of the larger Stellar model. A Pony pickup and a two-seat sports car could eventually be added.

There's more: A 1.6-liter or 2.0-liter engine is scheduled to join the standard 1.4-liter powerplant in the Pony this year. And when the new plant in the Republic of Korea is completed in 1985, capacity will rise from 100,000 a year to 300,000 — enough to take the plunge into the giant U. S. market in the 1986 model year.

Goals for the U. S. haven't been set yet, Hyundai Auto Canada President Sung Hak Park said, but the company is hoping for 150 Canadian dealers eventually.

The new Korean assembly plant will be producing an all-new, front-drive Pony.

The rear-drive Pony that has been sent to test the North American market can hardly be described as high-tech: The choke is manual and the engine carbureted. Electronics haven't taken over the ignition. Spark plugs fire the engine.

In fact, most of the mechanicals date back to 1974, when the car was introduced, although Hyundai Motor Co. has been getting help in updating the Pony from Japanese partner Mitsubishi, which owns a 10-percent stake in the Korean auto maker.

• The body was updated 18 months ago by ItalDesign, so the Pony's lines are modern. An examination of the car at a preshow introduction by Downtown Motor Sales (Windsor) showed body panels were well gapped in most instances, doors and lids fit snugly and closed solidly and windows opened and closed easily.

The Pony's interior is overwhelmingly plastic: Vinyl seats; molded instrument panel and door panels; latches, buttons and handles — all plastic. But the panels fit well, the edges were finished smoothly and the upholstery fit well.

While the Pony could by no means be considered plush, it was surprisingly far from the starkness of, say, a low-line European Fiat or one of Canada's price leaders, the Soviet-built Lada. The Pony's cargo compartment is hidden from view, and the rear seat folds down for added cargo space.

A short test drive found the car responsive. Front suspension is independent strut with coil spring; rear, leaf springs. The ride was firm and the car was surprisingly well insulated from street noise.

The five-speed gearbox in the GL tested was firm and smooth; the clutch had a short pedal distance. It was maneuverable (its turning radius is less than 15 feet) and offered more than adequate acceleration. Body panels and paint were also up to snuff, perhaps not surprising in light of the parent company's specialization in steel and steel products.

The Pony may not have the Japanese quality level yet, but its quality was far above what had been expected for $5,795 to $6,695 (Canadian). And it surely gave no signs of being a Third World Car, although Hyundai is exempted from the usual Canadian-car duty because Korea is classed as a developing nation.

Not surprisingly, Hyundai is expecting its largest market from the 18-to-35-year-old age group, with 40 percent women buyers, according to John Wright, vice president of sales and marketing.

Oddly enough, the Pony's old technology may be a selling point with these budget-minded buyers who may be enticed by the repair-it-yourself capability of the car, according to Wright.

In any case, Hyundai is willing to spend several million dollars in advertising its new model, according to Park.

• The agency is Stariton and Pearson and Martin, Toronto, chosen because several of its creative directors had worked on Honda's launch into Canada, according to John Kim, Hyundai Auto Canada manager of sales and marketing.

Advertising initially is being placed in news and general interest magazines, women's magazines, car-enthusiast press and major newspapers. In addition, Hyundai's co-op program will match dealer advertising up to $25 a car, Wright said.

Downtown Motor Sales (Windsor), like 80 percent of Hyundai's dealerships, will have a separate showroom for the Korean line. Edward Klein, who owns Downtown Motors with Lou Gardner, said the three-car showroom across the street from his Jaguar-Subaru store will be complete in two months.

Typically, dealers are investing $15,000 to $20,000 (Canadian) signs, parts and equipment, Wright said. Service technicians are sent to seminars in major cities. Next to be added to the dealer network will be dealers in medium-sized cities, Kim said.

Hyundai has $1.5 million worth of parts in its Toronto-area warehouse, he said. Within a year, regional offices and

Continued on Page 56, Col. 4

Kathleen Hamilton

Updated Hyundai

The Pony's body was updated a year and a half ago by ItalDesign to make it more pleasing to the eyes of its intended market: 18 to 35 year olds. Wheelbase is 92 inches, overall length is 165 inches. Curb weight of the base model is 2,149 pounds.

Court denies GM bid to kill X-body lawsuit

WASHINGTON.—Motions for summary judgment in the Government's X-body suit against General Motors have been denied by a U. S. District Court here.

The court said it could not issue an opinion that would be undisputed, based on the motions and evidence filed by both GM and the Department of Transportation.

Accordingly, oral arguments for summary judgment were canceled and the Government and GM were summoned to meet with a District Court judge to arrange a timetable for further action in the case.

The court said DOT's motion for a preliminary injunction will be heard on Feb. 1. That motion would force GM into notifying X-car purchasers of the Government's lawsuit and of possible braking problems with X-body vehicles.

The injunction also calls for a GM escrow fund of $50 million to be set aside for GM to reimburse consumers who have repairs made on X-cars that relate to the Government's recall request.

DOT filed its case against GM in August to force the auto maker into recalling 1.1 million X-cars, which allegedly suffered from brake lockup.

DOT has also asked for $4 million in civil penalties, claiming GM lied to the Government about the brake-lock problem and initiated two recalls knowing they were inadequate.

How to obtain information on tire-tax refund

An article in the Jan. 9 issue of AUTOMOTIVE NEWS advised dealers who wanted more information about tax refunds on floor stocks of new tires to contact Neil W. Zyskind, of the Internal Revenue Service.

Zyskind says interested persons should call him only if they have already read the IRS regulations governing the tax refunds and still have specific questions.

He advises them to call their accountants and ask for explanations or copies of the regulations, which were published Dec. 23, 1983, in the Federal Register.

Ford to build Mazdas in Mexico for U.S. sale

MEXICO CITY.—Ford Motor is going to build a Toyo Kogyo-designed car in Mexico predominantly for export to the U. S. and Canada.

Ford said last week it will invest $500 million for an assembly plant in Hermosillo, some 170 miles south of Nogales, Ariz.

The plant will eventually turn out 100,000 cars a year.

Although Ford has a 25-percent stake in Toyo Kogyo, it will have sole ownership of the Mexican plant. The first cars from Mexico apparently will arrive in the U. S. market sometime in 1986 and will fit in the subcompact segment.

Ford now assembles Toyo Kogyo models in Australia under the Ford names of Telstar and Laser. Basically, they are the Mazda 626 and GLC.

Under a Mexican decree of last September, each auto maker in Mexico is limited to producing two car lines in 1985 and 1986 and just one in 1987. After 1987, additional lines would be allowed if the models can be exported.

The decree was intended to increase local content of vehicles in Mexico, but it has since depressed the Mexican market and caused difficulties for the producers.

Currently, there are only six car manufacturers in Mexico: Ford, General Motors, Chrysler Corp., Nissan, Renault - American Motors and Volkswagen.

In some quarters, Ford's move was viewed as an attempt to answer the recent GM - Toyota joint venture to build small cars in California.

In Detroit, UAW Vice President Stephen P. Yokich said Ford's Mexican operation "will cost as many as 25,000 U. S. and Canadian jobs."

Said Yokich, "Clearly, an investment of this magnitude is a direct threat to our members' job security, and we will address it as such when we commence negotiations with Ford Motor this summer."

Index is up 12.8 percent over year ago

Service business rebounds in U. S.

By Francis J. Gawronski
Service Editor

After a dip in the growth rate in October, service and parts business recorded by new-car dealerships bounced back in November to record the fifth best showing of the year, according to the Automotive News Service Index.

As measured by the Service Index, November shop volume amounted to 112.8 percent of the business for the same month in 1982. In October, service and parts business dipped to 111.6 percent of the year-earlier volume after posting an increase of 15.3 percent in September.

November marked the ninth consecutive month in which shop volume registered an increase over the year-earlier month.

As in the previous six months, all indicators used in the Service Index were on the upside in November, led by sales of all parts and accessories with an increase of 15.4 percent over the volume recorded in the same month in 1982.

Shop parts sales, those used on both customer-paid and warranty work, were up 13.2 percent over 1982 volume, while total labor sales (customer-paid and warranty) topped the year-earlier volume by 12.1 percent.

SERVICE INDEX
112.8*

	Nov., '83 vs. Nov., '82	11 mos., '83 vs. 11 mos., '82
Gross Profit on All Labor and P&A Sales	+10.7%	+ 8.5%
Repair Orders Written	+10.9%	+ 3.4%
Total Labor Sales (Customer & Warranty)	+12.1%	+ 8.8%
Shop Parts Sales (Customer & Warranty)	+13.2%	+10.8%
Sales of All Parts and P&A	+15.4%	+11.9%

*—Survey by Automotive News shows that dealers' service and parts business in Nov., 1983, was 112.8 percent of business in Nov., 1982. Service business in the 11 months of 1983 was 109.6 percent of business in the corresponding period in 1982.

Gross profit on all labor, parts and accessories sales—the most important barometer from the dealer's viewpoint—topped the previous year's figure by 10.7 percent, while repair orders written in dealership service departments increased 10.9 percent over the number written in 1982.

Figures used in the Service Index are averages compiled from reports on shop business from a cross-section of the nation's new-car dealerships.

For the 11-month period of 1983, service and parts business was 109.6 percent of the volume attained for the same period a year earlier.

Sales of all parts and accessories showed an increase of 11.9 percent for the period, while gross profit was up 11.1 percent and shop parts sales escalated 10.8 percent over the volume recorded in 1982.

Labor sales increased 8.8 percent for the January-November period, while repair orders written were up 3.4 percent.

Reuss, Stempel in front for 1987, but don't overlook Cunningham

GM sets up race for presidency

By John K. Teahen Jr.
Managing Editor

Like a successful gambler, General Motors encourages competition and it's not above hedging its bets.

The corporation may have done that last week — especially the hedging — as it chose the men who will lead its restructured passenger-car operation in North America.

GM has marked two men as prime contenders for the presidency. The present occupant of that office, F. James McDonald, will observe his 65th birthday Aug. 3, 1987.

The two frontrunners, as of today, are Lloyd E. Reuss, 47, and Robert C. Stempel, 50. Last week, they were placed in charge of the newly formed passenger-car groups. Reuss heads the Chevrolet-Pontiac-GM Canada Group, and Stempel has the Buick-Cadillac-Oldsmobile Group.

Now for the hedging: GM also promoted Alexander A. Cunningham to executive vice president in charge of North American Passenger Car Operations. Cunningham is 58, about 3½ years younger than McDonald.

If neither Stempel nor Reuss is deemed ready for the presidency in 1987, Cunningham could be a 3½-year alternative.

And three more contenders gained prominence last week as well. They are Donald E. Hackworth, 46; John O. Grettenberger, 46, and John F. Smith Jr., 45, whose name has a familiar ring at GM.

Hackworth was named Buick general manager; Grettenberger became Cadillac general manager, and Smith was appointed president and general manager of GM of Canada. Grettenberger and Smith were elected GM vice presidents. Hackworth already was a VP.

There are other prospects. The roster of GM group executives includes men who could move to the top if the corporation's rulers so decree. And general managers William E. Hoglund, 49, of Pontiac, and Joseph J. Sanchez, 53, of Oldsmobile, cannot be ignored.

So there's no shortage of candidates for the GM presidency in 1987. While Stempel and Reuss top the list, a bet on who will be chosen is not as safe as betting that Jan. 22 will fall on a Sunday this year.

And there is another option. Vice Chairman Howard H. Kehrl will be 65 on Feb. 2, 1988. There could be room for both Stempel and Reuss in GM's troika.

There's an interesting similarity among all the men (except Cunningham) mentioned heretofore: Their age. They are all close enough so that 1987 may be their only shot at the GM presidency. Thus GM has not set up a continuing order of ascendancy.

For example, if Reuss should be chosen and serve until he is 65, none of the others could succeed him. If Stempel were selected, a couple of his contemporaries might be able to follow him, but by then GM should have an entire new crop of first-echelon hopefuls.

As for the job of chairman, that belongs to Roger B. Smith until the end of July, 1990 (assuming continued good health). Barring a major and totally unexpected foulup, his successor is due to be F. Alan Smith, cur-

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Star of Ford's Detroit show exhibit

A vehicle which Ford says is "quite representative" of the production Ford compact Aerostar passenger wagon and commercial van made its debut at the Detroit Auto Show, which opened Saturday (Jan. 14). The streamlined Aerostar, which goes into production late this year, will seat seven adults and offer almost 140 cubic feet of cargo space with rear bench seats removed.

Reaction to restructuring is mild

GM dealers, suppliers stay calm

By Roger Rowand
Engineering Editor

DETROIT.—Reaction to General Motors' revamping structure of its car divisions and GM of Canada was mixed but unexcited among members of its dealer body and army of supplying companies.

There was no real worry detected among suppliers. Across the country, dealers, too, reacted calmly.

William L. Crawford Jr., at Champion Chevrolet Co., Manhattan Beach, Calif., was very nearly laconic about the GM reorganization.

"I know only what I read in the newspaper, and the Chevrolet general sales manager, Bob Cook, sent us a message on our communication system. Other than that, I know nothing," he said.

"I don't know of any dealers expressing any anxiety about it. In terms of the trade, it's too new to rate. The corporation moves in such a ponderous fashion it could be three or four years before we see any change. It's kind of like turning a supertanker around.

"There's been no consternation at the wholesale level, at least not manifest here in Los Angeles. It's very calm," Crawford said.

At Chevy Chase Chevyland in Chevy Chase, Md., adjacent to Washington, Dealer Frederick H. Bowis also was calm. He said he will applaud the moves if, as has been promised, there are no big changes coming in GM's dealer relations.

"I think the interrelationship between manufacturing and the selling organization is one of the keys in achieving some sort of supremacy in automobile sales," Bowis said.

• He said he was disturbed when early reports said Chevy dealers would be selling only small cars, particularly because his town is an up-scale one with heavy buying of foreign cars and large U. S. cars.

He said he is a little disturbed now because Chevy will have to share Robert Stempel, group executive in charge of the newly established Buick-Cadillac-Oldsmobile Group.

"Reuss (Lloyd Reuss, group executive in charge of the new Chevrolet-Pontiac-GM of Canada Group), is a superior manager, too, there's no question about that. But they've taken a full-time man and gotten a half-time man. I'm not really happy about that," Bowis said.

"I sympathize with their need to reduce their marketing overhead but I'm not sure they're not going too far to do that," he said.

He added: "I applaud getting the distinctive differences between the cars. I can understand the reason for marketing one of the alphabet soup cars through Chevrolet and a different-lettered car through the Buick and Olds organization."

In McLean, Va., across the Potomac, the NADA said it supports the goals of the GM car division reorganization. Those are higher quality, greater product diversity and more value for consumers.

"While this reorganization of the five GM divisions is an internal corporate matter, it is reassuring to note GM officials stated in their announcement that their dealer body was one of the corporation's greatest assets and the change will not affect GM's relationships with its dealers," the trade group said.

"Dealers are hopeful this move by GM will preserve and enhance the value of the five individual franchises.

"Dealers are also optimistic this new organizational approach will give GM an opportunity to provide better product differentiation among the divisions and a clearer picture of

Continued on Page 56, Col. 1

Marketing is unaffected by GM reorganization

By Joseph Bohn
Marketing Editor

Speculation that General Motors' reorganization would have its major impact on marketing proved groundless.

The car divisions will still be able to market the mix of small and large cars they want, built to their specifications by one or the other of two car groups which were established, executives pointed out.

Asked how the change might affect fleet and leasing, GM President F. James McDonald said: "I don't see any affect at all.

"One thing we didn't want to do is change our interface with the marketplace (and) our dealer body. If you look at the car divisions, they're exactly the same as they were and (so is) the interface with the dealer."

Neither McDonald nor GM Chairman Roger B. Smith saw any effect on advertising.

Smith said, "In advertising, you're going to need just what you have now because each of those five car divisions is going to retain its current" status.

McDonald added that the newly formed car groups won't do any advertising.

• "I don't see the group having any advertising," he said. "The (car division) nameplates are so important, we have a lot of money invested in those nameplates. I look at all the advertising, except for some corporate, to be aimed at those nameplates."

Citing the "very little" corporate advertising, such as institutional and safety ads, handled by D'Arcy MacManus & Masius and N. W. Ayer, McDonald added: "I don't see that affected."

None of what GM is doing will either "prohibit" or "augment" divisions having the same or separate cars, executives continued.

"Individuality in certain divisions is very important," Smith said. "If you want to pick Corvette for Chevrolet, I can't picture Chevrolet without a Corvette."

Similarly, cars like the Buick Riviera convertible and Cadillac Seville are integral parts of those marketing divisions.

Ultimately, "the market has to tell us what they (individual divisions) can support," a long-term trend unrelated to the specifics of the company's reorganization, Smith noted.

"If they (car divisions) want a lot of things that are not on the shelf, they're going to pay for it in some way. They must figure out if they can sell competitively and still make money" in planning their future product mixes, he concluded.

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59th year — No. 5004

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Vendors eye GM reorganization

Little change seen in purchasing

By Roger Rowand
Engineering Editor

DETROIT.—No one has more at stake as the General Motors reorganization cards are dealt than its suppliers. And, as the cards fall in the months ahead, apprehension will have a hand in the game.

Initially, two reactions were prevalent here as vendors eyed the changes.

One: There will be far fewer areas of interface between suppliers and the auto giant. Therefore, they'll have less input into the company.

Two: A transition period has been entered and the vending picture will be out of focus for months as the reorganization shakes down.

Talks with GM executives give some insight into the supplier situation. They lead to the conclusion only the second reaction is valid.

"I don't anticipate any major change in the way purchasing contracts are sought or granted," said one GM official.

"The guys who got those new jobs are setting out right now with their transition teams to plan how we're going to take these steps. No one can forecast what's going to happen. But, I suspect we'll still see common materials purchased by GM purchasing. We'll still see divisional-specific material, parts and components purchased by division purchasing people," he said.

"I don't know how long that will continue. But, at the same time, I don't know if it will ever change. No one can tell you today, or this month, the kind of changes they expect to happen," he said.

• What makes the GM reorganization unusual is the immensity of the organization that is going to be changed. No one inside the company is making any estimate as to how many people will be involved or even how long it will take.

"This is a big undertaking," the GM official said. "It's going to take a lot of care and thought to get us from where we are today to where we want to be eventually. We might make some false starts. It's not going to be easy with a company this big."

At this point, no one is predicting a major change in purchasing. If a supplier today deals with five divisions, that will continue.

"In 1988 he's still going to be dealing with five divisions. His key contacts will not change," said a GM official.

"If he's dealing with central purchasing today — with our purchasing staff — he'll still be dealing with them. I don't foresee that changing because we're

Continued on Page 56, Col. 1

A sinking ship with holes in all the lifeboats?

Auto market looks grim in Chile

By Vicki Carpenter
Special Correspondent

SANTIAGO, Chile. — Recent announcements concerning the government's next five-year plan have specifically referred to the auto industry.

In general, there has been an about-face from the indiscriminate free-marketry that devastated large portions of local industry in 1981.

Motorized vehicles, unlike certain staples, are considered luxuries and have been placed in a category of heavily taxed items that also includes fine rugs and tapestries, furs, liquor and electronic equipment.

The tax increase on car sales will be 8 percent on passenger vehicles of engine size less than 850 cc and 30 percent on vehicles with larger engines. The tax will affect both nationally produced and imported vehicles (based on the final importation cost).

In addition, a heavy tax has been set on all automobiles imported at values exceeding $12,000. Needless to say, few in the industry are thrilled.

Profoundly preoccupied by the new taxes was the manager of the Automobile Salesmens' Chamber, Jose Manuel Matte, who declared to local media his visions of impending doom.

Consequences will be grave in the importation and commercialization business due to the already depressed situation of the Chilean auto industry, he declared. Matte said he does not believe the measures will prove to be a significant source of additional income for the state.

• To understand the politics of the Chilean Government, it is convenient to imagine a sinking ship in which all the lifeboats have been found to contain holes. At this point anything is worth a try.

Apart from increasing confrontation with its citizenry, the military junta continues to face some basic economic snares in the form of 30 percent unemployment, a $19 billion foreign debt (which some in economic circles are calling unpayable), 23.7 percent inflation and a constantly fluctuating dollar, mostly upward.

As has happened in other Latin American countries, the Chilean economy was crippled over recent years after a several-year boom of cheap credit and an unrealistically low dollar led to a tidal wave of free-flowing imports.

Local products never stood a chance against a 30-peso dollar —now valued at 86-87 pesos and as much as 105 on the black market. (This rate reached an excruciating high of 150 pesos last March preceding talk of another devaluation.)

Hence, anything that may foster optimism in any particular element of some industry is tossed out like a harried life preserver and without further consultation with the victims.

The surprise factor is just not going to help overcome current difficulties, said John Cunhill, Renault general manager, shortly after news of the tax increase became public. It is impossible to plan anything under these conditions, he said.

• The increase in automobile prices has already led to cancellation of some orders by customers. As price increases hit the consumer rather directly, the market is contracting further.

Matte estimated that the Datsun Pulsar, now selling at 579,000 pesos ($5,019), will rise in price to about 1,015,000 pesos ($8,799). Taxes could eventually cause a sales decline of as much as 12,000 units, said Matte.

According to Central Bank statistics, the number of imported vehicles fell from a record high of 26,800 in June, 1981, to only 398 in October.

Local production, which belongs to General Motors, Peugeot and Renault, shrunk by 60 percent in a year's time from 8,992 units during the first 10 months of 1982 to 3,564 units during the same period in 1983. Fiat and Citroen, once also set up locally, were forced to close early in the year.

Sales outlets are expected to continue closing in view of current economic policies. Of 800 establishments existing in 1981, only 200 were still viable in 1983.

In addition to the 20 percent sales tax increase for larger-engine cars, those vehicles imported at a value exceeding $12,000 will be taxed 100 percent of the excess amount. This disincentive toward the purchase of large luxury cars has not displeased everyone.

Said Andres Allende, president of Automotriz Arica: "This could be just what we needed to reopen (the plant in Arica)."

The company, of which Allende owns 89 percent, has been paralyzed since the beginning of the year. The remaining 11 percent belongs to Citroen, with whom negotiations are now under way. Allende is also talking with Nun & German and Chrysler representatives.

According to Allende, the state will collect needed fiscal funds. He said he believes a "good overall solution has been achieved that harmonizes the interests of the entire country—from consumers looking for a small car, to those local companies that fabricate medium-sized vehicles at prices compatible with buyers' means."

He said companies like Peugeot that produce high-quality vehicles at prices under $12,000 will not be affected much by the new taxes. Local industries will just have to produce vehicles in the engine-size range of 850 to 2,000 cc at compatible prices, he said.

Though Fiat executives are also restudying the situation in view of the new tax structure, a spokesman said anyone optimistic about the auto industry in Chile probably did not understand the economic plan. The Fiat plant in Rancagua remains closed in the meantime.

Toyota is especially unhappy. Management let it be known that it considered the whole plan discriminatory against larger cars and, thus, neither beneficial to the consumer nor a valid means of increasing state revenue.

Present Toyota inventory will last for the next six months since projection for 1984 sales is just 14,000 units. Thus, there will be scant income during this time. The measures will slow down sales in precisely that category which sells the most, Toyota declared.

• Apart from the new income taxes on all auto sales, a custom's surtax of 20 percent will affect all imports indefinitely beginning in March. Automobiles of engine sizes greater than 850 cc will be hit with an even higher tariff—a whopping 50 percent.

In essence, local vehicle manufacturers will have a clear advantage over importers, but the measures are late, if not too late, for companies that have already been sacrificed.

While imported automobiles will be all but out of range, locally produced units will also take a big bite out of the consumer's pocket. Though importers have little possibility of adapting sizes to new demand—due to slow-selling stock—locals will surely try to do so.

Excited as was the president of one closed-down plant, the question can seriously be posed as to whether the Chilean market offers all that much food for optimism. In the coming years, it will hurt to buy a car in Chile.

Market shares in Chile
(January-October, 1983)

Suzuki	17.0 pct.
GM	12.6 pct.
Datsun	10.5 pct.
Fiat	9.1 pct.
Peugeot	8.1 pct.
Daihatsu, Toyota, Subaru, Seat	6.4 to 7.7 pct.
Renault	3.9 pct.
Mitsubishi	3.8 pct.
Ford	1.2 pct.
Volkswagen	1.9 pct.
Mazda	1.7 pct.
Hyundai	0.9 pct.

Party marks publication of Dryfus biography

NEW YORK. — Rene Dryfus, legendary race driver and mainstay of the auto scene in this city, was honored at a party marking the publication of his biography, My Two Lives: Race Driver to Restauranteur.

Hosted by fashion designer John Weitz, the guest list was a "who's who" of the local automotive, art and social set.

But the star of the evening was Dryfus, who, with his brother Maurice, operated Le Chanteclair, a restaurant here that was the home away from home for many drivers, auto writers and industry leaders when they passed through the city.

Dryfus referred to the biography, which was written with Beverly Rae Kimes, as his "book of memories."

Half a century for McNaught

George T. McNaught, right, owner of George T. McNaught Chevrolet, Stamford, N.Y., receives Chevrolet's 50-year-dealer award from Robert E. Heithaus, Chevrolet's Syracuse zone manager.

Ford spending in Missouri increases 33 pct. for 1983

ST. LOUIS. — The Missouri economy received a $282.5 million boost from Ford Motor Co. operations during 1983, an increase of 33.25 percent from $212 million in 1982 and up 59.60 percent from $177 million in 1981.

The 1983 total, principally affecting the St. Louis and Kansas City areas, included $228.5 million in wages paid to Ford employes, $50.8 million in goods and services bought locally and $3.2 million in local and state taxes.

In the St. Louis area, Ford employe wages topped $95 million, up from $55 million in 1982. This sharp gain reflected the addition of a second shift at the suburban Hazelwood assembly plant to meet the demand for Mercury Grand Marquis and Ford Crown Victoria models.

During the year, the company bought goods and services from St. Louis area businesses valued at $10.8 million. Ford and its 2,860 St. Louis employes contributed $126,000 to the United Way.

The company's local Community Relations Committee gave more that $25,000 to St. Louis civic and charitable groups and donated automotive training equipment to several area schools.

In addition, the 259 Ford and Lincoln-Mercury dealerships in the company's St. Louis sales zones had 1983 payrolls exceeding $82 million. A year ago, 258 dealerships had payrolls of $53 million.

Robert Hurford, manager of the Hazelwood plant, said production of Mercury and Ford cars totaled 185,856 in 1983, more than double the 90,250 built in 1982.

He said that Ford is spending between $250 million and $300 million to convert the plant to production of the new Aerostar van, with production scheduled to begin late in 1984.

Albert Walker, Ford Division district sales manager, said district dealers sold 53,000 new cars and trucks in 1983, an 8.8 percent gain over the 1982 total. Eric Sonnett, L-M district sales manager, reported new car sales of 248,000, a rise of 9 percent over the previous year.

Dealers invested almost $1.8 million in new and improved facilities during the year.

R. E. Turecki, St. Louis district manager for Ford Parts and Service Division, said 1983 sales of Motorcraft-brand and other parts to local dealers and distributors exceeded $24 million.

In addition to the Hazelwood plant, Ford facilities in the St. Louis area include district offices for Ford, L-M and Ford Parts and Service divisions and Ford Motor Credit Co.

Automobile Sales in Chile—Jan.-Oct., '83
(Broken Down (Car—Truck—Jeep)

	Autos		Utility Vehicles			
	—850 cc	+850 cc	—850 cc	+850 cc	4 x 4	Total
Suzuki	562		1,528		889	2,979
GM		810		1,357	35	2,202
Datsun		1,116		605	127	1,848
Fiat		1,318		284		1,602
Peugeot		1,424				1,424
Daihatsu	981		305	70		1,356
Toyota		781		297	234	1,312
Subaru	573	251	419			1,243
Seat	448	685				1,133
Renault	227	421		33		681
Mitsubishi		205	359	94	6	664
Ford		219		4		223
Volkswagen		291		49		340
Mazda		300				300
Hyundai		147		10		157
TOTAL	2,791	7,968	2,611	2,803	1,291	17,464

Source: Derco S.A.

Honda using plastic panel in steel sandwich

TOKYO. — A new composite material — two steel sheets sandwiching one of plastic — is being used by Honda Motor Co. to reduce weight in automobiles, according to a report published here.

The new product is equal in strength to cold-rolled steel sheet but is about 50 percent lighter, said the Japan Economic Journal.

The material, it said, was developed separately by two Japanese firms, Kawasaki Steel Corp. and Nisshin Steel Co. Honda is using the material made by Kawasaki.

Honda is using the material as part of the inner trunk panel in its Civic Van, the newspaper said, and is scheduled to use it for the air-cleaner casing in the Civic coupe and Accord.

factories list auction dates

General Motors

Jan. 17—Southern Auto Auction, East Windsor, Conn.

Jan. 18—Metro Auto Auction of Kansas City, Kansas City, Mo., and Atlanta Auto Auction, Red Oak, Ga.

Jan. 19 — Indianapolis Auto Auction, Indianapolis, Ind.

Jan. 25—Clanton's Auto Auction, Darlington, S. C.; Arena Auto Auction, Chicago, Ill., and Brasher's Auto Auction, Fontana, Calif.

Jan. 26—Butler Auto Auction, Gibsonia, Pa.

Jan. 30—Florida Auto Auction of Orlando, Orlando, Fla.

Jan. 31—South Seattle Auto Auction, Kent, Wash.

Feb. 2—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Feb. 9—Dallas Auto Auction, Dallas, Tex., and Aptco Auto Auction, Taylor, Mich.

Feb. 14—Southern Auto Auction, East Windsor, Conn.

Feb. 15—Hatfield Auto Auction, Hatfield, Pa.; Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

Feb. 16 —Nashville Auto Auction, Nashville, Tenn.

Feb. 22—Metro Auto Auction, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S. C.

Ford Motor Co.

Jan. 17 — Harrisonburg Auto Auction, Harrisonburg, Va.

Jan. 18—Concord Auto Auction, Acton, Mass.

Jan. 19—Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

Jan. 24—Aptco Auto Auction, Taylor, Mich.

Jan. 25 — Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Jan. 26 — Skyline Auto Exchange, Fairfield, N. J.

auction directory

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- LeSabre Sedans & Park Avenue Sdns.
- Cadillac Coupe Deville & Sedan Deville
- Datsun Sentras
- Mercury Cougars

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Used Car Sales
Auction Averages

January to date	$5,244
Month ago	$3,986
Year ago	$4,586

Model breakdown
Auction Averages

	January To Date	December	November
1984			
1983	$7,437	$9,583	$9,086
1982	6,168	6,445	7,035
1981	5,301	5,414	5,739
1980	4,007	4,734	4,813
1979	3,974	3,955	4,095
1978	2,487	2,959	3,187
1977	1,984	1,895	2,475
Overall Average	$5,244	$4,308	$5,059

Court enjoins Washington firm in 'pirating' case

LOS ANGELES. — A California federal court has prohibited Convertible Concepts, Ltd., of Blaine, Wash., from building, selling or disclosing information about a Camaro/Firebird convertible conversion designed by R. Straman Co., of Costa Mesa, Calif.

The restraining order, issued last month, follows a lawsuit filed by Richard Straman which charged that Convertible Concepts and its owner, Scott Lipton, had pirated his design.

Lipton said he was innocent of the charges but agreed to the restraining order.

Also named as a defendant in the lawsuit was Duquet-Sawdy, a Michigan specialty car firm. That litigation continues.

Dealer accused of bugging buyers

BUFFALO.—The State Attorney General's office has filed suit against suburban West Seneca Ford, charging dealership personnel with eavesdropping on potential customers to see what they would pay.

The suit charges that dealership personnel left would-be car buyers alone in a room monitored by an intercom. The information gleaned from the overheard conversations is said to have been used to determine a likely price for the car being considered by the customer.

Attorney General Robert Abrams said that because of these practices, "numerous consumers" paid higher prices for cars.

classified want ads

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A WANT AD in the CLASSIFIED SECTION of Automotive News
Will get you quick action, and a satisfactory return for your investment.

Year opens with 1,357,995 units; 61-day supply

New-car stockpile pushes upward

Continued from Page 1

with a 63½-day stockpile, down slightly from 64 days a month earlier.

American Motors had an 81-day supply Jan. 1, up from 68 days Dec. 1 and heavy enough to cause the maker to trim production schedules for January. Renault stocks were heavy, while the supply of Eagles was still on the lean side.

Volkswagen of America had an 86-day supply of U.S.-built Rabbits Jan. 1, compared with a 58-day stock a month earlier, while Honda went into the new year with a 20-day supply of U.S.-built Accords, off slightly from 22 days on Dec. 1.

The Jan. 1 domestic new-car inventory was divided this way: GM, 54.29 percent; Ford Motor Co., 27.14 percent; Chrysler Corp., 12.71 percent; AMC, 3.88 percent; VWoA, 1.57 percent, and Honda, 0.41 percent.

A month earlier, the domestic new-car inventory was divided as follows: GM, 54.37 percent; Ford Motor Co., 27.84 percent; Chrysler Corp., 12.12 percent; AMC, 3.88 percent; VWoA, 1.41 percent, and Honda, 0.38 percent.

By size class, the standard and luxury segments were well below the total industry figures. All segments were up from the Dec. 1 levels.

On Jan. 1, the industry had the following days supplies by market class: Subcompact, 63; compact, 67; intermediate, 63; standard, 49, and luxury, 38.

A month earlier, days-supply figures by market class were: Subcompact, 62½; compact, 63; intermediate, 57½ standard, 45, and luxury, 34.

The Jan. 1 domestic inventory was divided this way among the market segments: Subcompact, 20.23 percent; compact, 26.26 percent; intermediate, 35.75 percent; standard, 10.06 percent, and luxury, 7.70 percent.

A month earlier, the inventory was divided as follows: Subcompact, 19.87 percent; compact, 26.47 percent; intermediate, 36.12 percent; standard, 10.08 percent, and luxury, 7.46 percent.

The Jan. 1 days-supply figures by market class were:

Subcompact — Fiero, 18; Accord, 20; Horizon, 55; Omni, 55; Escort, 59; Chevette, 63½; Laser, 65; Encore, 68; Turismo, 74; Daytona, 76; Lynx, 80; Rabbit, 86; EXP, 90; Charger, 98; Pontiac 1000, 99, and Alliance, 108½.

Compact — Eagle, 44; Cavalier, 46; Camaro, 58; LeBaron, 59; Reliant, 62; Firebird, 64; Aries, 66; Dodge 400, 73; Tempo, 76; Sunbird, 76; Topaz, 85; Mustang, 89; Cimarron, 93; Skyhawk, 98; Firenza, 113, and Capri, 138.

Intermediate — Malibu, 22; LTD, 44; Cutlass Ciera, 45; Pontiac 6000, 46; Cutlass Supreme, 51; E-Class, 52; Celebrity, 61; Century, 61; Grand Prix, 62½; Regal, 63; New Yorker E, 67; Marquis, 70; Bonneville, 71; Citation, 73; Thunderbird, 75; Dodge 600, 76; Monte Carlo, 82; Omega, 95; Cougar, 98; Phoenix, 98, and Skylark, 103.

Standard—Cordoba, 21; Gran Fury, 36; Olds 88, 37; Diplomat, 44; LeSabre, 48; Mirada, 50; Chevrolet, 56; Crown Victoria, 56; Grand Marquis, 56, and Parisienne, 56.

Luxury — Seville, 29; Eldorado, 31; Lincoln, 31; Cadillac, 38; Toronado, 38; Corvette, 38; Olds 98, 40; Electra, 47; Continental, 49; Riviera, 57, and Mark VII, 90.

NEW-CAR STOCKS

	Jan. 1, 1984	Dec. 1, 1983	Jan. 1, 1983
Alliance	108½	74½	61
Encore	68	70	....
Eagle	44	42	114
AMERICAN MOTORS	61	68	78
Horizon	55	63	51
Turismo	74	73½	57
Reliant	62	67	67
Gran Fury	36	33	115
Plymouth	61	66	60
LeBaron	59	55	70
Cordoba	21	57	73
E-Class	52	53	63½
New Yorker E	67	69	57
Fifth Avenue	50	75	72
Laser	65	52	—
Chrysler	59	56	69
Omni	55	66	43
Charger	98	93	55
Aries	66	66	59
Dodge 400	73	68	77
Dodge 600	76	69	57
Diplomat	44	53	73
Daytona	76	73	....
Dodge	70	70½	59½
CHRYSLER CORP.	63½	64	62
Escort	59	61	78
EXP	90	108	77
Mustang	89	60	103
Tempo	76	82	....
LTD	44	47	65
Thunderbird	75	82	37
Crown Victoria	56	50	52
Ford	63	65	63
Lynx	80	88	87
LN7	....	37½	61
Capri	138	88	84
Topaz	85	70	....
Marquis	70	55	74
Cougar XR-7	98	97	28
Grand Marquis	56	44	64
Mercury	75	72	68
Lincoln	31	27	41
Continental	49	41	56
Mark VII	90	50	46
Lincoln	56½	39	44½
FORD MOTOR	66	65	63
Skyhawk	98	52½	101
Skylark	103	63	91
Century	61	41½	45
Regal	63	43	81
LeSabre	48	38	62
Electra	47	33	70
Riviera	57	36	96
Buick	65	43½	72
Cimarron	93	86	54
Seville	29	27	30
Cadillac	38	33½	41
Eldorado	31	30	34
Cadillac	38	35	38
Chevette	63½	69	90
Cavalier	46	49	75
Citation	73	104	70
Camaro	58	53	68
Celebrity	61	52	56
Malibu	22	39	66½
Monte Carlo	82	80	91
Chevrolet	56	54	67
Corvette	38	35	95
Chevrolet	59	58	70½
Firenza	113	80	102
Omega	95	85	75
Ciera	45	40½	63
Cutlass	51	44	64
Olds 88	37	27½	44
Olds 98	40	27½	54
Toronado	38	48	68
Oldsmobile	49	41	59
1000	99	93	78
Fiero	18	17	....
Sunbird	76	79	72
Phoenix	98	99	74
Firebird	64	60	56
Bonneville	71	71	57
6000	46	52	55
Grand Prix	62½	77	86½
Parisienne	56	58	....
Pontiac	59	62½	63
GENERAL MOTORS	57	50	66
Volkswagen	86	58	87
Honda	20	22	....
TOTAL	61	55	65

Japanese near a road test of hydrogen-supply device

TOKYO.—A test device to supply hydrogen to an experimental hydrogen-powered automobile is under development in Japan, according to a report in the Japan Economic Journal.

The companies, Mitsubishi Heavy Industries, Ltd., and Mitsubishi Steel Mfg. Co., are expected to have the device ready for testing early this year.

The two companies were reported as revealing that they have developed a special process to absorb and store hydrogen in the form of an explosion-proof chemical compound.

When completed, the test device is to be tested with a hydrogen-powered auto engine now under develpoment by MITI's Mechanical Engineering Laboratory, the paper said.

The entire project is being supported by MITI's oil-saving Sunshine Project's hydrogen energy technology development program.

The prospective hydrogen-storing device is reported to be a vessel containing 22 stainless steel tubes, each measuring one meter long and 6 centimeters in diameter.

Each tube is filled with the chemical compound, sort of a powdery alloy, that either sucks hydrogen gas, preserves it or releases it.

When cooled down or pressurized, the alloy reacting to hydrogen absorbs the hydrogen and turns into a metallic compound and releases heat. When heated or depressurized, it emits hydrogen and absorbs heat.

When two sets of the device are used, the paper said, the proposed test vehicle will travel for about 110 miles after each hydrogen filling.

Linton succeeds Harris

ST. LOUIS. — Fred R. Harris, chairman of Broadway Ford Truck Sales, Inc., here, has retired. Ell R. Linton, president/general manager, was named by Ford Motor Co. as the dealer.

Adding Cadillac

Ray Grogg, Cadillac Minneapolis zone manager, looks on as Jack Larkin, president of Larkin's Tomah Auto Service, Tomah, Wis., signs an agreement to handle Cadillac. The firm has changed its name to Larkin's Pontiac-Cadillac-GMC, Inc.

Car output 48 pet. above last year

Makers build 150,551 for week

By Mary Beth Mayer
Staff Writer

Last week, domestic auto makers slated production of 150,551 units, a 10.63 percent improvement over the prior week's 136,097, and 48.57 percent better than 101,336 units built in the year-ago week.

The cumulative two-week total for the new year reached 286,648, up 58.68 percent from 180,650 in the comparable 1983 period.

Breakdown for the week by company was: General Motors, 65.27 percent; Ford Motor Co., 14.37 percent; Chrysler Corp., 14.22 percent; American Motors, 3.19 percent; Volkswagen of America, 1.56 percent, and Honda, 1.39 percent.

Four assembly plants were idle last week. Ford's Dearborn, Kansas City and Lorain (O.) points were shuttered for inventory realignment, while GM's Willow Run (Mich.) facility was closed to rearrange line speed.

Back last week after an extended holiday vacation was AMC's Kenosha (Wis.) plant.

Working two shifts on Saturday (Jan. 14) at GM were: Detroit, Flint (B-D and G lines), Lansing (B-D and G lines), Janesville (Wis.), Leeds (Mo.), Lordstown (O.) and Pontiac.

Five Ford facilities put in extra daily hours. They were: Chicago, Edison (N.J.), St. Louis, Wayne (Mich.) and Wixom (Mich.). This week, Atlanta, Chicago and St. Louis are on daily overtime.

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 put in two daily 9-hour shifts. Jefferson (Detroit) worked two daily 8½-hour shifts and St. Louis No. 2 operated one daily 10-hour shift. The same daily schedule will be followed this week with the exception of St. Louis No. 2. Belvidere and St. Louis No. 1 worked two 8-hour shifts Saturday.

Beginning today, Jan. 16, Chrysler adds 1,500 workers at St. Louis No. 2 for a second shift to build the Chrysler Fifth Avenue, Dodge Diplomat and Plymouth Gran Fury. The two-shift operation will produce 640 cars per day, Chrysler said.

Honda plans second line to double Marysville output

GARDENA, Calif.—American Honda has announced plans to double the capacity of the company's Marysville (O.) assembly plant, adding a second line.

Construction on a 700,000-square-foot addition to the one-million - square - foot facility is scheduled to start within two months and the plant is expected to begin assembly of Civics by mid-1986. In 1988, the plant will be capable of operating at its capacity of 300,000 units per year. A Honda spokesman said the current facility is scheduled to reach its maximum capacity of 150,000 Accords per year this May.

The company also announced that it is evaluating sites for an automobile engine manufacturing plant in the U.S. The auto engine plant would be in addition to previously announced plans for a U.S. motorcycle engine facility.

Previously, Honda had announced it was going to invest $30 million to expand U.S. motorcycle operations to include engine production, beginning early in 1985.

The auto-plant expansion will require an investment of approximately $240 million for additional automated production and assemby - line equipment. This will increase total U.S. production investments to $580 million, affirming American Honda's commitment to reinvesting its earnings in the U.S.

• The $240 - million expansion will allow Honda to produce an additional 150,000 cars a year, beginning in mid-1986. Honda's current U.S. auto plant began production in November, 1982.

In Tokyo, Honda President Tadashi Kume said Honda is confident about expanding its U.S. production facilities because it is pleased with the quality of products turned out in Ohio and because of the "outstanding relationships Honda of America has enjoyed with its associates and the community."

Honda's U.S. production in 1983 was 40,783 motorcycles and 55,337 cars. This year, Honda expects to produce 70,000 motorcycles and 130,000 cars, including the production of the three-door Accord, in the U.S.

American Honda celebrates its 25th anniversary this year.

Volvo honors Riley for 20 years as dealer

STAMFORD, Conn. — James R. Riley, Stamford Volvo, has been honored for 20 years of service as a Volvo dealer.

Stamford Volvo has a staff of 22 people and sells more than 300 Volvos annually, according to Volvo of America Corp.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 14, 1984	Week Ended Jan. 15, 1983	Week Ended Jan. 7, 1983	Jan. to date	Jan. 1 to Jan. 15, 1983	Jan. 1 to Jan. 15, 1984
AMERICAN MOTORS	600	755	488	1,088	1,963	1,088
CHRYSLER CORP.	.....	4,230	.....	.....	8,400	.....
FORD MOTOR	3,150	3,744	7,014	10,164	4,079	10,164
GENERAL MOTORS	13,511	8,548	9,867	23,378	17,006	23,378
VOLVO	225	225	128	353	450	353
Total Cars, Canada	17,486	17,502	17,497	34,983	31,898	34,983

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 14, 1984	Week Ended Jan. 15, 1983	Week Ended Jan. 7, 1983	Jan. to date	Jan. 1 to Jan. 15, 1983	Jan. 1 to Jan. 15, 1984
CHEVROLET	20,461	12,586	15,912	36,373	21,196	36,373
DODGE	3,900	.....	3,109	7,009	.....	7,009
FORD	22,998	7,988	16,304	39,302	15,907	39,302
GMC	6,513	4,556	5,259	11,772	7,734	11,772
INTERNATIONAL	1,220	1,030	953	2,173	585*	2,173
JEEP	3,350	1,961	2,777	6,127	2,170	6,127
NISSAN	1,300	.....	1,321	2,621	.....	2,621
AM GENERAL	50*	50*	40*	90*	100*	90*
MISCELLANEOUS	1,000*	1,000*	800*	1,800*	2,000*	1,800*
Total Trucks, U.S.	60,792	29,171	46,475	107,267	49,692	107,267

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 14, 1984	Week Ended Jan. 15, 1983	Week Ended Jan. 7, 1983	Jan. to date	Jan. 1 to Jan. 15, 1983	Jan. 1 to Jan. 15, 1984
CHRYSLER CORP.	4,932	2,706	4,374	9,306	5,298	9,306
FORD MOTOR	2,700	248	2,702	5,402	499	5,402
GENERAL MOTORS	6,248	3,899	5,028	11,276	6,173	11,276
INTERNATIONAL	145	.....	107	252	.....	252
Total Trucks, Canada.	14,025	6,853	12,211	26,236	11,970	26,236
N. American Trucks	74,817	36,024	58,686	133,503	61,662	133,503

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Truck production rises to 60,792, double '83 total

Last week, the first full week of production in the new year, the truck makers targeted completion of 60,792 units, leading the prior shortened week's 46,475 by 30.81 percent and more than twice the 29,171 built in the year-ago week.

During the first two weeks of assembly this year, the manufacturers produced 107,267 trucks, more than double the 49,692 finished in the same period in 1983.

Ten truck assembly facilities put in extra hours last week.

At General Motors, the Janesville (Wis.), Lordstown (O.) and Pontiac No. 5 plants worked two shifts Saturday (Jan. 14) while the Detroit point put in one shift that day.

Ford scheduled extra daily hours at all of its truck plants. This week, Ford plans the same overtime schedule.

Canadian makers double output of trucks for 1984

The Canadian truck makers have built more than twice as many units thus far this year as they did in the comparable 1983 period.

The estimated output for last week was 14,025, a 14.86 percent gain from the previous week's build of 12,211. The total was up substantially from 6,853 units completed in the year-ago week.

The manufacturers have assembled 26,236 trucks so far this year, compared with 11,970 through Jan. 15, 1983.

Chrysler Corp. slated production of 1,215 Dodge Caravans and 1,065 Plymouth Voyagers at its Windsor plant last week, bringing the year-to-date T-115 total to 4,422.

Auto production last week was targeted at 17,486 units compared with the prior week's 17,497 and the year-ago week's 17,502. However, the year-to-date total of 34,983 leads the 1983 total of 31,898 by 9.68 percent.

Chrysler is adding a second shift at its Windsor plant beginning today (Jan. 16), involving the addition of 1,750 workers. Daily production of minivans there will be 912 units, Chrysler said.

U. S. CAR PRODUCTION

	Week Ended Jan. 14, 1984	Week Ended Jan. 15, 1983	Week Ended Jan. 7, 1983	Jan. to date	Jan. 1 to Jan. 15, 1983	Jan. 1 to Jan. 15, 1984
AMERICAN MOTORS	4,800	3,863	.....	4,800	6,774	4,800
AMC Total	.....	831	.....	.....	800	.....
Eagle	.....	831	.....	.....	800	.....
Renault Total	4,800	3,032	.....	4,800	5,974	4,800
Alliance	2,400	3,032	.....	2,400	5,974	2,400
Encore	2,400	.....	.....	2,400	.....	2,400
CHRYSLER CORP.	21,400	10,685	16,990	38,390	10,550	38,390
Plymouth Total	6,950	3,445	4,245	11,195	3,450	11,195
Horizon	2,200	.....	385	2,585	.....	2,585
Reliant	4,400	3,390	3,526	7,926	3,400	7,926
Caravelle†	150	55	128	278	50	278
Gran Fury	200	.....	206	406	.....	406
Chrysler Total	6,100	3,227	6,770	12,870	2,900	12,870
LeBaron	1,600	1,986	1,858	3,458	1,900	3,458
Laser	1,400	.....	1,572	1,972	.....	1,972
Chrysler/E-Class	1,600	1,241	1,757	3,357	1,000	3,357
Fifth Avenue	1,500	.....	1,583	3,083	.....	3,083
Dodge Total	8,350	4,013	5,975	14,325	4,200	14,325
Omni	2,300	.....	346	2,646	.....	2,646
Aries	3,000	2,668	2,880	5,880	2,700	5,880
Daytona	1,600	.....	1,341	2,941	.....	2,941
Dodge 400	.....	534	.....	.....	600	.....
Dodge 600	1,300	811	1,280	2,580	900	2,580
Diplomat	150	.....	128	278	.....	278
FORD MOTOR	21,635	18,115	29,092	50,727	30,686	50,727
Ford Division	13,563	10,670	20,086	33,649	17,260	33,649
Escort	5,665	.....	5,946	11,611	.....	11,611
Fairmont	.....	2,958	.....	.....	5,967	.....
Mustang/Mustang II	.....	3,285	2,551	2,551	3,168	2,551
LTD/Granada	4,796	3,020	3,524	8,320	6,138	8,320
Thunderbird	326	611	3,280	3,606	488	3,606
Crown Victoria/Ford	2,035	796	1,636	3,671	1,499	3,671
EXP	741	.....	434	1,175	.....	1,175
Tempo	.....	.....	2,715	2,715	.....	2,715
L-M Division	8,072	7,445	9,006	17,078	13,426	17,078
Mercury Total	4,838	5,372	5,858	10,696	9,306	10,696
Lynx	1,042	.....	1,027	2,069	.....	2,069
Capri	.....	633	256	256	670	256
Zephyr	.....	922	.....	.....	1,769	.....
Marquis/Cougar	1,932	1,012	1,237	3,169	1,910	3,169
Cougar/RX7	284	293	1,549	1,833	244	1,833
Cr. Marquis/Marquis	1,580	2,512	1,193	2,773	4,713	2,773
Topaz	.....	.....	596	596	.....	596
Lincoln Total	3,234	2,073	3,148	6,382	4,120	6,382
Continental	607	415	609	1,216	824	1,216
Lincoln	808	976	786	1,594	1,932	1,594
Mark VI/VII	1,819	682	1,753	3,572	1,364	3,572
GENERAL MOTORS	98,266	65,546	86,000	184,266	126,052	184,266
Buick Division	19,893	14,375	19,227	39,120	29,215	39,120
Skylark	.....	274	2,720	2,720	290	2,720
Skyhawk J	3,720	1,503	2,963	6,683	3,158	6,683
Century	4,110	2,723	3,619	7,729	5,450	7,729
Regal	4,770	5,098	3,953	8,723	10,906	8,723
Buick	5,657	4,005	4,742	10,399	7,929	10,399
Riviera	1,325	772	1,060	2,385	1,482	2,385
Electra (fwd)	311	.....	170	481	.....	481
Cadillac Division	7,277	6,593	5,754	13,025	13,162	13,025
Cimarron	515	486	359	874	1,091	874
Seville	740	572	589	1,329	1,087	1,329
Eldorado	1,425	1,637	1,130	2,555	3,106	2,555
Cadillac	4,254	3,898	3,599	7,853	7,878	7,853
DeVille (fwd)	337	.....	77	414	.....	414
Chevrolet Division	33,873	20,230	28,161	62,034	38,891	62,034
Chevette	4,265	4,991	3,489	7,754	4,550	7,754
Cavalier	9,045	3,109	6,955	16,000	5,927	16,000
Celebrity	5,628	1,433	4,501	10,129	3,510	10,129
Camaro	5,393	3,853	4,580	9,973	7,798	9,973
Citation	1,892	2,587	1,489	3,381	3,759	3,381
Malibu/El Camino	471	2,220	516	987	4,947	987
Monte Carlo	4,067	1,434	3,760	7,827	2,963	7,827
Chevrolet	2,337	597	2,257	4,594	5,377	4,594
Corvette	775	6	614	1,389	60	1,389
Oldsmobile Division	25,638	17,778	23,385	49,023	32,942	49,023
Omega	.....	.....	1,397	1,397	.....	1,397
Firenza	1,920	661	1,751	3,671	1,202	3,671
Cutlass	7,620	6,109	6,647	14,267	10,900	14,267
Cutlass/Ciera	4,922	2,445	4,676	9,598	4,902	9,598
Oldsmobile	9,952	7,749	8,063	18,015	14,378	18,015
Olds 98 (fwd)	344	.....	140	484	.....	484
Toronado	880	814	711	1,519	1,560	1,591
Pontiac Division	11,591	6,570	9,473	21,064	11,842	21,064
Acadian†	.....	178	243	243	.....	243
2000	3,480	1,573	2,544	6,024	3,091	6,024
1000	795	686	570	1,365	1,050	1,365
Firebird	2,291	1,592	2,346	4,637	3,179	4,637
Phoenix	495	775	399	894	715	894
G. Prix/Bonneville	1,470	1,766	1,202	2,672	3,807	2,672
Parisienne	440	.....	437	877	.....	877
Fiero	2,620	.....	1,732	4,352	.....	4,352
HONDA	2,100	100*	2,147	4,247	200*	4,247
VOLKSWAGEN	2,350	3,027	1,868	4,218	6,388	4,218
Total Cars, U.S.	150,551	101,336	136,097	286,648	180,650	286,648
Total Cars, Canada	17,486	17,502	17,497	34,983	31,898	34,983
N. American Cars	168,037	118,838	153,594	321,631	212,548	321,631
N. American Trucks	74,817	36,024	58,686	133,503	61,662	133,503
North American Cars and Trucks	242,854	154,862	212,280	455,134	274,210	455,134

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Automotive News

January 23, 1984

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New peak eyed by GM-Europe after '83 mark

By Richard Feast
European Editor

BRUSSELS.—General Motors has just enjoyed its best-ever sales year in Europe, but will be aiming for more in 1984, according to Ferdinand J. Beickler, chairman and managing director of Adam Opel.

Quoting preliminary figures, Beickler said sales of Opel and Vauxhall Car rose 22.50 percent —some 215,000 cars—to an all-time high of 1,170,000 last year. The figure broke the previous best, set in 1978, by 150,000.

"And that was accomplished in an overall European market which grew by less than 5 percent. Thus our company once again recorded the highest growth rate among all European volume car manufacturers," said Beickler.

He forecast 1984 GM sales of more than 1.2 million, close to a market share of 12 percent.

GM believes this year's market will be worth about 10.5 million units, rising to 10.8 million next year and 12.5 million by 1990.

Opel has made advances across the whole of Europe, with the exception of one country: Italy. The aggressive approach adopted by Fiat, with a new model (Uno) in competition with the one with which Opel hoped to increase sales (Corsa), saw all other importers fall back as well.

John G. Bagshaw, Opel executive director for sales, agreed that Italy will be one of this year's priorities. There will be substantial changes in pricing and advertising policies, to follow personnel changes in the country.

Another priority, he reported, is to improve business beyond Europe, including the Middle East and Africa.

This year, GM will invest about $1 billion in Europe as part of its $6 billion investment program. Next year's total could be up to 10 percent more, Beickler forecasted.

The Opel officials were gathered at the International Motor Show at Brussels, where the European Community has [illegible] headquarters. It prompted Beickler to call for a "joint [illegible] political solution to the lead-free fuel issue."

With Germany seemingly pressing ahead for lead-free gas by 1986, Beickler stressed, "Such important decisions cannot be made piecemeal. They need to be made on the European level, in order to minimize the cost to the consumer and maximize the benefits to society."

Little boat

From Ford of Europe and Ghia

Ford Motor Co. has revealed this design concept for a two-passenger convertible, called the Barchetta, or "little boat." The body was designed jointly by Ford of Europe and Ghia Operations in Turin. The design uses the current Fiesta XR2 platform and mechanicals. Ford has no immediate plans to manufacture a vehicle of this type.

Import-car stocks steady at 30 days; many makes short

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars inched upward during December—at least it appeared to. In fact, it was an illusion, caused by a slightly lower selling rate.

The industry had a 30-day supply of new imported cars in stock Jan. 1, up from 29 days a month earlier. But the actual number of cars in dealer and port inventories declined to 223,527, compared with 224,290 on Dec. 1.

A year earlier, there were 380,316 new imported cars in inventory on Jan. 1, which was a healthy 54-day supply.

This year's inventory was riddled with shortages, many of which were severe enough to keep a lid on sales. Paradoxically, the bare-bones inventory was probably the cause of the higher days-supply figure Jan. 1.

The supply of new imported pickup trucks declined during December, to 47 days from 55 a month earlier. But in a reversal of the car situation, the industry had more imported trucks in stock Jan. 1 than a month earlier, 81,748 compared with 81,322.

The combined imported car and truck inventory Jan. 1 totaled 305,275, a 33-day supply, virtually unchanged from the Dec. 1 stock of 305,162, also a 33-day supply.

• Japanese lines were again unable to build up stocks and remained at 24 days for the third straight month. Individual nameplate inventories ranged from virtually gone (Toyota) to short. Only Chrysler Corp. had a strong supply of Japanese cars.

There were 142,261 Japanese-built cars in inventory Jan. 1, off slightly from 142,578 a month earlier.

Japanese makes and their Jan. 1 days-supply figures were: Toyota, 10; Honda, 24; Nissan, 26; Subaru, 33; Mitsubishi, 33; Mazda, 36, and Isuzu, 45. Chrysler had a 69-day supply of Mitsubishi-built cars, including: Plymouth Vista, 38; Dodge Vis-

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Domestic deliveries up 32 pct. for Jan. 1-10; all makers gain

Car-sales year opens with a bang

By Jenny L. King
Staff Writer

U. S. auto makers accelerated into the 1984 calendar sales year with a 32.19-percent increase and their best early January total since 1980. Increases for the individual companies ranged from 12.14 percent at American Motors to Ford Motor Co.'s 43.37-percent rise.

The six makers combined forces to retail 149,136 units Jan. 1-10, up 32.19 percent from 112,822 a year earlier and strongest since 160,000 back in 1980.

General Motors reported first-period sales of 91,488, up 25.59 percent from 72,849 last year. Ford Motor Co. was up 43.37 percent, to 32,673 from 22,709. Chrysler's total reached 16,935, up 32.41 percent from 12,790. AMC was up 12.14 percent, to 3,925 from 3,500; Volkswagen was up 27.21 percent, to 1,239 from 974, and Honda dealers retailed 2,076 Ohio-built Accords. There were no year-ago figures for Honda for the 10 days, its first U. S. report was made at the end of January, 1983.

GM's share of the market dropped to 61.35 percent from 64.57 percent. Ford climbed to 21.90 percent from 20.13 percent. Chrysler had 11.36 percent, up slightly from 11.34 percent. AMC dropped to 2.63 percent from 3.10 percent. VW had 0.83 percent this year compared with 0.86 in 1983, and Honda held 1.93 percent of the current market.

• Cadillac announced that its sales of 8,505 new cars in the first January period were a record, beating out the previous

Continued on Page 50, Col. 4

AMC-Chinese venture takes a step forward

BEIJING, China. — Beijing Jeep Corp., Ltd. (BJC), a $51 million joint venture between American Motors and Beijing Automotive Works (BAW), has begun the upgrading of plant and equipment in anticipation of producing four-wheel-drive utility vehicles and trucks here.

Representing AMC at a ceremony hosted by the Chinese foreign trade minister and the mayor of Beijing, Tod Clare, AMC vice president of international operations, called the occasion "the first step toward changing the balance of the automotive industry in Asia."

"The Far East has become the world's fastest growing four-wheel-drive market," Clare said. "Until now, it has been dominated by a single country, Japan."

Clare told the Chinese officials that BJC "has the potential for transforming China into an automotive export base to compete with Japan."

"For American Motors," he said, "the joint venture means not only an entry into the Chinese market but the establishment of a strategic manufacturing base for competing in other Far East markets.

"For our Chinese partners, it means access to AMC four-wheel-drive technology and management systems as well as the potential for major automotive exports," Clare said.

The agreement establishing the joint venture was signed here last May. BAW's equity is 68.7 percent and AMC's 31.3 percent.

BJC's initial production plans call for approximately 20,000 vehicles in 1984.

These vehicles, to be marketed in China, will be an upgraded version of BAW's current BJ 212 model and will feature the new AMC 2.5-liter four-cylinder engine introduced in the U. S. last fall.

Beyond 1984, BJC will develop a new series of vehicles derived from a platform compatible with AMC product plans.

breaking news

Japanese makers budget more for R&D

TOKYO.—The six major Japanese auto makers plan to increase spending for research and development this year, according to a report published here. Money will be spent for test tracks, wind tunnels, design centers and R&D facilities. R&D spending is expected to increase 10 percent over last year, although the makers plan cutbacks in plants and equipment.

Car costs sliced for 2nd time in history

NEW YORK.—For only the second time in history, costs to own and run a new compact car declined in 1983, Hertz Corp. said. In its annual auto expense estimate, Hertz said the 1983 cost for a compact was 43.28 cents a mile, down 3.1 percent from 44.67 cents a year earlier. The 1.4-cents-a-mile drop ended a decade of jumps that boosted operating outlays 174 percent, Hertz said. The drop was attributed to lower interest rates and decreased gasoline costs. Average purchase price rose 3.2 percent, Hertz said.

Ford sells Montego name to Austin Rover

LONDON.—Ford Motor Co. has sold its registered Montego name to Austin Rover for use on the forthcoming (April) sedan version of the Maestro hatchback. Montego has never been used in Europe. The Austin Rover model is the one known by the LM11 code name.

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Eyes possibilities in Korea

Caldwell explains Mexico plans

By Kathleen Hamilton
Financial Editor

Ford Motor Co. Chairman Philip Caldwell characterized his company's decision to assemble cars for the North American market in Mexico as motivated more by government policy than by prospects of saving money.

"But we have to be competitive," he said, and confirmed that Ford has had talks with Korean car maker Hyundai.

"What the future will hold, I don't know," he said of those talks. Caldwell spoke to reporters before his speech last week to the Economic Club of Detroit.

Ford of England has had a long relationship with Hyundai, he said. Hyundai had long assembled Ford Cortina kits until that car was discontinued; it now assembles about 75 Granadas a month from Ford of Germany.

"Korea is a place we know, and are quite at home with," Caldwell said.

Hyundai, Korea's largest auto maker, is in the process of tripling its auto capacity to 300,000 units a year. It entered the Canadian market this month and hopes to expand into the U. S., perhaps in 1985 or 1986.

Japanese auto maker Mitsubishi owns a 10-percent stake in Hyundai, and Chrysler Corp. in turn owns 15 percent of Mitsubishi.

Ford's decision to assemble a Toyo Kogyo-designed car in Mexico for export to the U. S. and Canada will save jobs of workers in the two northern countries, Caldwell said. By meeting the Mexican Government's demand that auto exports equal imports, Ford will be allowed to continue to build cars in Mexico that have a high U. S. content, he said.

Caldwell announced during his speech that Ford agreed to purchase the Dearborn Inn, one of the nation's first airport hotels, from the Edison Institute.

Purchase price was not disclosed, but the Edison Institute had originally estimated it could bring as much as $6.5 million. An Edison Institute spokesman said a lot of bids, offering a wide range of prices, had been received.

The institute decided to sell the hotel rather than make the huge investment needed to keep it a first-class hotel, he said. The funds will be used to run Henry Ford Museum and Greenfield Village.

Henry Ford built the hotel in 1931 to accommodate airplane passengers at nearby Ford Field, now a Ford test track. Ford Motor Co. gave the hotel to the non-profit Edison Institute in 1953 to generate funds for the museum and Greenfield Village — something it has done consistantly, an institute spokesman said.

Caldwell also announced construction will begin this spring on the first of three office towers to be built on the former Ford estate in Dearborn. The first will be a 162,000-square-foot, six-story office building, to be ready for occupancy in 1985.

He declined to say what Ford Motor Land Development Corp. will invest in the project.

Caldwell predicted that 1984 will follow last year's pattern of quarter-to-quarter financial gains, which he said he preferred to recent boom-and-bust cycles.

"When the major auto companies release their 1983 financial results in a few weeks' time, you will discover that they will stand comparison with some of the best years we ever had," Caldwell said. "At Ford, we shall have some records to announce."

Caldwell applauded the domestic-auto industry and Detroit's leaders for gains made during the economic downturn.

"The fact is, that Detroit and all that Detroit stands for, has survived the most shattering challenge any industry has ever faced, in any period of history," he said.

Later he said, "We really don't need to be shown by our Japanese associates how to build small cars efficiently in the U. S. We do it successfully every day elsewhere in the world.

"After all, the Ford Escort is the best-selling car in the world. But we cannot build in the U. S. when the value of the U. S. dollar and our out-of-step tax policies burden us with non-competitive costs and favor Japanese producers with unearned subsidies."

Caldwell also said the U. S. auto industry has saved more energy than any industry or government in the world.

"The cars produced by the domestic industry last year were 83 percent more fuel-efficient than those produced in 1974," he said. "Last year alone, this country saved 15.1 billion gallons of gasoline due largely to the fuel-economy improvements by the U. S. automotive industry.

"At today's average gasoline price, it comes to a grand total savings to consumers of $20 billion in 1983 alone."

Porsche's new Carrera

Porsche's 1984 911 Carrera has a 200-HP, 3.2-liter engine which accelerates the car from 0 to 60 MPH in 6.3 seconds and to a top speed of 146 MPH. It is rated at 20 MPG city, 32 MPG highway by the EPA. The sport coupe is priced at $31,950.

Used-car dealer, employe found slain at car lot

HIGH POINT, N. C.—A used-car dealer and an employe were found slain in their car lot. Both men had been shot once in the head.

Kenneth Ray Hazelwood, 46, owner of the business, and employe Grady Junior Williams, 57, had moved the business a month ago and painters had just finished sprucing up the building for a grand opening.

Sheriff's Capt. Larry Emerson said robbery was not the apparent cause of the killings since nothing appeared to have been disturbed or missing and there were no signs of struggle or forced entry.

Total '83 retail sales climb 22.3 pct.

Ford edges Chevy for truck title

Retail sales of trucks of all types in the U. S. in 1983 were up 22.3 percent over the preceding year, with all three market segments sharing in the advance.

Retail truck sales in 1983 totaled 3,129,474, compared with 2,559,218 in 1982.

Ford took the divisional crown with sales of 991,958 in 1983 to edge Chevrolet, which posted sales of 984,587. Ford's total was up 25.3 percent from its preceding year sales of 791,547, while Chevrolet was up 21.7 percent from 808,805.

It was the sixth year of the last seven in which Ford claimed the truck sales leadership.

Ford also led the way in December, when industry truck sales totaled 306,007 units, up 48.2 percent from 206,518 in December, 1982. Ford outdistanced Chevrolet in December, 96,378 to 91,770.

Light-truck sales in December totaled 287,042, up 49.1 percent from 192,522 a year earlier. For the year, light-truck sales totaled 2,940,751, up 23.8 percent from 2,375,923 in 1982.

Sales of medium trucks in December totaled 3,865, up 18 percent from 3,273 a year earlier. For 1983, medium truck sales were up 4.5 percent to 47,693 from 45,642 in 1982.

Heavies posted 15,100 sales in December, up 40.82 percent from 10,723 a year earlier. It was the fifth straight month in which heavy trucks gained over the year-earlier month's total.

For the full year, sales of heavy-duty trucks were up 2.5 percent at 141,030, compared with 137,653 in 1982.

The action in the compact truck market continued hot and heavy with sales in December of 111,243 compacts, up 73.5 percent from 64,103 a year earlier.

Domestic compacts were up more than imports in December. Domestic compact sales, including captive imports, were up 101.5 percent to 68,730, compared with 34,102 a year earlier. Importers sold 42,513 compact trucks, up 41.7 percent from 30,001 a year earlier.

For the full year, compact sales totaled 1,096,621, up 42.79 percent from the 1982 total of 767,993. The full year sales included 676,536 compacts by domestic makers, up 48.47 percent from 455,684, and 420,085 by importers, up 34.51 percent from 312,309.

Dodge and Chrysler-Plymouth dealers retailed 29,202 light trucks during December, up 47.4 percent from 19,805 a year earlier. For the year, they sold 274,178 trucks, up 11.5 percent from 245,945.

GMC dealers retailed 23,708 trucks in December, a record for the month, up 31.8 percent from 17,987 a year earlier. For the year, GMC sold 264,148 trucks, up 15.4 percent from 228,934 in 1982.

Sales of four-wheel-drive Jeep vehicles during December totaled 10,555, up 95.8 percent from 5,392 a year earlier. For the full year, Jeep sold 82,140 trucks, up 28.8 percent from 63,761 in 1982.

Big Three December, year-to-date sales

	December		Calendar Year	
	1983	1982	1983	1982
Ford				
Vans	15,560	9,803	169,285	125,478
Club Wagon	3,639	3,734	30,446	33,668
Ranger	15,940	10,193	187,524	104,396
Courier	.....	1,647	5,657	32,967
Bronco	4,788	4,174	42,631	41,228
Bronco II	6,512	.....	63,178	.....
Pickups	43,783	32,820	453,103	408,899
Mediums	3,308	3,376	32,424	44,911
Heavies	848	.....	7,705	.....
Chevrolet				
Vans	11,693	8,246	141,575	101,932
Sportvan	1,587	1,382	18,178	15,843
S-10	15,637	11,479	198,222	177,758
S-10 Blazer	12,622	3,831	106,214	8,161
LUV	.....	819	.....	22,304
El Camino	2,008	1,460	24,010	22,732
Blazer	3,828	1,697	31,282	24,103
Suburban	3,511	2,902	37,222	28,004
Pickups	39,871	25,966	412,533	393,277
Mediums	985	854	14,828	14,691
Tandem	28	.....	623	.....
Chrysler				
Vans	7,433	4,253	71,732	60,780
Voyager	3,334	.....	3,914	.....
Ram Wagon	3,017	1,596	36,626	28,486
Caravan	3,504	.....	4,260	.....
Mini Ram Van	16	.....	18	.....
Ram 50	2,640	2,877	33,141	34,614
Other Plymouth Trucks	100	875	7,139	11,042
Ramcharger	2,404	1,641	21,415	11,504
Rampage	551	1,549	10,297	17,067
Pickups	8,203	7,014	85,636	82,452
GMC				
Vans	3,044	2,406	45,535	27,661
S-15	3,141	3,174	40,491	39,358
S-15 Jimmy	2,939	638	21,760	1,229
Jimmy	886	471	7,361	6,574
Caballero	197	186	2,160	2,573
Suburban	1,210	994	11,292	9,490
Pickups	9,962	8,340	105,741	109,762
P Models	319	264	4,071	3,765
Mediums	1,370	1,106	18,295	20,123
Heavies	640	408	7,442	8,399

Ford to close factories in Dagenham and Cork

LONDON. — Ford last week (Jan. 16-20) announced closure plans of two plants in countries where it is market leader.

The Dagenham foundry in England is to shut down by April next year with the loss of 2,000 jobs. In Ireland the Cork assembly plant will close in the second half of this year, resulting in 800 additional layoffs.

Neither confirmation came as a surprise. Ford has long maintained that the foundry was uneconomic, and three years ago began a cost-cutting exercise which reduced manning by a half.

It is believed that Ford plans to switch from iron to aluminum for its engine and gearbox components, and that they will be made in Cologne rather than in the UK.

The decision has caused widespread fear among other Dagenham workers over the longer-term manufacturing future of the plant. Ford has always maintained that UK costs are higher than in Germany, Belgium or Spain, and the foundry decision is being interpreted as the beginning of the end. It will be fought fiercely by the unions.

The Cork plant produces only the Sierra model, though in earlier days before Ireland was a member of the EEC a full range was produced. But membership in the community has seen gradual reduction in tariff barriers for imports—they disappear completely next January —and Ford was the last of the large manufacturers with a production presence in the country.

Most of the 80 Sierras produced each day were sold in Ireland. The same model is also produced in the much larger Genk (Belgium) and Dagenham plants.

A first

SPRINGFIELD, Mo. — The first-ever Springfield Auto Show is scheduled for April 13-15 at the Trade Center. It will be sponsored by the Springfield New Car Dealers Assn.

'No automobile company can be an island today'

More joint ventures are predicted by Smith

DETROIT. — "No automobile company can be an island today," General Motors Chairman Roger B. Smith said in reference to his company's joint venture with Toyota Motor Corp. to produce a car in Fremont, Calif.

Smith spoke at the annual Detroit Auto Show Industry Dinner and said that more and more, companies like GM will be cooperating with other companies around the world to find the best ways of building products to serve their customers and protect their dealers.

Smith told the local dealers and their guests that GM "is prepared to take whatever steps are necessary" to provide products for its customers.

Smith predicted that this year's domestic car and truck sales will be 14 million units — 10.5 million cars and 3.5 million trucks.

He sees even brighter prospects farther down the road.

"Sometime in the mid-1990s, North American new-car and truck sales could reach 20 million units for the first time," Smith said. "In the same period, worldwide car and truck sales could reach 60 million."

That would be 22 million units better than the peak year of 1978, when the worldwide total was just over 38 million units, he said.

• Smith also discussed GM's Saturn Project, the no-model-year development program for a new family of U. S.-built cars.

Declaring that Saturn is more than just a car, he said, "Saturn is actually an attempt to find a new way of designing, engineering and building cars in this country — a way that will be cost competitive with foreign cars."

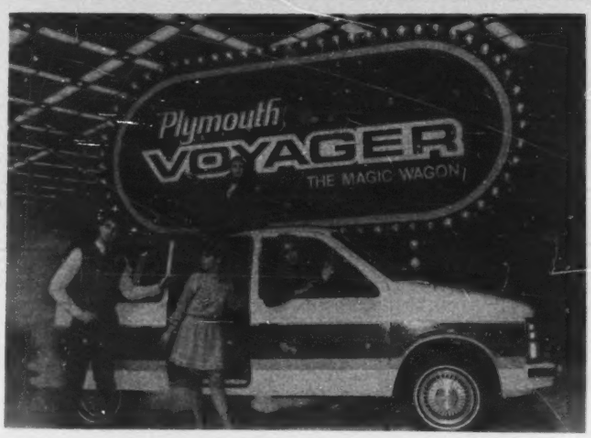
Smith said Saturn would bring about widespread use of modular assembly techniques and the role of GM workers will change.

"For instance, production teams will be standard in Saturn, and these teams will help determine how the work will be organized and carried out by the team members," he said.

If Saturn proves to be successful, Smith said, GM will apply the principles of the project across divisional lines.

"That means we'll eventually be producing all our products more efficiently, more effectively," he added.

Finally, Smith called for a renewed spirit of cooperation between auto makers and their dealers to more completely satisfy auto buyers.



Voyage with a mime troupe

A mime show at the Detroit Auto Show last week introduced the 1984 Plymouth Voyager. The Alice Dysart Fantasy Players demonstrated the features of the vehicle in a mini-show at the Chrysler-Plymouth exhibit.

Buick, Fisher workers veto overtime cut

By Marjorie Sorge
Labor Editor

Workers at the Buick assembly plant and the companion Fisher Body facility in Flint have rejected a company proposal which would shorten their workweek and return about 1,700 laid-off workers to the job by adding a third shift at those operations.

The company proposal called for workers at the plants to work four 10-hour days but to give up overtime pay. In exchange, Buick would add a third shift to the operations.

The UAW countered with a proposal requiring overtime pay for the time worked over 8 hours daily.

According to Jerry Butler, Buick labor relations, the UAW program would have made Buick non-competitive.

Last week, workers at the Buick assembly plant rejected the company's plan which would have returned about 600 workers to that facility. In the vote, 596 favored working the normal two shifts with overtime pay; 440 wanted the UAW's counter proposal while only 28 voted for the company plan.

A similar vote was held at the Fisher Body facility earlier this month and the company plan was also rejected. About 1,100 currently laid off from Buick assembly operations could have been called back at Fisher Body if the third shift were added. According to Buick, Fisher Body has already recalled its laid-off workers but would have provided jobs for some laid off.

UAW Vice President Donald F. Ephlin, director of the UAW's General Motors department, said the vote was "unfortunate" and "premature" and should not have been held.

"It wasn't binding on anyone," he said. "We don't go to the people with a vote until we have an agreement to ratify."

The changes in overtime would have to be approved by the international UAW since that issue is covered in the national UAW-GM agreement and that had not yet been done, Ephlin said.

But he said the workers in the two plants are not greedy in wanting to keep the overtime pay rather than help those laid off return, but were just fearful that Buick was taking advantage of that concept to make the overtime changes.

The Buick facilities will be closed for about six months next year to make way for the Buick City operation. Fisher Body will then be consolidated into the assembly plant and about 3,600 additional jobs will be lost.

The two plants have been working six days a week, nine hours a shift for about a year.

According to Butler, Buick is comfortable with its position on the overtime question and returning for more talks is up to the union. Ephlin said he hopes more talks will take place. He said the union proposal was a good one and emphasized that it lost by only a few votes.

Jeep honored

SOUTHFIELD, Mich. — The 1984 Jeep Cherokee Sportwagon has won 4 - Wheel & Off - Road magazine's "4x4 of the year" award for 1984.

Increases vary by maker

New Japanese quotas are listed

Late last year the Japanese government agreed to extend the period of restrictions on new-car exports to the U. S. from the original three years to four, to 1.85 million units for 12 months from 1.68 million.

Instead of an across-the-board increase per importer of the 10.1 percent indicated by the 170,000-unit growth, industry officials in both the U. S. and Japan suggested certain companies will be allowed higher numbers as others are held to more modest totals.

Although Japan's Ministry of International Trade and Industry has not verified the export levels it will allow the major auto manufacturers, Nihon Keizai Shimbun, a Japanese economic daily newspaper, reported the following allocations:

Toyota Motor Co. will be permitted to expand to 551,800 from its current limit of 516,659.

Nissan Motor Co. can anticipate 487,100 compared with 456,030.

Honda climbs to 372,400 from 348,631.

Toyo Kogyo increases to 173,500 from 159,282 Mazda imports into the U. S.

Mitsubishi Motors Corp. goes to 122,400 from 112,584.

Fuji Heavy Industries, Ltd. gets a 75,800 limit compared with 70,014 Subarus currently.

Isuzu Motors, Ltd., jumps to 50,000 from 16,800, and Suzuki Motor Co. will have a ceiling of 17,000. No Suzuki passenger cars have been sold in the U. S. to date.

• Isuzu numbers will be expanded by Isuzu cars to be imported by General Motors for sale by its dealers in late 1984. American Isuzu Motors launched its product line in the U. S. in 1981. Sales first were reported in March of that year and for the remaining months they added to 17,805. In 1982, Isuzu dropped to 15,462, rebounding to 20,722 in 1983.

Because the final quotas for the various companies are not yet confirmed, some speculate that Isuzu and Suzuki, both business affiliates of GM, can expect favored treatment over and above the totals Nihon Keizai reported.

GM has announced plans to import more than a quarter of a million subcompact cars from the two companies for model year 1985. Assuming a quota of, say, 47,000 Isuzu and Suzuki-built cars the first half of the period, would leave some 200,000 cars to be handled after the end of restrictions, March 31, 1985.

GM Chairman Roger B. Smith commented last week that the proposed ceilings may force his company to re-think its position.

The April 1 through March 31 restrictions year has been used since 1981 because it coincides with the fiscal year in Japan. The original agreement of 1.68 million was reached in May, 1981, with quotas per exporter determined the following August.

Shortly thereafter, a "vans" classification was added to the 1.68 million. It included Toyota's Corolla station wagon and Land Cruiser, Subaru's BRAT, Suzuki's Jimmy and Mitsubishi's Colt station wagon and amounted to 82,500 units over and above the 1.68 million.

In the world of expanding and shrinking numbers, Nissan, which is currently held to a shipment level of 456,030, reported record sales of passenger cars in the U. S. for a calendar year. Nissan's 1983 total mushroomed to 521,902.

Since the beginning of the current restricted year, April 1, 1983, Nissan dealers have retailed 386,169 new cars, leaving the company only 69,861 units to spread out over the upcoming January through March quarter.

Since April, 1983, Toyota sales add to 419,812 (including Land Cruisers and station wagons); Honda stands at 287,829; Mazda's total is 127,905, and Subaru has 118,198. Subaru also reported a sales record (156,840) in calendar year 1983.

Public comment slated on FTC used-car rule

WASHINGTON.—The "known defects" section of the FTC's Used Car Rule will be open to public comment until the end of January, the FTC has announced.

The Jan. 31 deadline will extend for 15 days the comment period on whether dealers should be required to disclose warranty terms and known defects on a sticker posted in the window of each car offered for sale.

The FTC issued such a rule in August, 1981, but Congress vetoed the rule in May, 1982. However, the Supreme Court decided last July that a legislative veto of this type is unconstitutional.

The FTC's record on the Used Car Rule was reopened at the direction of a U. S. Court of Appeals, under the terms of an agreement between the FTC and lawyers for Miller Motor Car Corp. Miller Motor Car filed a challenge to the rule's known-defects provision.

The extension of the comment period was granted by the FTC at the request of NADA, the National Independent Automobile Dealers Assn. and the Committee on Consumer Affairs of the Assn. of the Bar of the City of New York.

A 20-day period for rebuttal statements will follow the close of the initial comment phase on Jan. 31, the FTC said.

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59th year — No. 5005

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Wash. Auto Show sets attendance mark

WASHINGTON.—The 42nd annual National Capital Area International Auto Show at the Washington Convention Center here broke the attendance record set last year.

Final figures show 260,000 persons visited the show, surpassing last year's attendance of 249,000.

Dealers with heart

W. H. Robinson, president of Robinson Brothers Lincoln - Mercury, Mobile, Ala., presents a check for $2,025 to Virginia McClinton, president of the Mobile Division of the American Heart Assn. For every car sold in the last three days of December, the dealership donated from $25 to $100 to the heart association.

Spending plans trimmed by auto makers

Can the U. S. meet or beat the Japanese in new products?

By Kathleen Hamilton
Jenny King
and Mary Beth Mayer

It was to have been an $80 billion five-year spending plan — comparable to the post World War II Marshall Plan in today's dollars, more than enough to put a man on the moon and sufficient to transform all of Detroit's gas-guzzling behemoths into fuel-miserly front-drive models packed with high technology.

It isn't turning out quite that way.

Best guesses now put capital spending by Detroit's Big Four at something short of $55 billion for the 1980-1984 period; that includes their non-automotive and overseas spending, and doesn't include investments of Nissan and Honda in the U. S.

Indeed, extrapolating Department of Commerce figures for the five-year period shows only about $44 billion will be spent by U. S. vehicle manufacturers and parts suppliers by the end of this year.

Missing the original target by about half isn't necessarily a sign that the U. S. auto industry has failed, but rather that the market has changed, inflation has abated and the strong dollar buys more overseas.

True, the auto downturn trimmed capital spending plans, especially at Chrysler Corp. and at many supplier firms which were forced to diversify away from automobiles or close their plants.

On the other hand, easing of fuel prices in the U. S. unexpectedly buoyed big-car sales. That allowed General Motors and Ford Motor Co. especially to delay major expenditures by prolonging the lives of their aging big, rear-drive cars.

Phil Fricke, automotive analyst for Goldman Sachs, believes there's another important reason why automotive spending fell far short of stated goals: "Those early numbers ($80 billion) were crazy numbers," meant for consumption of the UAW and to grab headlines.

"I don't think much thought went into them," Fricke says.

Even $44 billion is staggering, however. In an industry that needs to shell out 6 percent of its sales on capital spending in a normal year (according to American Motors president Jose Dedeurwaerder), GM sank a phenomenal $9.7 billion — fully 15 percent of sales — into new plants, tooling and equipment in 1981.

Since 1980 GM has never spent less than 10 percent of its sales on plant and equipment.

Much smaller AMC put 12 percent of its sales into capital spending in 1982, and even Chrysler surpassed the industry norm in 1980 when capital spending accounted for 9 percent of its sales.

Fricke expects GM to invest another $6.5 billion this year (while warning that his prediction is very tentative). David Healy, auto analyst at Drexel Burnham and Lambert, forecasts a more modest $5.5 billion for GM this year but then $7 billion to $7.5 billion in 1985.

In either case, big-buck spending at GM will ebb when the front-drive N-cars (between the current A and J bodies in size) begin rolling and the first B-cars (Olds 88 and Buick LaSabre) are transformed into front-drive. Both events are scheduled to occur in the 1985 model year.

From then on GM will be able to use front-drive components that are already in place and refine its products. Even major product projects won't cost as much.

As GM goes, so usually goes the rest of the U. S. industry. Although both Chrysler and AMC have major projects in the works, their spending will remain small compared to GM's.

Ford chairman Philip Caldwell has said last year's spending level of $2.5 billion probably will be beaten this year. Healy says Ford could spend up to $3 billion this year and again next year. Fricke says Ford's capital spending this year could top its 1982 record of $2.97 billion.

Improvements at the Rouge steel works alone will add $400 million to Ford's spending in the next two years. Like GM, Ford was able to stretch the lives of its big rear-drive cars beyond 1985, its initial phase-out schedule.

It looks as if U. S. auto makers will be flush enough to generate more than the cash they need to finance their capital spending needs in the medium term.

Fricke goes so far as to say GM is "hemorrhaging cash," and that the cash flow from each of the Big Three is "staggering."

He doesn't track AMC, which admits it will have a harder time because of its limited product lineup.

The best news for AMC is that Renault's future product plans are in better shape than many European manufacturers, according to John Lawson, economist at Data Resources Inc., Europe.

Renault's close ties to the French government give it access to funding for future products at a time when a flat European market and stiff competition have squeezed many makers' abilities to fund product plans, Lawson says.

Of European companies, only Ford of Europe is making huge profits, although GM's European operations are in good shape, he says.

In the foreseeable future, Fiat and Renault will make money on cars but lose it on trucks, while Volkswagen will generate cash in Europe but lose it especially in Latin America and on its office-products unit, Lawson says.

Despite its troubles, French company Peugeot spent 7 percent of its sales on capital equipment in 1982 and plans to keep capital spending at about $600 million through 1985.

The Japanese have set a fast product pace by shortening the life cycles of its cars to four or five years instead of the traditional six or seven, AMC's Dedeurwaerder points out.

But where Americans will be blessed with an expanding market in the medium term, the Europeans will be cursed with a flat one.

That means European auto makers will be shopping for sources of outside financing.

The massive financial needs of the auto industry will not be able to be filled by banks, Lawson predicts. Some European new-model launches have already been eliminated. Other products have had their lifespans lengthened with updates.

European makers' plans are still very ambitious compared to the size of their market, so they likely will be scaled back, Lawson says.

• The real question for the U. S. auto industry is whether it will be able to match and surpass the Japanese in new products. Analysts in the U. S. are upbeat.

"Domestic companies definitely will be able to compete with the foreign makers," says Mike Luckey, economist for Merrill Lynch Economics. "Our industry has gotten a lot more competitive over the last three or four years, especially in its quality ratings. We will become even more competitive with the Japanese and Europeans, especially in the area of improved production techniques."

Capital investment by Japan's auto industry is expected to drop nearly 8 percent this fiscal year, according to a government survey quoted in Metalworking News.

Fiscal 1983 capital spending of $4.2 billion by Japan's auto industry is surprisingly low when considering the U. S. auto industry spent $7.32 billion, according to Department of Commerce figures.

But as Robert Cole, project director of the Joint U. S.-Japan Automotive Study at the University of Michigan points out, the Japanese figures may include only Japan's largest suppliers. With an industry heavily dependent on mom-and-pop operations and multiple layers of suppliers, actual investment in Japan is hard to track.

A whole new industry may spring up to provide warehousing for just-in-time supply of materials and parts.

For the same reason, capital spending of three of Japan's auto giants, whose stocks are traded in the U. S., turns out low (see accompanying table). Figures are for parent companies only, and much of the capital spending is done by their myriad associated firms.

Cole guesses Japanese capital spending figures should be inflated 20 percent in order to compare them accurately to U. S. spending.

If U. S. auto manufacturers are in good shape for their spending needs, U. S. suppliers are not.

The recession forced many out of business and encouraged many more to diversify away from autos. Just-in-time parts and materials supply has forced vendors to maintain larger inventories and in many cases to change their production facilities and to build nearer auto assembly plants.

And the just-in-time push has barely begun. Arthur Davis, analyst at Prescott, Ball & Turben, points out that Buick City in Flint will be using the inventory system by 1985. He expects the rest of the industry will have embraced it fully by 1987.

A whole new industry may spring up to provide warehousing, Davis says.

Because auto companies will want to use their own plants whenever possible, the current upturn will not necessarily benefit suppliers as it has automakers.

In addition, many suppliers suggest U. S. makers will continue to turn to foreign suppliers. Econobox cars are especially adapted to worldwide sourcing, Davis says. Imported steel is already taking a quarter of

Continued on Page E-3

CAPITAL SPENDING INCLUDING SPECIAL TOOLS (in millions)

	1979	1980	1981	1982	1983	1984	1985
GENERAL MOTORS							
Capital Spending	$ 5,390	$ 7,762	$ 9,741	$ 6,212	$4,800/E[1]	$6,500/E[1]	
Sales	66,311	57,728	62,700	60,000			
Capital Spending as % of sales	8%	13%	15%	10%			
Profits (Loss)	2,896	($763)	333	963			
FORD							
Capital Spending	$ 3,440	$ 2,769	$ 2,227	$ 2,968	$2,500/E[2]		
Sales	43,514	37,085	38,247	37,067			
Capital Spending as % of sales	8%	7%	6%	8%			
Profits (Loss)	1,170	($1,543)	($1,060)	($658)			
CHRYSLER							
Capital Spending	$ 749	$ 835	$ 456	$ 374	$1,800/E[2]	$1,800/E[2]	$2,000/E[2]
Sales	12,002	9,225	9,972	10,045			
Capital Spending as % of sales	6%	9%	5%	4%			
Profits (Loss)	($1,097)	($1,710)	($476)	170			
AMC							
Capital Spending	$ 62	$ 97	$ 186	$ 335	$ 250/E[2]		
Sales	3,192	2,553	2,589	2,878			
Capital Spending as % of sales	2%	4%	7%	12%			
Profits (Loss)	71	($201)	($137)	($154)			

1. Estimates by Philip K. Fricke, Goldman Sachs.
2. Estimates by makers.

CAPITAL SPENDING (In millions)

	FY/1979	FY/1980	FY/1981	FY/1982	FY/1983	FY/1984
TOYOTA (Fiscal years end June 30)						
Capital Spending	$ 600	$ 600	$ 1,334	$ 833	$ 798	$792/E[1]
Sales	14,012	13,241	16,697	16,040	20,386	
Capital Spending as % of Sales	4%	5%	8%	5%	4%	
Profits	600	574	632	590	839	
NISSAN (Fiscal years ended March 31)						
Capital Spending	$ 584	$ 477	$ 722	$ 829	$ 862	
Sales	11,533	10,955	14,363	13,328	13,282	
Capital Spending as % of Sales	5%	4%	5%	6%	6%	
Profits	327	350	409	359	398	
HONDA (Fiscal years ended Feb. 28 or 29)						
Capital Spending	$ 350	$ 251	$ 447	$ 489	$ 711	$583/E[2]
Sales	5,179	5,231	7,980	7,846	9,292	
Capital Spending as % of Sales	7%	5%	6%	6%	8%	
Profits	70	111	441	274	301	
	200 yen =$1.00	250 yen =$1.00	210 yen =$1.00	240 yen =$1.00	240 yen =$1.00	240 yen =$1.00

Note: All results on an unconsolidated basis.
1. Toyota estimate, 1983 annual report.
2. Yamaichi Securities Co. estimate, September, 1983.

CAPITAL SPENDING (In millions)

	1979	1980	1981	1982
RENAULT				
Capital Spending	$ 1,109	$ 1,487	$ 1,401	$ 1,276
Sales	17,074	17,686	15,392	15,469
Capital Spending as % of Sales	6%	8%	9%	8%
Profits (Loss)	253	141	($119)	($190)
	4.0 francs =$1.00	4.5 francs =$1.00	5.7 francs =$1.00	6.7 francs =$1.00
VOLKSWAGEN				
Capital Spending	$ 1,789	$ 2,178	$ 2,132	$ 2,028
Sales	17,718	16,941	16,644	15,513
Capital Spending as % of Sales	10%	13%	13%	13%
Profits (Loss)	385	164	60	($125)
	1.7 DM =$1.00	1.9 DM =$1.00	2.3 DM =$1.00	2.4 DM =$1.00

Japan springs from copycat to competitor

U. S. is sole leader only in bumpers and crashworthiness

The U. S. and Japan are neck-and-neck in the race to develop superior automotive technologies.

That should not be consoling news to the domestic auto industry. It is Japan — not the U. S.—that has made great technological strides in the last decade and, in fact, leads the U. S. in certain developmental areas, according to a comprehensive study by management consulting firm Booz Allen & Hamilton.

"Looking at technology as it is related to cars for the U. S. market, we have a situation where the U. S. is at parity with the Japanese and with leading European countries," said Jim Mateyka, a Booz Allen & Hamilton vice president.

"That's a fairly big jump from 10 years ago when Japan was viewed as the copycat. Japan wasn't at parity then—but it is now."

The Booz Allen study combines analytical research with a survey of U. S. auto suppliers and numerous interviews with leading engineers at world auto companies that sell vehicles in the U. S.

• The research rates the development of modern technology by U. S., Japan and European auto makers in 13 key areas—Body, Gasoline Engines, Engine Components (such as turbochargers and fuel-injection systems), Transmissions, Wheels and Tires, Electronics, Emission Controls, Final Drive Systems, Brakes, Suspensions, Bumpers (including vehicle crashworthiness) and Steering.

Japan emerged as the technological leader in four areas—Gasoline Engines, Diesel Engines, Electronics and Suspensions.

"We have Japan becoming the world leader in small gasoline engines for several reasons," Mateyka explained. "First, they have dealt with the emission and fuel-economy requirements (of the U. S. market) by dealing first with the basic engine technology. And now they're adding electronics and doing additional work with friction reduction, noise/vibration/harshness and alternate engine materials (such as ceramics).

"The U. S. is trailing Japan ever so slightly, mainly because the U. S. took a reverse approach. Since our electronics technology was ahead, we improved our engines by slapping on electronics, rather than getting at the basic combustion."

Europe was rated at par with the U. S. on engine technology, largely because of products made in West Germany—a "formidable talent," Mateyka said. But German engines are expensive and "over-designed" for the U. S. market's 55-mile-per-hour speed limit, he added.

Not surprisingly, a large percentage of European automotive leaders cited the U. S. 55-MPH speed limit as the biggest factor inhibiting future development of advanced engines and automobiles by U. S. makers.

"They felt that U. S. development would not keep pace with the competition because of 55," Mateyka said.

• Japan has a dramatic lead over the U. S. and Europe in the development of diesel engines, the Booz Allen survey concluded. That technology gap is expected to widen in future years because of fuel prices and taxation in the U. S.

West Germany is the only country considered at parity with Japanese companies on diesel technology. Italy could become a strong force, the study noted, because astronomically-high gasoline prices have created a strong home-market demand for diesel-powered cars.

Japan, as might be expected, is also the world leader in electronics, both in control systems and in "an almost zealous commitment to electronics in terms of displays," Mateyka said. The Japanese technology base and the home-market demand for electronics is much stronger than in any other country, he said.

"We have the U. S. running a reasonably strong second, but with some reservations on the part of U. S. makers on how far they want to go," Mateyka added. "None of those reservations were seen in the Japanese."

Although Europe has a strong group of electronics suppliers, it still rates a distant third, largely because there is no home-market incentive for European auto manufacturers, the survey said.

In terms of current product sold in the U. S., Japan also has the lead—albeit a precarious one—in suspension technology. Japan has or is incorporating its advanced electronics into suspension systems and has introduced medium-priced automobiles with adjustable suspension systems (Mazda 626 and Nissan 300-ZX, for example).

"If you look at the supplier base and some of the innovations, the United Kingdom and France have the technology experience lead but the Japanese are ahead with the implementation of electronic controls," Mateyka said.

"The U. S., while trailing, has gotten religion in this area and we're beginning so to see some really dramatic movement (such as gas filled shocks and air suspension). I think the U. S. will catch up but Japan is ahead and Europe has a strong technology base."

The U. S. is also playing second-fiddle in the development of Final Drive Systems, the Booz-Allen report concluded. Europe in general, but West Germany in particular, lead the world in this category. Audi's 4WD Quattro is a good example, Mateyka said, more sophisticated than U. S. 4WD vehicles. British-based GKN and its subsidiaries still control most of the constant-velocity joint technology.

Despite Subaru, a volume 4WD vehicle builder, Japan still rates third. The Japanese supplier base for the most part remains licensed by GKN.

Said Mateyka: "The U. S. will close the gap (with Europe) but first there will be many new imports (with 4WD) to open the market in the U. S."

Booz Allen rated the U. S. the sole leader in only one area, that of bumpers and crashworthiness. The U. S. industry has built a solid technology base on the subject, largely because of pressure from government regulations.

Here are the Booz Allen & Hamilton findings on the last six categories of vehicle development:

• Body: The U. S. and Japan are seen at parity. Domestic makers have an edge in computer-aided design and in corrosion resistance, while Japan can claim superiority in body-stamping technology (though Booz Allen felt that the GM-Toyota venture might lead to domestic body-stamping improvements). The U. S. is also becoming a world leader in sophisticated steel-frame plastic-body designs such as the Pontiac Fiero.

• Transmissions: "One of the hot areas during the next 10 years," Mateyka said. The U. S. and Germany are equals here, he said. As expected, the U. S. leads in automatic transmission designs, while West Germany has clear superiority with its manual gearboxes.

U. S. makers—namely Ford and GM — are experimenting with CVTs (continuously variable transmissions), while West German makers are studying both CVTs and lay-shaft designs. Both are expected in practical use during the mid to late '80s. CVTs are suitable for smaller cars with engines that transmit small amounts of torque. Lay-shaft designs are more suitable for rear-drive performance cars and applications where space is not a prime consideration.

• Brakes: The competition here is among world-class suppliers. The leaders are Bendix and Lucas Girling, according to Booz Allen. The Japanese are followers, licensees for the most

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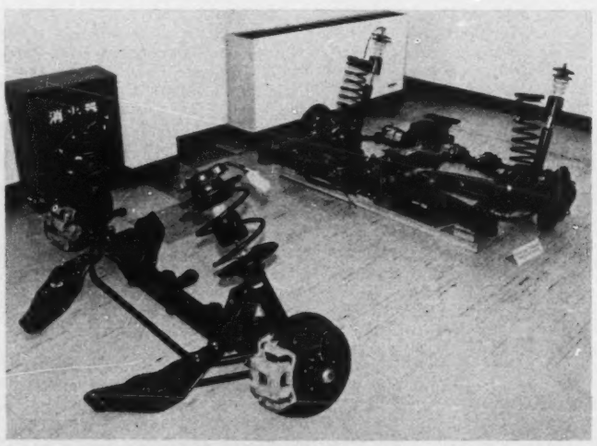
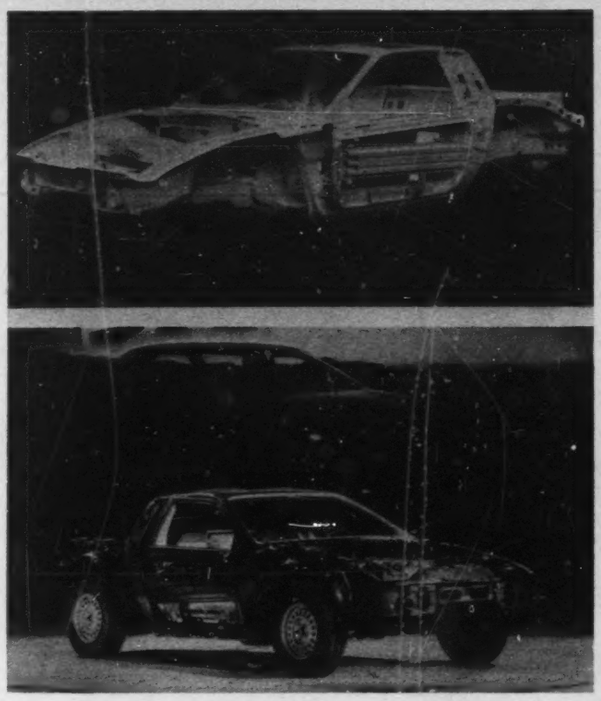


The Japanese auto industry has taken the lead with its practical applications of modern suspension technology. Shown here is the adjustable suspension of the Nissan 300-ZX.



One reason U.S. auto makers are rated at parity with the Japanese companies in body development is the domestic auto industry's introduction of plastic body/steel frame cars such as Pontiac's Fiero model. The space frame (top) is the structural framework of the car. During production, the space frame, chassis and powertrain are assembled into a driveable chassis (bottom).

Cars such as Audi's new 4000S Quattro, recently introduced in the U.S., give Europeans — notably West Germans — an edge over U.S. auto makers in all-wheel-drive performance cars. A Booz Allen & Hamilton study of world automobile technology recognizes this as a threat to domestic makers.

Spending

Continued from Page E-2

the U. S. market, according to Inland Steel.

A study by Arthur Andersen & Co. predicts the next auto slump could cut the number of U. S. auto suppliers by a quarter.

Suppliers plan to invest 5 percent of their sales in plants and equipment in the 1983-1992 period, according to the study.

But they also plan to reduce the automotive portion of their total sales, Arthur Andersen reports. Today's auto supplier has 30 percent non-automotive sales volume; by 1990, non-auto sales are expected to be 40 percent.

Both suppliers and auto makers believe the makers will bring electronics and powertrain components in-house while outsourcing subassemblies.

Peter Zaglio, auto analyst at Lehman Brothers, thinks auto makers are making a big mistake by not taking advantage of machine toolers' unused capacity.

"They could be buying machine tools for half price right now. Their capital spending has picked up, but not enough for me," he says.

Therein lies a big controversy: Did the U. S. makers really trim their product plans significantly because of financial pinches or did consumer demand for larger cars cause most of the stretchout?

Zaglio and Merrill Lynch's Luckey stand on one side, Goldman Sach's Fricke represents the other. But just as important as how much will be spent is the question of how the companies will spend it. Is flexibility really being built into the plants?

The answer here is clearly yes. The industry's adoption of turbochargers instead of bigger engines is a prime example. Chrysler's multiple adaptations of the K-car is another. And it would have been hard to believe even three years ago that Ford would build Escorts and Crown Victorias on the same line.

Fricke offers yet another example: Chrysler this year will develop 1.8 and 2.5-liter derivatives of its 2.2-liter engine, then go on to turbocharge them. That's flexibility. □

Joint ventures may be path to survival

But it's not a route for the poor or the meek

By Roger Rowand
Engineering Editor

Automotive industry members that survive the competitive years ahead will be those that maximize the effectiveness of capital.

One way the spending of dollars will be made most effective will be through use of joint ventures, a growing number of authorities agree.

That may be a route down which only the more venturous will dare to tread. But guidance and down-to-earth advice are available from at least one executive of a company making the joint venture move.

He is Frank P. Vince, vice president, product strategy and forecasting for Control Data Corp., (CDC) Minneapolis. His remarks came at a seminar for auto executives that was run by the Aluminum Assn. at a Michigan State University graduate study facility in Troy, Mich.

He described CDC's experiences in joint venturing and offered what might be considered a cram how-to-course. Vince is an individual who does not pussyfoot around a topic when it comes to joint ventures.

CDC is a member of Microelectronics & Computer Technology Corp. (MCC), based at the University of Texas in Austin. It was incorporated in August, 1982, with 13 members and now is in its build-up phase.

MCC is developing what Vince calls very basic tools and technology. Its members will take those tools and that technology from MCC and establish products. MCC itself will create no products, Vince said.

Frank Vince says the U.S. could lose its $8 billion favorable trade balance in microelectronics.

He was emphatic in describing the importance of the joint venture. And, while not saying so directly, he left the implication that executives in his automotive managerial audience should consider taking the joint venture route.

"If you don't have your upper management's concurrence — pro-active support—don't do it. Someone will come down the road a year or two later and convince management it wasn't a good idea. That's happened already at MCC.

"Don't get with somebody in a joint venture if you don't have the money to play the game," Vince said.

"The world environment we in electronics find ourselves is one that's similar to a race among members of the microelectronics and computer technology industry.

"It's really a race to stay in the race, to stay up with the leaders whoever they happen to be at any given time. You never have the same leader at all points in time. And, it's a race around the world, not just in the U.S. It's a race with the French, Germans, Japanese, Italians, Canadians and ourselves. And you might want to count the Russians, but they'll wait until the end of the race and steal the trophy. They're in the race but rather tangentally," Vince said.

He described several international cooperative working arrangements but said Japan has set a national goal of becoming the world's supplier of microelectronics technology.

"If they win that race, we will depend on the Japanese for microelectronics in practically every product we'll be making in the 1990s and beyond. Today, the U.S. produces $1.5 trillion of products a year which contain microelectronic circuits and technology. That happens to be the just-approved national debt which gives you an idea that it's a fairly good-sized chunk of money.

"In 1965, the U.S. had 55 percent of the microelectronics world market. In 1983 we have 60 percent. It is projected that by 1990 we will be somewhere

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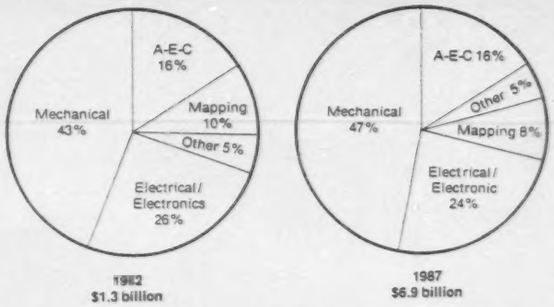
CAD MARKET BY APPLICATION, 1982 & 1987



By 1987 the market for computer-aided-design equipment will total about $6.9 billion, up from $1.3 billion as recently as 1982, according to the Yankee Group.

CAD market capers

Young industry to mature rapidly

BOSTON. — A well-known technology and market analysis firm here says the computer-aided design (CAD) market will reach $6.9 billion by 1987. CAD industry revenues were $1.3 billion in 1982 and the CAD market is expected to grow at 40 percent annually through 1986, the Yankee Group says.

The markets for CAD systems can be grouped into four major categories: Electrical/electronic (including integrated and printed circuits design); mechanical; architectural / engineering/construction (AEC); and mapping.

With development of powerful 32-bit-based work-stations, computer-aided engineering (CAE) has emerged as a rapidly expanding market segment.

"The market is extremely young, and is currently dominated by a growing handful of aggressive start-up companies," according to Glen Allmendinger, a senior analyst with the Group. Like CAD, the CAE market has mechanical and electrical/electronic segments.

Attention in the CAE market, focused on the more recession-proof electronics segment, will switch to the mechanical segment as smokestack industries emerge from the recession and increase capital equipment expenditures.

CAE work-stations will experience explosive growth, coupled with price reductions up to 50 percent over the next five years. Allmendinger says, "We estimate the average cost per CAE workstations will drop to $30,000 by 1987 and that CAE will go from 3 percent to 20 percent of the overall CAD market." □

Suppliers

Continued from Page E-6

switched the location of inventory from auto plants to supplier plants: "We have to make and hold inventory to make sure we have what they need when they need it. Just-in-time is fine as long as everything goes well, but somewhere there has to be some inventory in case of a disaster or problem on the line. It changes the location of inventory, but there also is less. A reasonable amount of inventory is required at some point."

Duane Dunham, marketing manager of Bethlehem Steel Corp., says the automotive industry offers "a lot of opportunity domestically." Bethlehem has spent $60 million to build a new continuous heat-treating line at its Burns Harbor, Ind. facility. The new plant begins operation in January.

The new plant has the capacity to process 600,000 tons of cold-rolled high-strength sheet steel annually. "This is to meet the clearly stated need for reliable uniform mechanical properties," Dunham says.

According to Dunham, the move to just-in-time delivery is difficult in some cases, but not in others. "It's got to be a two-way street to be beneficial. In some cases we do have inventory. You have to plan together," he says.

• Dick Scofield, director of marketing for the Forging Industry Assn., is not quite sure there will be a market boom. "Give us an order. We're starving. We certainly hope there will be a boom," he says.

While 1982 was a poor year for the forging industry, things began to pick up in 1983. "I don't think we'll ever see another 10 million year like in the '70s," says Scofield.

The forging industry has been severely affected by imported cars and purchasing of forgings from overseas. Use of smaller engines (more four and six cylinders) and front-wheel-drive has reduced the need for forgings. Also, increased substitutions of non-metal products have hurt the forgings business.

"The forging industry is extremely well-equipped and ready to handle an increase in the general economy. We hope it is not a dramatic surge. We hope it's a steady build-up. But there is sufficient forging capacity," Scofield says.

The forging industry has seen some expansion over the past 10 years. While individual plants and companies have expanded, there has not been a surge for the entire forging industry, however. "Old equipment is not necessarily bad equipment. Over the past 10 years we have updated, using state of the art automated equipment," Scofield notes.

Looking to the future of forgings, Scofield says, "We've got to sell smarter and they've (auto companies) got to purchase smarter. We've got to make our people more aware of technology and we've got to communicate better."

Scofield says auto makers lost contact with the market over the past decade. "GM, Ford and Chrysler have made a comeback. They have new products and better quality."

At Thermofil in Brighton, Mich., Walt Maruszczak, technical service representative says, "We predict (automotive) growth for the next two years will be tremendous." He bases his prediction on the increased use of plastics, and cites the new Pontiac Fiero with plastic exterior body panels as a prime example.

"There will be a boom through '84, but it may peak out in '85. In '85, sales may be hurting once again," Maruszczak predicts.

Thermofil, a supplier of injection molding extrusions and reinforced thermo-plastic connectors, has modernized its plants and equipment to meet the expected boom. The company recently purchased a new 250,000 square-foot facility near its headquarters in Brighton. Another facility is located at Santa Ana, Calif. "We are located strategically to meet the market places on the east and west coasts," Maruszczak says.

Thermofil will broaden its materials lines for further applications and utilize the most sophisticated extrusions. "We're one of the largest thermoplastic manufacturers in the country," he says.

• Last September, at the annual meeting of the American Die Casting Institute, president Peter Findlay said he was cautiously optimistic about the future. By year-end the picture looked much brighter. "It's been a good 12 months. There's been a definite turnaround and 1984 looks encouraging. Some companies are at an all-time high and 1983 could be the best year for some," Findlay says.

Findlay, whose association represents 260 companies including custom die casters and suppliers, notes, "During 1982 there was quite a lot of new tool building. It's still continuing and more new tooling orders are coming in."

Findlay says today's die-casting buyer is more demanding in terms of quality, delivery and service compared with a decade ago. "We've moved from a seller's market to a buyer's market. It is very competitive and the competition overseas has played a part in the competition," he says.

Findlay adds, "One increasing influence during the year has been the growth of imported die-castings as components, as sub-assemblies and as parts of finished consumer products. This growth reduces potential domestic markets for die casting. This is of concern not only to die castings, but to domestic metal suppliers."

The answer to the problem, according to Findlay, is "diversification into new markets, probably involving high-tech products and subsequent machining and assembly operations and a broader range of alloys which offer improved physical and mechanical properties. These are the types of products which will tend to be less vulnerable to overseas competition."

He also says tooling now is used for up to three years, unlike previously when the auto companies made annual changes. This indirectly improves quality and makes economic sense, he notes.

Findlay says, "The auto industry had to face up to very strong competition from overseas products and a very loud and clear message from consumers for smaller, efficient, more utilitarian products, and to keep the sticker price down.

Fernley Alofs of Grand Rapids, Mich., says his company, Alofs Manufacturing, is prepared for a market boom. The company has made two expansions at its plant during the past three years, adding 30 percent more space to its 10,000 square-foot facility.

Alofs, a family-owned business celebrating its 60th year in 1984, produces stampings and assemblies including shift mechanisms and brackets. It has also entered a new market — copper brazing — producing brazing joints.

Alofs says, "We expanded our facility three years ago and wondered at the time if it was a mistake. But now we're ready. We're looking to expand equipment and floor space again."

Alofs is cautiously optimistic about the future, questioning how long the boom will last: "We are building a better car today and there is a pent-up demand. We may have a surge here for a year or a year and a half, then it will level off."

Alofs says GM expects more from suppliers with stringent requirements in quality and delivery. Alofs' computers are tied directly into GM for scheduling and inventory control. "We're going to see more of this. This is just one step to speeding up the process of ordering and delivery," he says.

The company also utilizes statistical quality control. Alofs says, "This is a big challenge for everybody. It's fairly new and a lot of people don't understand it. It'll take time to see the overall effects." □

Tire industry will strain to meet demand

Goodyear chairman says it will be pushed to capacity in '84

The new car buying spree expected to continue into 1984 should reverse a 10-year trend toward older cars on American roads and contribute to the best U. S. autc tire sales year since 1979, according to the chief executive of the world's largest tiremaker.

"U. S. auto makers are expected to produce about 7.3 million autos in 1984, after building a respectable 6.80 million autos in 1983, and this infusion of new blood to the U. S. auto fleet could reduce the average auto's age to about 7 years," says Goodyear chairman Robert E. Mercer.

The average age of U. S. autos in use steadily increased from 5.7 years in 1973 to 7.2 years in 1983, as Americans put the brakes on the frequency of buying autos.

"Now consumer confidence is back in the U. S. and this confidence is reflected in auto showrooms and in miles being chalked up on the highways," Mercer says.

"A slimmed-down tire industry will have to push its capacity in 1984 to meet the expected total demand for 187 million auto tires, including 4 million exports — the largest requirement for tires in five years," Mercer says. "This would represent an increase of more than 2 percent above the 183.2 million auto tires sold in 1983."

In 1984 demand for original equipment tires could increase 5 percent to approximately 47 million auto tires from 44.7 million tires in 1983, Mercer says.

In contrast, expected demand for replacement auto tire sales will remain relatively flat in 1984 at 136 million tires versus 135 million tires sold in 1983, he says.

It is expected that the replacement market, currently up to 70 percent radials, will remain a slow growth area as radialization continues to 75 percent in 1984 and tops out at 90 percent by 1990, he says.

"Motorists are driving more miles as the economy improves and as fuel costs remain stable and in good supply," Mercer says. "In 1983 miles driven per registered vehicle should total 9,382; reach 9,471 miles in 1984 and climb to 9,800 miles by 1988."

Government figures indicate U. S. motorists will drive 1.170 trillion miles in 1983 and increase this mileage at an average annual rate of 2.5 percent over the next five years to 1.325 trillion miles in 1988.

Goodyear's chairman says the truck manufacturing recovery has lagged behind autos, but now it is gathering steam spurred by the 1982 Surface Transportation Assistance Act.

"With this piece of deregulation, we are seeing major fleet operators begin to make purchases of new equipment as they restructure their fleets, which will increase demand for truck tires, radial in particular," Mercer says.

An increase of 10 percent in total U. S. truck sales is expected in 1984 to 3.3 million compared with 3.0 million trucks in 1983, he says.

The Goodyear chairman says this will bring the market for original equipment truck tires in 1984 up to 5.7 million compared with 5.2 million truck tires in 1983. In the truck tire replacement market, demand should increase slightly to 29.9 million tires from 29.6 million tires a year ago, he says.

Discussing tire imports, Mercer says that as long as the dollar remains strong, the U. S. will be a prime target for imports. According to Dept. of Commerce figures, 22 percent of radials sold in the U. S. replacement market this year were imported.

Goodyear also imports tires to counter foreign competition, and recently introduced a domestically made radial tire called the G Metric as an "import fighter" for the growing U. S. import car replacement tire market.

Another phenomenon involving foreign competition Mercer sees is the "strange bedfellow" relationship developing whereby many major U. S. tire producers have entered into joint ventures with foreign tire makers. He cites the sale by Firestone of its truck tire plant in Tennessee to Japan's Bridgestone which now is making Firestone brand tires.

Discussing Goodyear, Mercer says the company's domestic and foreign operations shipped more tires in 1983 than in 1982, despite depressed economies in several parts of the world. Market share gains in several tire lines are responsible for this performance, he says.

The U. S. recovery is taking longer than expected to spread overseas, he says, and there will be only a few bright spots in the rest of the world economies during 1984.

"In the U. S., auto companies have introduced more high performance cars to their 1984 model lines than in anytime in the industry's history," Mercer says.

In the replacement tire market, higher performance tires in 1984 will represent 12.5 percent of the total market, he says.

On supplying the increasing tire demand, Mercer says Goodyear is committed to meeting both the tire market and its distribution network needs for 1984 and beyond with a strategy

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Expanding electronics role

Drivetrain controls will spark growth

Regardless of the direction taken by U. S. car sales in 1984, Detroit's emphasis on high-tech cars featuring computerized controls will jump the market for non-entertainment automotive electronic devices from $1.06 billion in 1982 to $4.6 billion in 1988 (in constant dollars), says a new study by Frost & Sullivan.

The report divides the market into five distinct categories: Comfort and convenience items, safety and security devices, instruments and displays, drivetrain controls and electrical components.

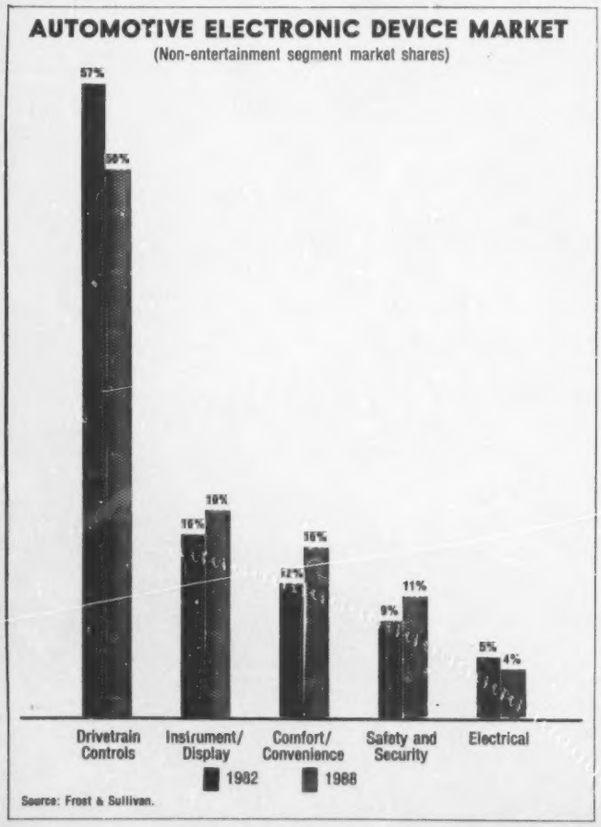
The rising use of electronic fuel injection systems — which allow for accurate and consistent fuel delivery, fuel economy, and increased power—will help the drivetrain control segment to dominate the auto electronics market, growing from $600 million in 1982 to a market worth some $2.3 billion in 1988, a 50 percent share of the total market. (All figures are for electronics used in U. S.-made cars only.)

With developments in instrument clusters and LCDs, and with new applications in road maps and large area displays, F&S predicts considerable growth in the instruments and displays category. Annual volume is projected to grow from $170 million in 1982 to $875 million in 1988. LEDs are already being used extensively.

Substantial growth in electronics for climate control, skid control, traction and braking, active suspension and load leveling, and steering control, along with the move toward providing "big car rides" on small cars, will help the convenience and comfort segment and the safety and security segment to achieve growth. New products in these two categories, including "memory seats," service interval reminders, voice-actuated power windows, automatic day/night rear view mirrors and remote control door locking systems, will result in over 30 percent average annual growth for both categories over the forecast period.

The expanding role played by the microprocessor, particularly in engine controls, will help the electronic components segment to rise from $55 million sales in 1982 to $195 million in 1988, due largely to the increased use of across-the-board engine control computers.

Cellular mobile phone volume is expected to become significant in 1984, accounting for $80 million in sales based on 40,000 installations at a purchase price of $2,000 each; the 1988 market, with 800,000 subscribers paying an estimated $750 each for the equipment, will be worth $600 million dollars. □



Joint ventures

Continued from Page E-8

in the 30 percent range if we stay on the track we're on."

That's not terribly healthy for the security of the U. S. It speaks a lot though for the international competitive nature of Europe and Japan.

"We have today, $8 billion of favorable trade, a balance from microelectronics. We could easily lose that in a couple years by just sitting back on our laurels," he said.

He said research projects in microelectronics are extremely expensive. One example: "IBM just announced it terminated an R&D program that cost them $120 million. That was $120 million flushed because they went down a dead end. Even IBM doesn't have the resources to do that sort of thing very often," Vince said.

"Those of use in MCC don't have the resources of our own to do one of those, much less three or four. We have to get together to pool our resources.

"The costs of those programs are extremely high. The people to work on them are rare. You don't have people with those skills walking around looking for a job. They have four or five jobs waiting for them if they quit the one they have, he said.

The dearth of capital and that scarcity of skilled people add up to one thing, in Vince's opinion. "You have to get together."

The last element in the equation is a desire for return on investment. "Greed works into it. If CDC can put a dollar into a joint venture and get $8 worth of R&D for it, why not? And if we can do it, the other partners can do it. Pure, unadulterated leverage is the name of the game," he said.

There are inhibitors in the path of cooperation, and Vince listed some he has encountered in working with engineers.

His list includes the ever-present "not-invented-here" syndrome. "Also, many engineers were brought up believing if you don't have to cooperate, don't, if you can possibly get out of it. And there are a lot of cases of 'I don't want to cooperate because I can do the job better'," he said.

"The other one is that it is just too damn much work to cooperate. You have to be friendly with your competitors. You have to smile and be nice when you don't feel like it," he said.

Another problem is transferring the technology into the company from the outside. That's a major problem. You have problems transferring technology from one division to another, can you imagine what kind of problems you'd have transferring it from the outside in? But we will get over these barriers, or we will lose the race," he said.

Mention of competitors naturally brings up the subject of the Justice Department and its trust busters and trust preventers. Vince gave his audience a look at how MCC has steered clear of antitrust pitfalls.

The key, he said, is the fact the co-op venture will not make any products and will have only tools and technology as its output. It will make a profit. Too, he said, its work will help the U. S. preserve its market position worldwide, a premise apparently not lost on the bureaucrats.

"Now, of course, before you can get some profit out of the technology you discovered, you must have a little seed money. We expect seed money to flow for at least four or five years, but MCC is organized to license the technology back to the member companies and non-MCC companies, but after a waiting period, which will vary by program."

MCC members must be U. S.-owned companies. A major share of their stockholders must be U. S. citizens, and they must be engaged in microelectronics research: "There aren't too many companies under those rules that might not qualify. We do have 13 member companies and they are primarily in electronics and computer technology."

MCC's programs are computer aided design and manufacture, the next generation computer, artificial intelligence, electronic chip packaging and software technology.

"There is no question that the justice department is going to be watching us. We have an attorney at every meeting, that two competitors get into. He may not know a thing we're talking about, but he's taking notes furiously that we're not price-fixing, or market sharing. That's the way the world's built, that's what we have to do. Pretty soon he'll be transferring to the technical area, for all the conversations he's heard," Vince said.

"The Justice Department has given the green light for formulation, and we're off and running. However, Justice has said, 'We reserve the right to take a look at each one of those programs and see if we like it, from a societal point of view, competitive and uncompetitive point of view.' So far, they haven't made any noise about it and we don't expect them to." □

Witnesses half a century of industry changes

50 years of auto shows for Orloff

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—As the automobile has grown to become an integral part of American life, so has the annual rite of the auto show, the traditional winter/spring exposition of new models that gets the winter-bound thinking of that new car.

While the idea of the show — getting buyers motivated — has changed little, the presentation of vehicles and the vehicles themselves have changed dramatically over the years.

Perhaps one of the best witnesses of these changes is Benjamin Orloff, general manager of the Greater Los Angeles Auto Show, who this year marked his 50th anniversary in the business.

When Orloff began in Chicago in 1934, it was just after the Chicago Auto Trade Assn. took over the local auto show from the manufacturers.

"Back in those days, there were two national shows put on by the manufacturers — New York and Chicago," Orloff said. "The Chicago show was in the old Coliseum and maybe the whole thing, if I had to guess, covered about 70,000 to 80,000 square feet."

Orloff, who was a student at the University of Chicago at the time, first worked on the official program of the show part-time. "It was just kind of a progression, they kind of took a liking to me," he said.

"There was this old gentleman who handled publicity," Orloff said. "His name was Walter Birmingham. He was one of the old-time newspaper guys with the hat on and a cigaret in his mouth. He kind of liked me.

"Then I started to do a few more chores, like delivering tickets and posters for him. When the show started, I was part of the organization."

During the Depression years, Orloff said, the new-car announcements and shows were after the first of the year.

"One year, and I don't know what year it was, we had two shows in one year. President Roosevelt thought that he'd like to have the workers have a little more money for Christmas, so he asked the industry to have fall announcements. So, that year, we had one in January and one in the fall."

The Chicago show began to grow in size and eventually moved from the Coliseum. "Later on, the International Amphitheater was built and we moved there. That gave us a lot of space.

"The Chicago show was big and recognized and became an extravaganza," Orloff said. The exhibits were becoming more elaborate as well. "In the beginning, they would have a room with some flower pots around—that's what the whole deal was. Then the exhibits began to have turntables."

Then came World War II and five years of no new cars and a decade of no auto shows.

"There were no shows during that period," Orloff recalled. "Then after the war, it was 1950 or '51, the shows started and they asked me to come back."

Although car sales resumed following the war, Orloff said it wasn't until the late 1940s that people started talking about having shows again and then it took a year or two to plan before the Chicago show was resumed.

When he returned to the business, Orloff started the show publication and handled the allied exhibits, such as parts suppliers.

"In the early shows, parts were pretty good," Orloff said. "You know, back in those days, when I bought a new car, they would take the radio and heater out of my car and put it in my new one." As a result, parts vendors had a great deal of interest in reaching the public at these shows.

The handling of the allied exhibits led into another new area for Orloff during the late 1950s and early 1960s—imports.

"It was something exotic, something new—you started to have a lot of different makes and the shows got larger," he said. "I remember we had British Motor Cars (BMC) and they handled MG, Triumph, Rover and Jaguar.

"Then there was this Rootes Group and they had Riley and four or five other numbers. Then we had cars like the Messerschmit, the Skoda, Lloyd and several others."

Orloff recalled that some of the import companies did not understand how things worked in this country when it came to getting into auto shows.

"When the imports started, I got a call from New York and a fella said he was calling for Lord Rootes. It was about two or three weeks before the show and the fella said he wanted space for our show. I said we didn't have it and he said, 'But this is for Lord Rootes.'

"I said if it was the Pope, I couldn't do anything. He was just amazed that I couldn't handle it. So I said, 'I'll take Lord Rootes if you know where I can get wall stretchers. If I get wall stretchers, then I'll put him in.'"

Orloff said the next year he was able to get the Rootes Group in the show.

"Then the domestics started bringing in their own imports," Orloff said. "Buick had Opel and Pontiac brought in Vauxhall."

Some import displays were impressive. "I remember the first Toyota exhibit. It was a Japanese garden—very beautiful, very Oriental."

Orloff stayed with the Chicago show until the early 1970s, working as exhibit sales manager. In the mid-1970s, he consulted with other shows around the country, helping the Miami dealers start their show, reviving the Cleveland show and consulting in St. Louis, Cincinnati and Kansas City.

He followed his children out to California and worked with the Los Angeles Motor Car Dealers Assn. and their show. Seven years ago, he became the show's general manager.

Despite all the changes, Orloff said he's had no realization that half a century has passed since his start in the business. "Until this 50th year, I never realized age," Orloff confessed.

"You know, if you think of the old biplane or Ford Trimotor to the advanced jet, that's exactly what I've seen in the industry," Orloff said.

"I've seen progress from a sociological standpoint with the car becoming so much a part of our life. I've seen the transition of American life through my experience with the auto show. Not only American life, but the experience of global life."

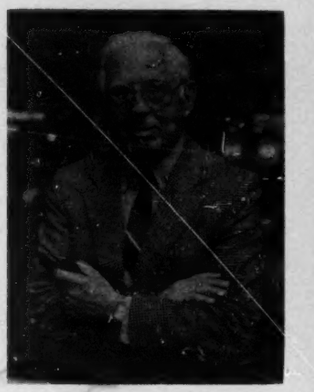
The automobile, Orloff said, represents the best technology that a country has to offer and it is through the auto that all countries have become aware of what is going on elsewhere in the world.

"The auto industry has made us cognizant," he said. "We live in a world where we're aware of all world activities and we're involved in world activities. The automobile industry has been quite a communication conduit."

This year, in recognition of Orloff reaching his personal milestone, the Los Angeles Motor Car Dealers Assn. honored him at its annual luncheon before the show.

Orloff said he was grateful, and added, "Somebody asked me when I'm going to quit. I said, 'You know when I'll quit? When I can't improve. When I think I can't add anything. Then I'll quit.'"

Given Orloff's enthusiasm for this year's show, it appears he'll be around for some time to come.



A golden year

Benjamin Orloff, general manager of the Greater Los Angeles Auto Show, marks his 50th anniversary in the business this year.

Auction directory

OHIO	OHIO
Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.	**Wednesday Auto Auction.** Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

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factories list auction dates

Chrysler Corp.

Jan. 24—Aptco Auto Auction, Taylor, Mich., and Hatfield Auto Auction, Hatfield, Pa.

Jan. 25—Sand Mountain Auto Auction, Boaz, Ala.; Concord Auto Auction, Acton, Mass., and Dallas Auto Auction, Grand Prairie, Tex.

Jan. 26 — Indianapolis Auto Auction, Indianapolis, Ind.

Jan. 27 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Jan. 24—Aptco Auto Auction, Taylor, Mich.

Jan. 25 — Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Jan. 26 — Skyline Auto Exchange, Fairfield, N. J.

Jan. 27—Denver Auto Auction, Englewood, Colo.

Feb. 1—Clanton's Auto Auction, Darlington, S. C.

General Motors

Jan. 25—Clanton's Auto Auction, Darlington, S. C.; Arena Auto Auction, Chicago, Ill., and Brasher's Auto Auction, Fontana, Calif.

Jan. 26—Butler Auto Auction, Gibsonia, Pa.

Jan. 30—Florida Auto Auction of Orlando, Orlando, Fla.

Jan. 31—South Seattle Auto Auction, Kent, Wash.

Feb. 2—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Feb. 9—Dallas Auto Auction, Dallas, Tex., and Aptco Auto Auction, Taylor, Mich.

Feb. 14—Southern Auto Auction, East Windsor, Conn.

Feb. 15—Hatfield Auto Auction, Hatfield, Pa.; Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

Feb. 16 —Nashville Auto Auction, Nashville, Tenn.

Feb. 22—Metro Auto Auction, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S. C.

Feb. 23 — Indianapolis Auto Auction, Indianapolis, Ind.

Feb. 29—Arena Auto Auction, Chicago, Ill.

Used Car Sales
Auction Averages

January to date	$5,652
Month ago	$4,308
eYar ago	$4,533

Model breakdown
Auction Averages

	January To Date	December	November
1984	$9,971		
1983	8,223	$9,583	$9,086
1982	6,410	6,445	7,035
1981	5,503	5,414	5,739
1980	4,308	4,734	4,813
1979	3,917	3,955	4,095
1978	2,663	2,959	3,187
1977	2,095	1,895	2,475
Overall Average	$5,652	$4,308	$5,059

Merrill goes Peugeot

OKLAHOMA CITY, Okla. — Clyde R. Merrill, Prop., has been awarded a Peugeot franchise. The dealership, renamed Peugeot of Oklahoma City, has been owned and operated by Clyde R. Merrill since 1948.

Ford Topaz gets a big sendoff in Mexican market

MEXICO CITY. — Following up its unveiling of the 1984 Ford Topaz, Ford Motor Co. of Mexico has launched a major advertising campaign, using newspaper and magazine space and television and radio spots in an unprecedented use of paid space.

Media, banking and business celebrities were invited to inspect the Topaz, stressed as "the car of the future for today's needs." The model is the first auto in the Mexican market featuring Ford's traditional image.

The special unveiling presentation included a spectacular show (produced by Mundo Audiovisual) where live dancers and space ships surrounded the Topaz car. Latest audio visual techniques and laser technology were featured at the show, which also had a diversified display of Ford's full line of cars and trucks.

Ford also sponsored the first television special featuring Ann Margret, Bob Hope, George Burns and Playboy Bunnies to introduce the Topaz to the national television audience. Key spots were on the theme, "It is difficult to believe an auto like the Topaz exists."

Cooperative attitude important, UAW's Ephlin says

Bargaining goal: Keep spirit of '82

By Marjorie Sorge
Labor Editor

The real challenge in this year's contract talks with the Big Two auto makers will be for both sides to continue bargaining in the new cooperative, problem-solving roles established in the 1982 talks, according to a UAW vice president.

Donald F. Ephlin, also director of the union's General Motors department, told the Engineering Society of Detroit last week that outsourcing and job security will be the major union issues in the talks but that the underlying attitude at the table is just as important.

"All of us in the labor end of the business have new and different responsibilities that we never had before," he said. "Because instead of being defense attorneys and trying to justify the way things were, now all of us have the task of finding a better way together.

"We have a tremendous responsibility together this year because we did so well (working together) in 1982 (contract bargaining). We started off in a new direction.

"The decision we have to make this year is are we going to progress together along the lines where we made a good beginning or are we going to join the rest of the packs in this country and just throw up our hands and blame each other for the problems. I have no interest in doing that and fortunately I don't think most of the people we bargain with do either."

Many labor observers believe that the 1984 talks will be the test to see if the two sides can continue to solve problems together, especially in light of the profits of the Big Two for 1983 and the indication that both Ford and GM would like to see restraint in bargaining this year.

Ford is expected to report net income of around $1.7 billion for 1983, while GM could report about $3.66 billion.

In 1982, the companies and the UAW made concessions to improve the auto industry's competitiveness especially in light of the heavy import sales penetration.

While job security and outsourcing issues will be foremost in the negotiations, Ephlin said money will also be discussed as part of the traditional bargaining. But he said, "I don't worry about money, that's the easiest thing to bargain for."

But Ephlin made it clear bargaining would not be only a "giving" session. "People who say it is better to give than receive have never been involved in collective bargaining," he said. "We like it better the other way."

He also said the adversarial relationship would still be present because that's the role required by law and tradition. But, he said, even with the adversarial relationship the job is the same for both sides—"solve the problems and get the job done."

Ephlin also criticized the U. S. Government for not taking a stronger stand on maintaining the steel and auto industries in this country. He said there has never been a meaningful meeting between labor, management and government to solve the problems and called this "scary" and "shameful."

Questioned after his speech about the effect of the GM reorganization announcement on the UAW, Ephlin said it would have no immediate effect but that the union now expects more uniform treatment of its members.

"I think we have some pluses," he said. "(GM needs) one labor relations policy applied in all plants, in all the divisions."

And, he said, since the reorganization will eventually eliminate some of the divisions from bargaining, "now I only have to worry about two instead of eight getting off course."

Stempel keynotes N. J. dealers' convention

Robert J. Maguire, left, 1983 chairman of the board of the New Jersey Automobile Dealers Assn., and Ronald Miller, right, the group's 1984 chairman, welcome Robert Stempel, then Chevrolet general manager, to the group's convention in Boca Raton, Fla. Stempel, who was the keynote speaker at the event, has since been named group executive, Chevrolet-Pontiac-GM Canada Group. Maguire is president of Bob Maguire Chevrolet, Inc., Bordentown, N. J., and Miller heads Miller Cadillac-Pontiac, Rahway, N. J.

Import inventory rises to 30 days; many lines short

Continued from Page 1

ta, 41; Dodge Colt, 65; Plymouth Colt, 73; Plymouth Conquest, 122, and Dodge Conquest, 128.

West-German-made cars in stock Jan. 1 totaled 53,288, a 48-day supply, compared with 51,750 a month earlier, a 49-day stock.

German nameplates and their Jan. 1 days-supply figures were: Porsche, 17; Mercedes-Benz, 26; Audi, 29; BMW, 56, and Volkswagen, 82. VWoA also had an 86-day supply of U. S.-built Rabbits.

Days-supply figures of other European lines included: Jaguar, 15; Saab, 36; Alfa Romeo, 36; Peugeot, 52; Volvo, 71, and Renault, 84.

Days-supply figures for imported pickup trucks Dec. 1 were: Mazda, 21; Toyota, 39; Isuzu, 52; Nissan, 67; Mitsubishi, 82, and Chrysler Corp./Mitsubishi, 98.

They challenge EPA on heavy-duty and light-truck engines

GM, AMC want 'useful life' review

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — EPA is being challenged by General Motors and American Motors on "useful life" provisions affecting heavy-duty and light-truck engines.

Both makers have filed petitions in appellate court asking for court review. In addition, AMC has asked EPA to reconsider its November ruling affecting all its four-wheel-drive vehicles.

GM has warned EPA Chief William D. Ruckelshaus that when it completes its laboratory and field test programs "sometime this year," it expects to challenge "useful life" for both HD engines and light-duty trucks along with hydrocarbon and carbon monoxide emissions for HD gasoline engines.

The EPA regulation — challenged at the last possible legal moment — is in effect. The Ann Arbor (Mich.) lab is certifying HD vehicles and engines (both gasoline and diesel) for the '85-model year.

While the rule was sufficiently controversial to be vulnerable to suit either by the industry or by environmentalists, it appeared safe just a few weeks ago.

Now that two companies have made the move, however, others may well become intervenors. The move to petition EPA as well as seek court review is viewed as a possible way to expedite matters even though GM does not yet have its data together.

Although GM's challenge is both last-minute and non-specific — without even a hint of approximately when its data will become available — it says its unusual "hold it and we'll tell you later" petition is "fair and reasonable" in view of EPA's own "late publication" of the final rule last November.

So far, however, there is no effect on current certification of engines for '85 vehicles at Ann Arbor.

AMC said EPA exceeded its authority when it set "useful life" for light-duty trucks at 11 years/120,000 miles. AMC insisted during the rulemaking period that trucks under 6,000 pounds GVW have a maximum useful life of 5 years/50,000 miles and it will not therefore petition on the same arguments.

Instead, AMC uses alternative arguments to ask for relief. AMC said the definition should not apply to AMC until EPA has shown its feasibility for light trucks, nor should it apply to AMC's 4WD vehicles because of the "unique" problem of predicting durability of such vehicles.

AMC said EPA could phase in the longer useful life period for the company in smaller increments over a period of time.

Kenneth W. Schang, AMC director of vehicle environmental and safety affairs, told Ruckelshaus: "Because of the need to develop 'real time' data on the effects of aging, single-year extensions of useful life should be phased-in no faster than one year at a time."

Regardless of how EPA treats AMC's other requests, AMC said EPA should at least retain the 5/50 standard for the '85 model year on grounds of allowing adequate leadtime.

In its petition to EPA, AMC argued its "special" needs—its size, its dependence on suppliers for emission control technology and its special lack of resources and leadtime to speed up development of data on in-use durability.

In addition, AMC said, a recent appellate court decision dealing with recall liability — won by GM although not a clearcut victory — means Congress did not intend "useful life" to be the same as actual road life.

Sales open year with 32-pct. gain

Continued from Page 1

high of 7,651 chalked up in 1979. Cadillac was up 73.82 percent over 4,393 a year ago. Pontiac boasted a 61.16-percent sales increase, Chevrolet was up 8.32 percent, Buick was up 46.76 percent and Oldsmobile was up 9.12 percent.

Olds sales surpassed those of Ford by some 2,500 units as the GM division sought to fulfill its goal of becoming the second-best-selling make, behind perennial front-runner, Chevrolet.

DOMESTIC SALES

	Jan. 1-10, 1984	Jan. 1-10, 1983
Renault		
Alliance/Encore	3,140†	2,450†
AMC	785†	1,050†
AMERICAN MOTORS	3,925†	3,500†
Chrysler	4,977	3,294
Imperial	.....	21
Plymouth	5,810	4,810
Dodge	6,148	4,665
CHRYSLER CORP.	16,935	12,790
Ford	21,644	15,108
Mercury	8,597	5,744
Lincoln	2,432	1,857
FORD MOTOR CO.	32,673	22,709
Buick	18,025	12,282
Cadillac	8,505	4,893
Chevrolet	27,124	25,041
Oldsmobile	24,185	22,164
Pontiac	13,649	8,469
GENERAL MOTORS	91,488	72,849
VOLKSWAGEN	785	1,050
HONDA	2,876	.....
U. S. INDUSTRY TOTAL	149,136	112,822

† Estimate

letterbox

Continued from Page 10

It's battle all day whether lost or half-won,
For the man who is taking a used car in trade
Is quite apt to give to his prospect a shade.

At last I state clearly just how I will deal,
There's a gasp of astonishment, look of appeal,
"Why, man, you are joking. You don't mean to say
For my auto that's all you are willing to pay.

"In the very next block a firm offered me
Almost twice as much more and one tire free,
They'd throw in a bumper, a spotlight and lock
And I think, by insisting, they'd give me a clock.

"The trouble is you haven't honestly weighed
The worth of my car, you are taking in trade,
Why, look in the Blue Book which tells you the story
And place my good car in the same category."

We continue to argue and gesture and scold,
I talk of my new car, he praises his old,
And by warping my judgment and better sense too,
He sells me his old car, and then buys my new.

The old car is painted, retired, rebored,
I found on inspection the cylinders scored,
We insured it and stored it and paid all the bills,
(This deal and some others quite gave me the chills).

We paid a commission for finally selling,
It was high time, for our losses were swelling,
But we'd sold a new car — had conquered our goal,
Our factory was happy, but we're in the hole.

Now this is the story of many a trade,
Of many transactions much better not made,
We sign off and swear of "it's wrong, does not pay,"
And do it all over again the next day.

Compliments of **G. Norman Baughman Co. — 1924**

movers and shakers

Continued from Page 8

Staff and the Personnel Organization Staff.

David N. McCammon, 49, succeeds Gilmour as vice president - controller. McCammon's replacement as head of the Corporate Strategy and Analysis Staff will be announced later.

Gilmour joined Ford in 1960 as a financial analyst. He was elected president of Ford Motor Credit Co. in 1975 and was named executive director of corporate and North American analysis for the company's Finance Staff in 1977. He was elected a company vice president and named controller in 1979.

McCammon joined Ford's Finance Staff in 1957 as a systems analyst. He served as Ford Division controller and in other finance posts and was elected a company vice president and placed in charge of the Corporate Strategy and Analysis Staff in 1979.

Makers schedule 164,396 cars

Week's auto output climbs 9 pct.

By Mary Beth Mayer
Staff Writer

With 13 domestic auto assembly facilities working extra hours last week, U. S. auto makers slated production of 164,396 units, a 9.58 percent gain over the prior week's output of 150,035.

Last week's total leads the 116,615 units produced in the year-ago week by 40.98 percent.

The cumulative three-week total for 1984 reached 449,528, up 34.61 percent from 293,982 built in the comparable period last year.

Breakdown for the week by company was: General Motors, 60.08 percent; Ford Motor Co., 20.73 percent; Chrysler Corp., 13.47 percent; American Motors, 2.92 percent; Volkswagen of America, 1.43 percent, and Honda, 1.37 percent.

Working two shifts on Saturday (Jan. 21) at GM were: Arlington (Tex.), Doraville (Ga.), Fairfax (Kans.), Flint (B-D and G lines), Linden (N. J.) and Van Nuys (Calif.).

Three Ford facilities put in extra daily hours. They were: Atlanta, Dearborn and St. Louis. This week, Atlanta, Chicago, Edison (N. J.), St. Louis and Wayne (Mich.) are on daily overtime.

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 put in two daily 9-hour shifts. Jefferson (Detroit) worked two daily 8½-hour shifts and St. Louis No. 2 operated two regular 8-hour daily shifts. Jefferson worked two 8-hour shifts Saturday as well.

This week, Chrysler plans to follow the same daily overtime schedule.

DeLorean affair in UK still alive and kicking

By Richard Feast
European Editor

LONDON. — The cool $119 million tax demand slapped on Group Lotus by Inland Revenue is an indication that the DeLorean affair is still alive and kicking in the UK, too.

The amount is clearly unrealistic—at least 10 times the profits made by the group in its entire history and more than four times its current market value.

What Inland Revenue really wants to know is the whereabouts of the $17.6 million paid by UK Government agencies and U. S. investors for the development of the DeLorean sports car by Lotus.

Sir Kenneth Cork, the DeLorean receiver, told the House of Commons Public Accounts Committee recently that the money "went walkabout."

Lotus immediately lodged an appeal against the tax demand. According to Chairman David Wickens, Group Lotus has no tax liability.

But the Inland Revenue inquiry has resulted in the suspension from duty of Deputy Chairman and Chief Executive Fred Bushell.

Bushell, long-time financial adviser to Colin Chapman, became chairman when Chapman died unexpectedly in December, 1982. Following the financial aid package put together for the group by British Car Auctions (BCA), Toyota and others, Bushell passed the chairman's seat to Wickens, BCA head.

Mike Kimberley, managing director, is to become chief executive, while other members of the Lotus Board including Wickens and Alan Curtis will spend more time at the Lotus HQ.

Bushell was apparently approached by Inland Revenue in its inquiries about the missing $17.6 million. It is believed that his lack of cooperation has led to the present huge tax demand.

The missing money puzzles U. S. tax authorities, the Royal Ulster Constabulary and the British Public Accounts Committee as well. It is the sum paid by U. S. and UK interests into the Swiss-based, Panama-registered company GPD Services. The $17.6 million never reached Lotus.

Meanwhile, in Detroit, a bid to sell John DeLorean's Logan Mfg. Co., a Utah-based manufacturer of snow-grooming equipment, was blocked in Federal Bankruptcy Court.

The judge said that a Logan company attorney failed to comply with an order to detail the proposed transaction. Logan is seen as an asset of the defunct DeLorean Motor Car Co. and its sale is subject to court approval.

The proposed purchaser of Logan is Pacific International Equipment, Inc., which is reported to be controlled by Roy Nesseth, longtime friend and business associate of DeLorean.

Truck production slips for week, but tops 1982

Truck output last week dropped slightly from the level of the previous week.

The truck makers targeted production of 59,652 units, trailing the 61,317 assembled the prior week by 2.72 percent. However, last week's tally leads the year-ago week's output of 33,279 by 79.25 percent.

During the first three weeks of assembly this year, the manufacturers produced 167,444 trucks, more than double the 83,194 finished in the same period in 1983.

Nine truck assembly facilities put in extra hours last week, down from 10 plants working overtime the week before.

At General Motors, St. Louis worked two shifts Saturday (Jan. 21) while the Detroit point put in one shift that day.

Production of medium-duty trucks at GM's Pontiac point, already on two-shift operations, will be increased 36 units to 212 trucks a day, effective today (Jan. 23). The increase will require about 80 additional employes.

Ford Motor Co. scheduled extra daily hours at all six of its truck plants. This week, Ford plans the same overtime schedule.

Last week, Nissan Motor Mfg. Co.'s Smyrna (Tenn.) plant began working 9-hour days for three months. The plant is also scheduled to work Saturdays on Jan. 28, Feb. 18 and March 3.

Canadians boost auto output to 22,736 for week

Canadian auto makers slated production of 22,736 units last week, 20.61 percent ahead of the prior week's 18,851, and 30.46 percent better than 17,428 assembled in the year-ago period.

So far this year, the manufacturers have built 59,084 autos, leading the 1983 tally of 49,065 at this time by 20.42 percent.

Truck output last week was targeted at 14,611, up slightly from 14,435 units assembled in the previous week, and 45.52 percent more than the 10,041 that were completed in the year-ago week.

Year-to-date, truck production stands at 41,257, a solid 76.23 percent ahead of 23,412 units which were assembled in the first three weeks of 1983.

Chrysler Corp. estimated production of 1,204 Dodge Caravans and 1,062 Plymouth Voyagers at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 6,485.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 21, 1984	Week Ended Jan. 22, 1983	Week Ended Jan. 14, 1984	Jan. to date	Jan. 1 to Jan. 22, 1983	Jan. 1 to Jan. 21, 1984
AMERICAN MOTORS	600	927	607	1,695	2,881	1,695
CHRYSLER CORP.	.....	4,238	.....	.....	12,630	.....
FORD MOTOR	8,400	3,726	4,384	19,798	7,665	19,798
GENERAL MOTORS	13,511	8,312	13,635	37,013	25,214	37,013
VOLVO	225	225	225	578	675	578
Total Cars, Canada	22,736	17,428	18,851	59,084	49,065	59,084

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 21, 1984	Week Ended Jan. 22, 1983	Week Ended Jan. 14, 1984	Jan. to date	Jan. 1 to Jan. 22, 1983	Jan. 1 to Jan. 21, 1984
CHEVROLET	19,520	12,685	20,161	55,593	34,075	55,593
DODGE	3,800	2,425	4,105	11,014	2,300	11,014
FORD	22,695	11,368	23,130	62,129	27,551	62,129
GMC	6,142	4,732	6,616	18,017	11,812	18,017
INTERNATIONAL	1,245	1,019	1,236	3,434	2,345	3,434
JEEP	3,350	.....	3,374	9,501	1,961	9,501
NISSAN	1,850	.....	1,645	4,816	.....	4,816
AM GENERAL	50*	50*	50*	140*	150*	140*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,800*	3,000*	2,800*
Total Trucks, U.S.	59,652	33,279	61,317	167,444	83,194	167,444

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 21, 1984	Week Ended Jan. 22, 1983	Week Ended Jan. 14, 1984	Jan. to date	Jan. 1 to Jan. 22, 1983	Jan. 1 to Jan. 21, 1984
CHRYSLER CORP.	4,918	2,744	4,656	13,948	8,004	13,948
FORD MOTOR	3,300	2,984	3,326	9,328	3,488	9,328
GENERAL MOTORS	6,248	4,047	6,338	17,614	11,660	17,614
INTERNATIONAL	145	266	115	367	260	367
Total Trucks, Canada	14,611	10,041	14,435	41,257	23,412	41,257
N. American Trucks	74,263	43,320	75,752	20,890	106,606	208,701

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Jan. 21, 1984	Week Ended Jan. 22, 1983	Week Ended Jan. 14, 1984	Jan. to date	Jan. 1 to Jan. 22, 1983	Jan. 1 to Jan. 21, 1984
AMERICAN MOTORS	4,800	3,064	4,124	8,924	9,837	8,924
AMC Total	.....	.....	.....	.....	831	.....
Eagle	.....	.....	.....	.....	831	.....
Renault Total	4,800	3,064	4,124	8,924	9,006	8,924
Alliance	2,400	3,064	2,006	4,406	9,006	4,406
Encore	2,400	.....	2,118	4,518	.....	4,518
CHRYSLER CORP.	22,150	14,748	24,441	62,581	25,035	62,581
Plymouth Total	7,250	5,127	7,799	19,294	8,295	19,294
Horizon	2,800	1,902	3,361	6,546	1,300	6,546
Reliant	4,100	3,189	4,081	11,707	6,290	11,707
Caravelle†	200	36	140	468	105	468
Gran Fury	150	.....	217	573	.....	573
Chrysler Total	6,500	3,781	7,304	19,574	7,127	19,574
LeBaron	2,100	2,000	2,010	5,968	4,086	5,968
Laser	1,600	.....	1,940	4,112	.....	4,112
Chrysler E-Class	1,600	1,781	1,864	5,221	3,041	5,221
Fifth Avenue	1,200	.....	1,490	4,273	.....	4,273
Dodge Total	8,400	5,840	9,338	23,713	9,613	23,713
Omni	2,600	2,209	2,932	5,878	2,300	5,878
Aries	2,800	2,324	3,000	8,680	4,668	8,680
Daytona	1,200	.....	1,661	4,202	.....	4,202
Dodge 400	.....	624	.....	.....	1,034	.....
Dodge 600	1,500	683	1,484	4,264	1,611	4,264
Diplomat	300	.....	261	689	.....	689
FORD MOTOR	34,076	25,686	21,119	84,287	56,588	84,287
Ford Division	22,257	15,637	13,103	55,446	32,893	55,446
Escort	5,461	5,796	5,215	16,622	5,731	16,622
Fairmont	.....	2,950	.....	.....	8,958	.....
Mustang	3,022	1,644	.....	5,573	4,723	5,573
LTD	4,955	2,930	4,810	13,289	9,095	13,289
Thunderbird	3,566	1,280	317	7,163	1,876	7,163
Crown Victoria	1,551	1,017	2,018	5,205	2,510	5,205
EXP	881	.....	743	2,058	.....	2,058
Tempo	2,821	.....	.....	5,536	.....	5,536
L-M Division	11,819	10,049	8,016	28,841	23,695	28,841
Mercury Total	9,318	7,988	4,778	19,954	17,494	19,954
Lynx	1,106	1,677	1,044	3,177	1,727	3,177
Capri	1,011	382	.....	1,267	1,211	1,267
Zephyr	.....	975	.....	.....	2,727	.....
Marquis	1,945	1,078	1,028	5,050	2,969	5,050
Cougar	1,935	639	273	3,757	916	3,757
Grand Marquis	2,069	3,237	1,593	4,855	7,944	4,855
LN7	.....	.....	.....	.....	.....	.....
Topaz	1,252	.....	.....	1,848	.....	1,848
Lincoln Total	2,501	2,061	3,238	8,887	6,201	8,887
Continental	468	411	614	1,691	1,240	1,691
Lincoln	624	868	812	2,222	2,816	2,222
Mark VI/VII	1,409	782	1,812	4,974	2,145	4,974
GENERAL MOTORS	98,770	69,738	95,781	280,551	192,807	280,551
Buick Division	21,904	17,947	20,040	61,171	48,140	61,171
Skylark	1,716	3,569	.....	4,436	4,029	4,436
Skyhawk	3,330	1,418	3,879	10,172	4,466	10,172
Century	4,414	1,983	4,072	12,105	8,173	12,105
Regal	4,770	5,930	4,818	13,541	16,940	13,541
Buick	5,843	4,366	5,733	16,318	12,376	16,318
Riviera	1,320	681	1,265	3,645	2,156	3,645
Electra (fwd)	511	.....	273	954	.....	954
Cadillac Division	6,649	7,421	6,668	19,071	20,528	19,071
Cimarron	433	481	524	1,316	1,577	1,316
Seville	744	568	700	2,033	1,659	2,033
Eldorado	1,421	1,667	1,355	3,906	4,796	3,906
Cadillac	3,572	4,705	3,882	11,053	12,496	11,053
DeVille (fwd)	479	.....	207	763	.....	763
Chevrolet Division	34,864	20,006	33,335	96,360	54,987	96,360
Chevette	4,265	4,451	4,379	12,133	9,545	12,133
Cavalier	8,188	3,085	8,862	24,005	9,036	24,005
Celebrity	5,630	1,421	5,474	15,605	4,328	15,605
Camaro	6,133	3,651	5,288	16,001	11,651	16,001
Citation	2,058	2,575	1,609	5,156	6,346	5,156
Malibu/El Camino	533	2,335	479	1,528	7,092	1,528
Monte Carlo	4,641	1,883	4,158	12,559	5,136	12,559
Chevrolet	2,641	567	2,317	7,215	1,785	7,215
Corvette	775	38	769	2,158	68	2,158
Oldsmobile Division	24,885	17,078	24,774	73,044	50,582	73,044
Omega	844	1,743	.....	2,241	1,540	2,241
Firenza	1,442	782	1,852	5,045	2,058	5,045
Cutlass Supreme	6,900	5,176	7,751	21,298	16,049	21,298
Cutlass Ciera	5,576	1,727	4,775	15,027	7,347	15,027
Oldsmobile	8,716	6,792	9,374	26,153	21,169	26,153
Olds 98 (fwd)	527	.....	188	855	.....	855
Toronado	880	858	834	2,425	2,419	2,425
Pontiac Division	10,468	7,286	10,964	30,905	18,570	30,905
Acadian†	.....	216	280	523	178	523
2000 Sunbird	2,360	1,608	3,529	8,433	4,664	8,433
1000	795	1,187	693	2,058	1,574	2,058
Firebird	2,595	1,473	1,993	6,934	4,771	6,935
Phoenix	328	685	408	1,135	1,490	1,135
G. Prix/Bonneville	1,470	2,117	1,485	4,157	5,893	4,157
Parisienne	520	.....	444	1,401	.....	1,401
Fiero	2,400	.....	2,132	6,264	.....	6,264
HONDA	2,250	100*	2,203	6,660	300*	6,600
VOLKSWAGEN	2,350	3,279	2,367	6,585	9,415	6,585
Total Cars, U.S.	164,396	116,615	150,035	449,528	293,982	449,528
Total Cars, Canada	22,736	17,428	18,851	59,084	49,065	59,084
N. American Cars	187,132	134,043	168,886	508,612	343,047	508,612
N. American Trucks	74,263	43,320	75,752	208,701	106,606	208,701
North American Cars and Trucks	261,395	177,363	244,638	717,313	449,653	717,313

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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GM studies U.S. assembly of Isuzu, McDonald says

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — General Motors is studying the possibility of assembling Isuzu cars in the U. S. as well as importing small cars from Korea, F. James McDonald, GM president, said here last week.

McDonald, who was in Los Angeles to accept Motor Trend's Man of the Year award for himself and GM Chairman Roger Smith, said GM's Japanese strategy of importing cars is to buy time until the company's Saturn small-car project is finished.

Saturn, as GM's top execs have said, is a "no-year" car, in that no definitive timetable has been set on the vehicle's introduction.

"We want to have some 'reach' in this project," McDonald said referring to the advancements in small-car technology the corporation expects from Saturn.

"Meanwhile, we have a responsibility to provide cars that are competitive at the low end of the market." He estimated that GM needs about one million units to satisfy that need, hence the Far East strategy.

• However, the fourth year of import restraints leveled by the Japanese government is putting a crimp in those plans.

Japan's Ministry of International Trade and Industry limited GM to 50,000 vehicles under the new allotment, which has moved from 1.68 million to 1.85 million units for the fourth year.

Under the quota, GM will bring in about 33,000 Isuzu and 17,000 Susuki small cars. American Isuzu, which has been limited to 17,000 cars, does not appear to be getting any more vehicles because MITI has set the Isuzu limit at 50,000.

The U. S. unit of the Japanese auto maker had no comment. GM owns 34 percent of Isuzu of Japan.

Although disappointed, McDonald said GM plans to bring in what it can under MITI's allotment. "I don't think the direction is to back out," he said. "We're waiting for Chevrolet to come up with a recommendation" on distribution.

Asked about the possibility of assembling CKD kits in the U. S., McDonald replied, "we're certainly studying that," but quickly added that the decision to go that route does not hinge solely on the question of import restraints.

"The potential (for assembly) has to do with Chevrolet and its distributution," he said. He said it would take about two years to establish that capability in the U. S.

As for selling a Korean car here, McDonald said GM's partner in that country, Daewoo, is currently studying a small car to compete in that market. GM owns 50 percent of Daewoo.

"We're working with Daewoo.

Continued on Page 84, Col. 5

Stretching the 500-SEL

Long limo for $125,000

A U. S. distributor for Le Marquis Coachbuilding Co. of England, Arabella Car Corp., Wyckoff, N. J., is marketing the Arabella Le Marquis Limousine, based on a Mercedes-Benz 500-SEL which is stretched either 36 or 42 inches. The company said a Mercedes-Benz door with handles is used in the center section to "eliminate the stretched look." The 36-inch conversion is $125,493, while the longer version is listed at $129,635.

GM-Toyota deal faces scrutiny in Congress

By John A. Russell
New York Reporter

TEANECK, N.J.—The General Motors-Toyota joint-venture agreement will come under Congressional scrutiny in two weeks in hearings before the Commerce, Transportation and Tourism subcommittee.

Subcommittee chairman James J. Florio (D-N.J.) dropped this bombshell while speaking before the annual meeting of the Dealers Alliance, the combined Ford and Chevrolet Dealers Alliances.

Florio was at the meeting to voice his opinions on H.R. 1415, the bill that would ban fleet subsidies, but diverted from his remarks to make the announcement about the hearings.

Before 300 dealers, he termed the hearings necessary, saying, "I am troubled by the way this decision was reached."

The FTC has given the tentative go-ahead for the venture between the two largest auto makers in the world despite objections from other U. S. auto makers.

The decision, Florio said, effectively legislates the future of a giant industry, yet there are claims that there was inadequate opportunity for consideration of the consequences.

"There are contentions that the decision is flagrantly at odds with traditional anti-monopoly standards," he said.

After the meeting, Florio told Automotive News the move for the hearings was sparked by Congress receiving a heavily censured FTC report on the agreement in response to its inquiry for further information.

Sources indicated some members of Congress were angered by these censored reports and the move to have the hearings started. These hearings are scheduled for Feb. 8.

• But Florio's prime mission at the meeting was to voice support for the anti-fleet subsidy bill.

Ed Mullane, president of FDA, has been waging war against subsidies for over a year. One hearing has already been held before Florio's subcommittee.

Florio told the gathering "the debate over these bills is evidence to me that smaller businesses and the contribution they make to competition and consumers is endangered."

He went on to criticize fed-

Continued on Page 83, Col. 5

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May sell Isuzu, Suzuki, South American Chevys overseas

GM world bid links Japan, Brazil

By Richard Feast
European Editor

BRUSSELS. — General Motors may sell its surplus Suzuki and Isuzu models in overseas markets because of the strict quotas imposed in the U. S.

If it does, the Japanese cars will join Brazilian-sourced cars in a determined bid by GM's Overseas Distribution Corp. to recapture lost worldwide markets.

Last year, GMODC sold around 70,000 units in overseas markets, mainly in the Middle East, but also in Latin America, Europe and Japan. But in the late 1970s the export figure was 150,000.

"The change is essentially due to the over-valued dollar," explains Richard F. McGill, executive vice president, GMODC.

This change in sourcing, away from North America toward products from low-cost countries like Brazil and (possibly) Japan, also stems from the way in which U. S. and European makers face stiff Japanese competition in exports as well as domestic markets.

GM has taken no decision on what to do with the Suzuki and Isuzu models, but it does face a serious problem of what to do with the cars it cannot import to the U. S. But as long as the cars are sold as Chevrolets, they could go direct to other world markets.

However, the company has decided to use GM do Brazil as a production platform for its overseas sales drive, even if no formal announcement has been made.

In using its Brazilian subsidiary — established in 1925 — GM is following a path already established by the country's other auto makers. A generous export incentive scheme by the Brazilian Government has prompted a great deal of similar activity.

Fiat Auto ships diesel engines and 127 models to Europe. This year, it will ship the new Uno as well. Ford has begun selling Brazilian-made Escorts in Scandinavian markets, and Volkswagen has revealed that it will build a completely new model from 1985 for domestic and export markets.

Passenger cars are all based on designs by Adam Opel. McGill believes the ones which would have most export potential are the rear-drive T-car and front-drive J-car (known as Chevrolet Monza).

He adds, "It's no secret that the Middle East is a huge pickup market. Brazil is a pickup producer, and I believe we could find a very good reception for this type of vehicle."

Because of the emission and safety regulations which have to be met around the world, GM officials will not talk about timing. Neither will they talk about volumes.

• The plans will go ahead "when we're ready, and certain that the producers are designed and specified for the markets."

It seems unlikely, though, that this will take much more than another year. GM has a distribution network already established to handle 150,000 vehicles a year, which must be the minimum sales target.

Under the terms of the U. S.-Japan export agreement for 1984, Isuzu has been allocated 50,000 units (17,000 in 1983) and newcomer Suzuki only 17,000. This is a quarter of the volume for which GM hoped.

It made its investments in Isuzu (in which it now holds 43 percent) and Suzuki (5.3 percent) on expectations of

Continued on Page 84, Col. 5

breaking news

New hurdle in GM-Toyota venture

WASHINGTON. — At presstime, the five Federal Trade Commissioners were voting on whether to ask for a postponement of a Congressional hearing involving the pending General Motors-Toyota joint venture now set for Feb. 8, or permission to send FTC staff in lieu of commissioners. Concern was being voiced that any appearance to explain procedures used in arriving at the 3-2 vote provisionally accepting the proposed use of the California plant might appear to "taint" their final decision, which must come after close of the comment period Feb. 27.

New Jersey Rep. James J. Florio, who chairs the Commerce, Transportation and Tourism subcommittee, has expressed his personal opposition to the joint venture.

Isuzu van to be produced in UK

LUTON, England. — Bedford, part of General Motors' World Truck and Bus Group is in the middle of a $100-million investment program which will result in production at Luton by the end of this year of the Isuzu WFR panel van, as well as a new electric van.

SEE BREAKING NEWS, Page 8, Col. 1

They go into Mark VII, Continental in February

Ford unveils BMW diesel option

By Kathleen Hamilton
Financial Editor

It wasn't the best time to introduce a diesel engine, so executives of Ford Motor Co. made the best of the engine, stressing its European quality and its new design, and emphasizing the growth of turbodiesel sales in the U. S.

Next model year, Thunderbird and Cougar will join Continental and the Mark VII in offering the new BMW diesel as an option.

The engine already appears in BMW's 5-series in Europe and will be offered this fall in BMW's U. S. version, to be called the 524td.

The diesel engine package — which includes a ZF automatic transmission — adds $1,200 to the price of the Mark VII or Lincoln Continental.

Ford expects to be at full diesel production on Lincoln at its Wixom (Mich.) plant by the third week in February. Lincoln-Mercury dealers will have adequate inventories by the end of March, said Robert L. Rewey, the new Lincoln-Mercury general manager.

Diesels are expected to be fitted in 10 percent of Continentals and Mark VIIs built during the rest of this model year, Rewey said. That would add up to diesel sales of 3,500 to 4,000 units during the March-to-October period.

The installation rate for Cougar and Thunderbird is expected to be lower, but actual volume will be higher because more Cougars and Thunderbirds are built.

• Ford has negotiated a three-year price-volume contract with BMW-Motoren, so there is no minimum order, said Mel J. Bernia, Ford North American Automotive Operations powertrain and chassis program planning manager.

Ford thinks the market for upper-line diesels like the one BMW is building for Lincoln will be 40,000 to 50,000 this year, Rewey said.

At the maximum, Ford sees the BMW diesels taking no more than about a 20-percent share of sales or 12,000 to 14,000 cars, for Lincoln-Mercury, Rewey said.

Pointing to increasing sales of turbocharged diesels by such luxury makers as Mercedes-Benz, Volvo and Peugeot, Rewey said demand for European turbodiesels in the U. S. has grown.

He also cited higher-than-expected sales of Lynxes with Toyo Kogyo diesels as evidence that the new diesel program will succeed.

Stable fuel supplies and diesel-fuel prices that rival those of gasoline have halved the diesel-car's market penetration. But repair problems, especially with General Motors diesels, also have contributed to diesel sales problems.

• Ford and L-M officials at the Detroit press briefing on the new engine repeatedly stressed the BMW engine had been designed from Day One as a diesel engine, not converted from a gasoline engine.

Turbodiesel sales have indeed been growing, in contrast to sales of normally aspirated diesels. But at least part of the reason for the growth has been availability. With heavy cars in its fleet and CAFE rules to meet, Mercedes has to sell lots of diesels.

One of the company's recent buyer surveys found its diesel buyers unfamiliar with diesel engines at the time of purchase. They were buying the name Mercedes and its reputation, the company found.

It was only later, when the diesel engines proved acceptable performers and easy to maintain, that the owners developed a strong loyalty to their diesel engines, the company found.

Volvo's experience with its lighter fleet may be closer to Ford's. It sees a stable core of perhaps 10 percent of the market as diesel buyers, with the turbodiesel stealing market share primarily from normally aspirated diesels because of the turbo's performance boost.

• Of course, all the diesel makers agree that as the diesel engine is improved, their customer base will grow. Electronics have so much improved turbocharged indirect-injection diesels that BMW may not actually ever build direct-injection diesels for autos, said Robert Buchelhofer, chairman of BMW-Motoren. Directly injected diesels have higher emissions.

He said turbodiesels cost about 15 percent more to build than gasoline engines, chiefly because of the fuel-injection pump and turbocharger, in this case a Garrett.

But turbocharging — rather than Oldsmobile's potential solution of tuned induction — appears to be correct for a diesel engine the size of BMW's 2.4-liter, Buchelhofer said. The BMW engine has the highest output per liter of any diesel, he said. Maximum output is 115 HP; maximum torque, 155 pounds-feet.

BMW reached its sound and fuel-economy targets and will be able to meet forthcoming U. S. standards that will require lower particulate levels, perhaps with traps, he said. Estimated EPA ratings for the diesel Lincolns are 25 MPG, 39

Continued on Page 84, Col. 2

Toyo Kogyo chief clarifies report of deal with Ford

DETROIT. — It will be some time before Toyo Kogyo reaches any decision on whether to build cars in the U. S., TK President Yoshiki Yamasaki said in Japan last week.

A study of the feasibility of such a move has been going on for some time and "is moving ahead," he told a group of Japanese newsmen.

He was responding to a report published here earlier to the effect that TK was nearly ready to sign an agreement to purchase a Ford Motor Co. plant in suburban Flat Rock, Mich.

The report said TK would purchase the idle Ford casting center to produce a new front-wheel-drive Mustang for Ford by 1987.

A Ford spokesman said a TK team visited the plant earlier this month, but said that a number of other potential buyers have, too.

Fire destroys Dodge dealership

Amid the ruins of Jack Prince's fire-blackened Prince Dodge, Inc., Inglewood, Calif., lie the gutted remains of a new 1984 Dodge Caravan. The Caravan was delivered to Prince Dodge on the eve of a $1 million fire, which destroyed the 4,000-square-foot structure and inventory, including 23 new and used cars. Prince plans to rebuild the dealership on its original site.

For heads of state only

Albert Mardikian displays a Ferrari 400 limousine which was completed at his shop in Costa Mesa, Calif. The $25,000 vehicle, available only to heads of state, includes a TV, Ferrari crystal, telephone and wire wheels. Options include armoring, smoke detectors, bomb detectors and gun holsters.

Gossip singles out GM as buyer of Jaguar

By Richard Feast
European Editor

LONDON. — It was inevitable that General Motors should talk seriously about buying Jaguar Cars in England.

The fact is that Jaguar is for sale. It would be stunning if every other auto maker in the world had not examined the possibility of buying the luxury car maker — and that included Ford and Chrysler.

Officials at Jaguar and its parent, BL Group, have been tight-lipped about the sale of the company. The same cannot be said of government ministers in Whitehall. Their propensity for gossip is legion in the land.

The Government owns BL but does not want it. It is committed to selling back to private enterprise every state asset it can, and the most saleable bit of BL present is Jaguar.

But while the policy is clear, the methods of achieving it are not. Will there be a management buy-out, which Jaguar Chairman John Egan would like? Will there be a separate floatation on the stock exchange, which the institutional investors would like?

Or will there be a straight— or even partial—sale to another company?

• Hence the gossip in the corridors of power. GM's name was bandied about to such a degree that it issued a formal statement: "The possible privatization of Jaguar has been known and speculated upon for some time. GM regularly reviews business activity and opportunities. However, we have not made an offer for Jaguar."

The Government is in a position of strength over Jaguar. Its productivity and quality advances are well documented. It has made big investments in a new engine range, there will be a new model (the XJ-40) in October and production processes are being modernized with robots.

It sold 29,100 cars last year, up a third on the previous year. This year the talk is of 32,000 — though, significantly, the new engine plant has a capacity of double that number.

These may seem small numbers to a company like GM, but they are becoming very respectable in comparison with Jaguar's main rivals, Daimler-Benz and BMW.

In 1982 D-B made 104,000 examples of its S-class and sports cars, and BMW made 33,800 of its 6 and 7 series. Their outputs last year were up a little in each case.

Jaguar's track record over the past three years has been mighty impressive. The unknown is what the asking price is, because Jaguar's finances are still hidden within group figures, which include the less-profitable Austin Rover Group.

Unofficial estimates on the Jaguar price tag range wildly from $150 million to $450 million. Everything, as the old cliche says, is for sale at the right price.

Purchase by GM would be a logical outcome. The simple prestige value of the Jaguar name would be hard to match anywhere around the world — and Mercedes and BMW are just not for sale.

These premium makes have steadily expanded business throughout the sales slump, while so many other volume makers faltered. Having that sort of regular income is an attractive proposition for any auto maker.

• The one thing which might prevent a Jaguar sale to GM would be chauvinism. Britain's auto industry has had so few success stories of late, and the prospect of what is seen as part of the country's heritage being sold abroad might be too much for ministers to accept.

GM may be acceptable, because of its Vauxhall and Bedford connections. So might Ford. Chrysler might want it — but

Continued on Page 84, Col. 2

Wilssens joins Automotive News

Joe Wilssens has joined the editorial staff of Automotive News as staff photographer and staff writer.

Wilssens was formerly associated with Sommerville Communications, Richmond, Mich., in a similar position.

Joe Wilssens

He has won awards for his spot news and feature photographs from the Michigan Press Assn. Wilssens is an honors graduate of Macomb County Community College.

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59th year — No. 5006

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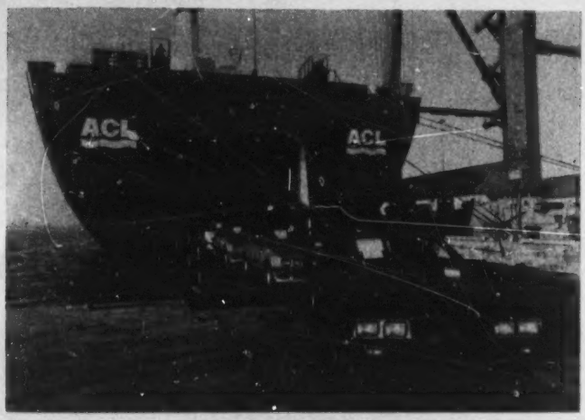


Landing of the Maserati Biturbos

The first shipment of the Maserati Biturbos has arrived at the Port of Entry in Baltimore Harbor. Maserati will export approximately 3,500 Biturbos to the U. S. for the 1984 model year.

Mid-month total tops year ago by 26 pct.

New-car sales soar to five-year high

By Jenny L. King
Staff Writer

Mid-January new-car sales were the highest for that period in five years as the recovery marched into the new calendar year with vigor.

Each major U. S. company reported a sales increase for Jan. 11-20. Ford Motor Co. led the competition with its 40.18-percent improvement.

The domestic sales total of 182,273 was up 25.99 percent from 144,678 for the same period a year earlier, and was better than any comparable one since the 224,530 units reported in 1979.

The Ford sales gain of 40.18 percent translated into sales of 47,294 passenger cars this year with 33,738 in 1983. Chrysler Corp. was up 29.57 percent, to 21,573 from 16,650. General Motors sales expanded 18.50 percent, to 104,545 from 88,222.

At American Motors, sales were up 5.00 percent, to an estimated 4,200 from 4,000. Volkswagen reported sales of 2,241 U. S.-built Rabbits, up 8.37 percent from 2,068. Honda sales totaled 2,420 U. S.-assembled Accords, with no year-ago figure available.

GM's share of the mid-month market slipped to 57.36 percent from 60.98 percent. Ford was up to 25.95 percent from 23.32 percent. Chrysler claimed 11.83 percent, up from 11.51 percent. AMC sales accounted for 2.30 percent, down from 2.76 percent. VW slipped to 1.23 percent from 1.43 percent, and Honda held 1.33 percent.

All U. S. makes were up for the period except AMC, which dropped an estimated 47.50 percent, to 840 from 1,600. Renault U. S.-built nameplates combined for an estimated 3,360, up 40.00 percent from 2,400.

At Chrysler Corp., Plymouth was up 39.58 percent, Chrysler was up 28.17 percent and Dodge was up 24.06 percent.

Ford leaped 40.12 percent, Mercury was up 45.58 percent and Lincoln was up 24.68 percent.

At GM, Pontiac enjoyed the greatest growth in the period, up 47.59 percent. Oldsmobile was up 28.65 percent, Chevrolet was up 16.72 percent, Cadillac was up 2.99 percent and Buick was up 0.19 percent.

With nine selling days in the period this year and last, the daily selling rate difference was plus 25.99 percent, going to 20,253 from 16,075.

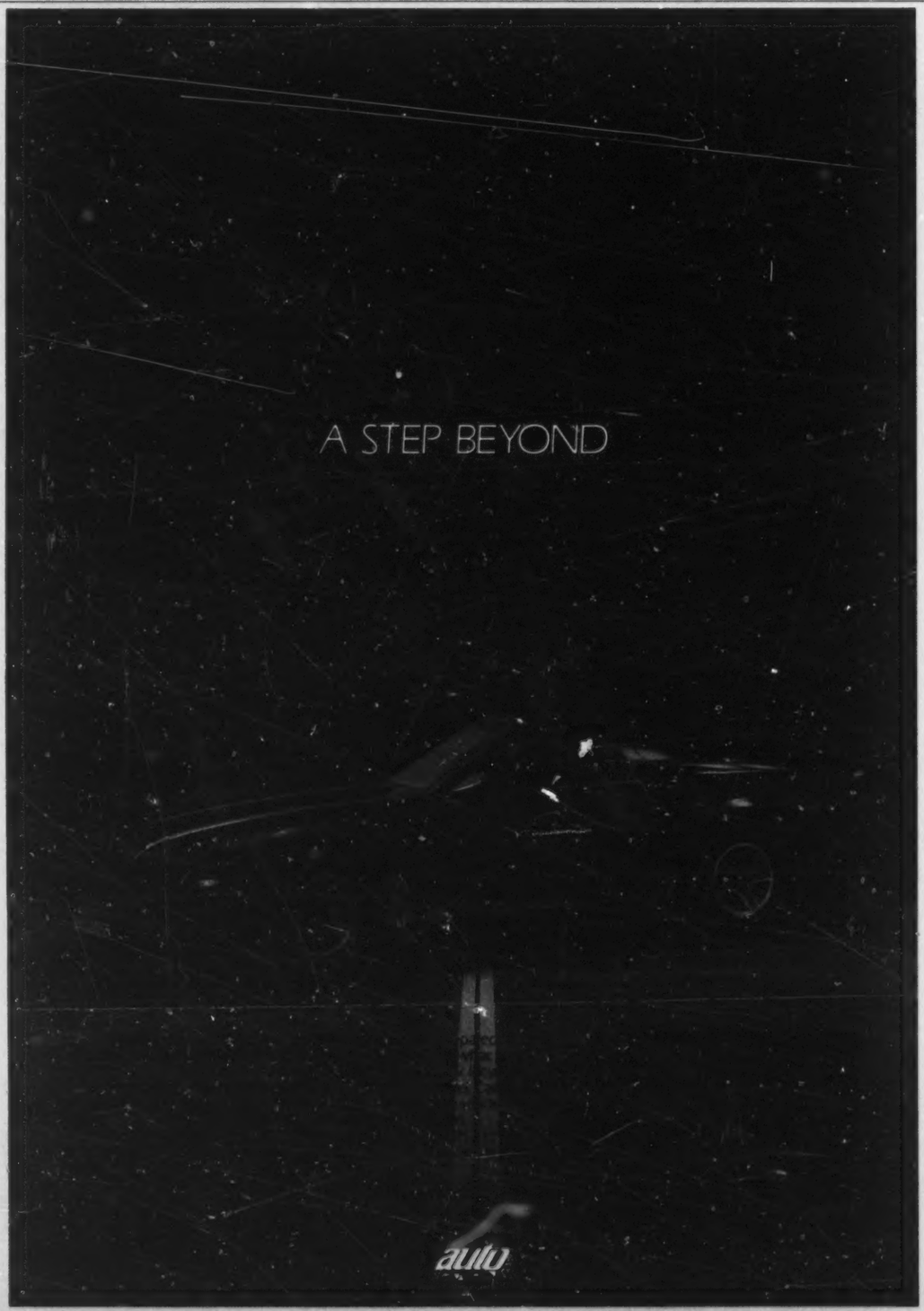
Annualized sales based on the mid-month total were 7,841,000, down from a rate of 8,084,000 Jan. 1-10.

Cumulative sales from the first of the year were up 28.70 percent, to 331,409 from 257,500 in 1983.

DOMESTIC SALES

	Jan. 11-20, 1984	Jan. 11-20, 1983
Renault Alliance	3,360†	2,400†
AMC	840†	1,600†
AMERICAN MOTORS	4,200†	4,000†
Chrysler	6,880	5,368
Imperial	.....	41
Plymouth	6,722	4,816
Dodge	7,971	6,425
CHRYSLER CORP.	21,573	16,650
Ford	32,129	22,930
Mercury	11,770	8,085
Lincoln	3,395	2,723
FORD MOTOR CO.	47,294	33,738
Buick	19,320	19,283
Cadillac	6,999	6,796
Chevrolet	35,261	30,210
Oldsmobile	28,293	21,992
Pontiac	14,672	9,941
GENERAL MOTORS	104,545	88,222
VOLKSWAGEN	2,241	2,068
HONDA	2,420	.....
U. S. INDUSTRY TOTAL	182,273	144,678

† Estimated.



Jury selection in DeLorean case to start March 6

LOS ANGELES.—Jury selection in the John Z. DeLorean drug-trafficking case is scheduled to begin March 6, Judge Robert M. Takasugi announced in U.S. District Court here last week.

The prosecution was seeking a one-week delay because of the expected absence of Assistant U.S. Attorney Robert Perry. Perry was recently assigned to the case, replacing Assistant U.S. Attorney Layn Phillips, who was named U.S. Attorney in Tulsa. James P. Walsh continues as lead prosecutor.

Two other preliminary hearings have been scheduled, one for Feb. 3 dealing with the defense's request to subpena stories involving the case published by 17 news organizations, and another Feb. 13 on a motion that the charges be dismissed on grounds of adverse pre-trial publicity.

Chevy, Thayer sign

BOWLING GREEN, O.—Paul Thayer has opened Ralph Thayer Chevrolet, Inc., here.

Hino enters U. S. medium-truck market

Hino America Distributors, Inc., has introduced two Japanese medium trucks in a five-state area in the Southeast. The trucks, one a Class 6 and the other a Class 7, are assembled in Jacksonville from semi-knocked-down units shipped from Japan to Savannah, Ga., and transported to Jacksonville by truck.

Hino America sees 600 retail sales in 1984

By Jack Walsh
Truck Editor

BOCA RATON, Fla. — Hino America Distributors, Inc., is off and running in the U.S. medium-truck market. Currently, the pace is slow, but rapid acceleration is anticipated.

Jim Moran, president of the firm which assembles and markets the Japanese Classes 6 and 7 trucks in five Southeastern states, told dealers, the truck press and fleet representatives that Hino America's 1984 objective is 600 retail sales.

"We have the capacity to build 2,000 trucks a year now and could go higher," he said. "If a dealer gets an order for 100 or even 1,000 units, we could build them."

Two Hino straight trucks, one a Class 6 and the other a Class 7, are assembled at a facility in Jacksonville.

The semi-knocked-down vehicles are shipped from Japan to Savannah, Ga., in sets of four — cabs, engines, transmissions, frames, axles and tires —and are transported by truck to Jacksonville.

Gary W. Hali, general assembly director, said the only U.S.-sourced items at this time are the fuel tanks and an optional Eaton two-speed rear axle and a four-speed Allison automatic transmission.

The plant currently is turning out three units a day on one eight-hour shift. Moran said Hino America hopes to add a tractor model to its product lineup "sometime down the road."

The Class 6 FE Series truck has a GVW rating of 25,000 pounds and is powered by a naturally aspirated, direct-injection six-cylinder Hino diesel mated with a Hino six-speed manual transmission. Wheelbases range from 148.8 inches to 198.8 inches.

The GVW rating of the Class 7 FF Series truck is 28,000 pounds, and the wheelbases and engine/transmission combination are the same as those in the FE Series. The in-line six develops 160 HP at 3,000 RPM and the maximum torque is 304 foot pounds at 1,800 RPM.

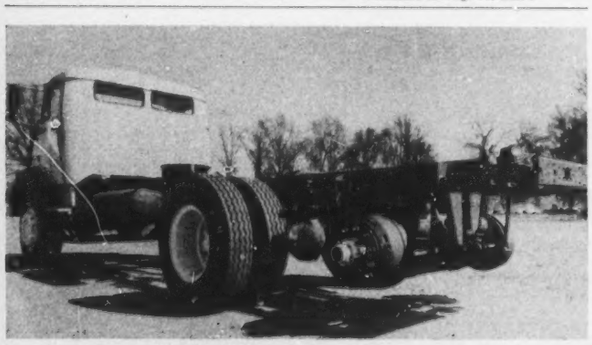
Options include radio (AM and AM/FM), air conditioner, engine tachometer with engine over-run warning buzzer, radiator curtain, engine fan clutch and transmission power takeoff.

• Toshio Fukazawa, president, Hino Motors, Ltd., Japan, was on hand for the formal dedication of the Jacksonville plant in mid-January and the Boca Raton meeting.

He noted that the company started its U.S. diesel certification program in 1973, and that development of trucks for the U.S. market was launched in 1977.

Moran, who became Hino's

Continued on Page 71, Col. 3



Granning expands suspensions line

Granning Suspensions, Inc., Livonia, Mich., has added the T300M auxiliary air-ride suspension for imported truck-chassis configurations. Designed for tag-axle applications, it fits mid-range truck chassis with frame widths from 27¾ inches to 35⅝ inches. It also can be fitted with an optional Granning T502L center-mounted air-lift kit to raise the axle during unloaded runs.

truck industry news

11-month, November gains touch almost all weight groups

Truck registrations rise sharply

Registrations of new trucks in the U.S. showed dramatic gains for both November and the January-November period, with increases in almost all of the eight weight classifications.

R. L. Polk & Co. reported that 11-month tallies totaled 2,644,686 units, an increase of 21.1 percent over the year-earlier 2,184,378. Registrations were up in light and medium trucks, but down slightly in the heavies.

The November total rose 17.6 percent to 253,205 units, compared with 215,220 in the same month in 1982. Lights and heavies showed strong advances, while mediums dropped below the year-earlier mark.

Ford, which was No. 1 in calendar 1983 retail sales, increased its lead over second-place Chevrolet by more than 2,500 units during the month. Through November, the Ford total was 839,507 units, compared with Chevrolet's 803,778.

Ford accounted for 31.74 percent of the industry total through November, an increase of 1.69 percentage points over the previous year's 30.05 percent on 656,365 registrations.

Chevrolet, which was No. 1 through November in 1982, had 30.39 percent of the 11-month total. In 1982, its 680,925 registrations accounted for 31.17 percent of the total.

Light-truck registrations in the January-November period totaled 2,486,652 units, a gain of 22.7 percent over the year-earlier 2,026,193. There were increases in all three weight groups in this market segment.

The Group 1 count was up 22.1 percent through November to 1,401,398 units, compared with 1,148,279 the previous year. The Group 2 total was 1,065,772, up 23.9 percent over the year-earlier 859,950 units. Group 3 was 5.7 percent higher, from 17,964 units in 1982 to 18,982.

Medium-truck tallies over the 11-month span showed an improvement of 3.9 percent, rising from 41,579 units in 1982 to 43,200. There were gains in two of the three weight classifications.

In Group 4, the total was 306 units, compared with only eight in the first 11 months of 1982. Group 5 was down 41.2 percent to 765 units, compared with 1,302 the previous year. Registrations of Group 6 vehicles totaled 42,129, an increase of 4.6 per-

GVW table on Page 80.

cent over the year-earlier 40,269 units.

Heavy trucks were down 1.5 percent through November in spite of a modest upturn in Group 8 registrations. The 11-month total was 114,834, compared with 116,606 units the previous year.

Group 7 tallies weer off 11.3 percent, from 50,268 units through November in 1982 to 44,570. But the Group 8 total was 5.9 percent higher than the previous year, from 66,338 units to 70,264.

In November, there were 238,661 light-truck registrations, an increase of 18.5 percent over the year-earlier 201,381.

The Group 1 count during the month was up 9.9 percent to 128,585 units, compared with 117,018 in 1982. Group 2 tallies totaled 107,618, up 30.1 percent from the year-earlier 82,393. In Group 3, there were 2,458 registrations, a gain of 47.2 percent over the previous year's 1,670 units.

A decline in Group 6 tallies during the month resulted in an 18 percent drop in medium-truck sales, 3,505 versus 4,274.

In Group 4, there were 29 registrations in November, compared with only one in 1982. Group 5 was up 172.7 percent to 150 units, compared with 55 the previous year. Group 6 was off 21.1 percent, from 4,218 units in 1982 to 3,326.

Heavy-truck registrations during the month were up 15.4 percent, from 9,565 units in 1982 to 11,039. The Group 7 total was 3,860, a gain of 3.3 percent over the previous year's 3,738. In Group 8, there were 7,179 tallies, 23.2 percent higher than the year-earlier 5,827.

HD registrations in November up 15.4 pct. over '82

November registrations of new heavy trucks in the U.S. were significantly higher than a year earlier, but the 11-month total was down slightly from the 1982 pace.

During the month, according to R. L. Polk & Co. statistics, 11,039 Groups 7 and 8 trucks were registered, an increase of 15.4 percent over 1982's 9,565 units. There were gains in both weight classes in November.

Through November, the heavy-truck count was off 1.5 percent to 114,834 units, compared with 116,606 in the like period a year earlier. Tallies were lower for Group 7, but up in Group 8.

November registrations of Group 7 trucks totaled 3,860 units, an increase of 3.3 percent over the year earlier 3,738 vehicles. The Group 8 count was 23.2 percent higher, from 5,827 units a year earlier to 7,179.

Eleven-month tallies of Group 8 vehicles totaled 70,264, a gain

Continued on Page 71, Col. 3

Used-truck outlet in Georgia opened by Volvo White

GREENSBORO, N. C. — With increased emphasis on the marketing of used as well as new vehicles, Volvo White Truck Corp. has opened its first used-truck center in Forest Park, Ga., near Atlanta.

According to Tom Jones, Volvo White's newly appointed Southeast used-truck manager, the used-truck center concept is an expansion of the company's existing locator program which gives Volvo White dealers access to a nationwide inventory of used trucks.

Volvo White issues a monthly publication to its dealers listing used vehicles in inventory, with specifications and prices.

U. S. TRUCK REGISTRATIONS

11 MONTHS, 1983 VS. 1982★

	11 mos., 1983	Percent Share of '83 market	11 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	839,507	31.74	656,365	30.05	+ 1.69
Chevrolet	803,778	30.39	680,925	31.17	− 0.78
Dodge	225,098	8.51	199,504	9.13	− 0.62
GMC	221,241	8.37	191,836	8.78	− 0.41
Jeep	63,868	2.41	55,534	2.54	− 0.13
International	45,734	1.73	42,139	1.93	− 0.20
Mack	13,482	0.51	13,780	0.63	− 0.12
Freightliner	9,866	0.37	6,447	0.29	+ 0.08
Plymouth*	7,385	0.28	9,367	0.43	− 0.15
Peterbilt	7,051	0.27	5,168	0.24	+ 0.03
Kenworth	6,868	0.26	6,692	0.31	− 0.05
Mercedes-Benz	2,585	0.10	2,735	0.13	− 0.03
White	2,266	0.09	2,357	0.11	− 0.02
Volvo	1,476	0.06	649	0.03	+ 0.03
Autocar	857	0.03	547	0.02	− 0.01
Western Star	279	0.01	593	0.03	− 0.02
Misc.**	393,345	14.87	309,740	14.18	+ 0.69
TOTALS	2,644,686	100.00	2,184,378	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982; New York, Nove[illegible], 1983.
*Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

11 MONTHS, 1983 VS. 1982★

	11 mos., 1983	Percent Share of '83 market	11 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	27,662	24.09	26,305	22.56	+ 1.53
Ford	23,675	20.62	27,511	23.59	− 2.97
GMC	14,414	12.55	19,182	16.45	− 3.90
Mack	11,541	10.05	11,911	10.22	− 0.17
Freightliner	9,866	8.59	6,447	5.53	+ 3.06
Peterbilt	7,051	6.14	5,168	4.43	+ 1.71
Chevrolet	6,893	6.00	7,001	6.00	.....
Kenworth	6,868	5.98	6,692	5.74	+ 0.24
White	2,266	1.97	2,357	2.02	− 0.05
Volvo	1,476	1.29	649	0.56	+ 0.73
Autocar	857	0.75	547	0.47	+ 0.28
Mercedes-Benz	848	0.74	909	0.78	− 0.04
Western Star	279	0.24	593	0.51	− 0.27
Misc.	1,138	0.99	1,334	1.14	− 0.15
TOTALS	114,834	100.00	116,606	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982; New York, November, 1983.

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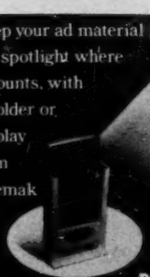

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But they account for more than 25 pct.

Import cars lose 4 points in share of market

By Jenny L. King
Staff Writer

Imports tumbled nearly four percentage points in their share of total new-car registrations for October, 1983, versus October, 1982. Total import registrations for the month were down less than 200 units from the year-earlier sum, but growth of the domestic market robbed them of their former share.

According to figures compiled by R. L. Polk & Co., registrations of new imported cars numbered 189,688 last October and took 25.06 percent of the U.S. market. The preceding year, they added to 189,821, or 28.99 percent.

Domestic registrations in October of 567,107 were up 21.96 percent from 464,985 a year earlier.

Nissan was the top import for October, with 39,273 registrations and 20.70 percent of the import market. It was up 0.46 percentage points from 20.24 percent in 1982. Toyota claimed second place with 19.55 percent of the market, a drop of 2.22 percentage points for the perennial leader.

Third-place Honda was up 0.78 percentage points, to 16.57 percent from 15.97 percent. Honda numbers include Accords built at the company's Ohio plant.

Fouth-place Mazda was down 0.42 percentage points in October; Subaru was up 0.17 percentage points, and Volkswagen dropped 0.64 percentage points. Subaru moved into fifth place and VW was nudged into sixth.

Volvo claimed seventh place and gained 0.96 percentage points; Mercedes moved back to eighth and lost 0.16 percentage points; BMW was ninth and up 0.20 percentage points, and the Mitsubishi Colt/Vista (the Chrysler imports) took 10th, replacing Audi.

R. L. Polk & Co. has revamped its 1982 registrations figures, deleting the U.S.-built Renault Alliance/Encore from the import listing. The company does include U.S.-built Rabbits in its VW (imports) total and U.S. Hondas in the Honda total.

The top 10 imports claimed 88.41 percent of the import market, down from 89.63 percent a year earlier.

Import registrations for the first 10 months of 1983 were 2,042,874, up 8.40 percent from 1,884,651 in the same period, 1982. Their share of the market was pared to 27.93 percent from 29.86 percent by competing domestics.

In the 10 months, Toyota lost 1.36 percentage points, Nissan gained 1.27 percentage points, Honda was off 0.32 percentage points and Mazda climbed 0.03 percentage points. Subaru, VW and Audi all lost ground compared with 1982, while Volvo, Mercedes and BMW picked up parts of percentage points.

The Top Ten imports claimed 89.01 percent of the import total for the period compared with 89.95 percent in 1982.

Japanese-built imported cars represented 76.07 percent of the import total in October, down from 78.07 percent the preceding year. German products claim 10.38 percent, down from 10.62 percent and U.S. imports were up 6.28 percent from 4.47 percent.

Registrations by country of origin included:

	Oct., 1983	Oct., 1982
Japan	144,287	148,184
West Germany	19,683	20,166
United States	11,910	8,490
Sweden	8,200	6,305
France	3,781	4,296
Great Britain	1,254	1,014
Italy	466	1,060
Ireland	107	306
TOTAL	189,688	189,821

Ten-month registrations included the following numbers of cars from eight countries:

	10 Mos., 1983	10 Mos., 1982
Japan	1,572,991	1,473,149
West Germany	210,514	186,530
United States	100,269	81,454
Sweden	96,727	77,400
France	40,820	41,832
Great Britain	12,796	8,111
Italy	7,913	13,359
Ireland	844	2,816
TOTAL	2,042,874	1,884,651

October-to-October registrations of new imported trucks were up 6.28 percent, to 43,819 from 41,230. Total for each major manufacturer looked like this:

	Oct., 1983	Oct., 1982
Toyota	14,372	15,204
Nissan	12,844	10,696
Mazda	6,114	3,495
Dodge Ram 50	3,700	3,287
Others	6,789	8,548
TOTAL	43,819	41,230

Year-to-date truck registrations were up 14.85 percent in 1983 through October, to 406,241 from 353,719. The breakout included:

	1983 10 Mos.,	1982 10 Mos.,
Toyota	143,874	121,185
Nissan	111,448	79,704
Mazda	55,726	30,553
Dodge Ram 50	26,308	26,524
Others	68,885	95,753
TOTAL	406,241	353,719

TOP CARS

U.S. registrations for the first 10 months of 1983. Registrations not available for Oklahoma.

1983 Position	Make	1982 Position
1—1,069,070	Chevrolet	994,720—1
2— 832,161	Ford	727,945—2
3— 793,687	Oldsmobile	624,735—3
4— 674,048	Buick	573,042—4
5— 452,360	Toyota	442,918—5
6— 437,540	Nissan	379,702—6
7— 427,153	Pontiac	372,973—7
8— 325,546	Honda	306,552—8
9— 322,765	Mercury	258,920—9
10— 253,587	Dodge	200,653—10
11— 235,257	Cadillac	188,063—12
12— 217,095	Plymouth	199,643—11
13— 207,968	Chrysler	137,639—13
14— 155,798	AMC	79,167—17
15— 142,853	Mazda	131,209—14
16— 123,735	Subaru	115,844—16
17— 116,805	VW	124,726—15
18— 81,053	Lincoln	66,916—18
19— 75,494	Volvo	62,146—19
20— 58,890	Mercedes	53,024—20
21— 47,653	BMW	41,616—22
22— 37,481	Audi	37,549—21
224,517	Other Imports	189,365
562	Misc. Dom.	2,183
7,313,078	TOTAL	6,311,250

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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MARKET SHARES

10 MONTHS
1983 VS. 1982

Make	1983 Market Share	1982 Market Share	Pct. Pt. Change '83 vs. '82
Chevrolet	14.62	15.76	−1.14
Ford	11.38	11.53	−0.15
Oldsmobile	10.85	9.90	+0.95
Buick	9.22	9.08	+0.14
Toyota	6.19	7.02	−0.83
Nissan	5.98	6.02	−0.04
Pontiac	5.84	5.91	−0.07
Honda	4.45	4.86	−0.41
Mercury	4.41	4.10	+0.31
Dodge	3.47	3.18	+0.29
Cadillac	3.22	2.98	+0.24
Plymouth	2.97	3.16	−0.19
Chrysler	2.84	2.18	+0.66
AMC	2.13	1.25	+0.88
Mazda	1.95	2.08	−0.13
Subaru	1.69	1.84	−0.15
VW	1.60	1.98	−0.38
Lincoln	1.11	1.06	+0.05
Volvo	1.03	0.99	+0.04
Mercedes	0.81	0.84	−0.03
BMW	0.65	0.66	−0.01
Audi	0.51	0.59	−0.08
Other Imports	3.07	3.00	+0.07
Misc. Dom.	0.01	0.03	−0.02
TOTAL	7,313,078	6,311,250	

Based on new-car registration figures from R. L. Polk & Co. Registrations not available for Oklahoma.

Morningstar named

ENGLEWOOD CLIFFS, N. J. —Alfa Romeo, Inc., has promoted Craig Morningstar, formerly its Los Angeles district sales manager, to public relations manager. He succeeds James B. Weber, who resigned.

Justice Dept. gives go-ahead to LP-gas promotional fund

WASHINGTON. — The establishment of a promotional fund by the National LP-Gas Assn. to advertise nationally the use of propane as an automotive fuel alternative will not be challenged by the Government, the Department of Justice announced.

The Engine Fuel Promotional Fund, to be operated by a trade association based in Arlington, Va., will be financed by voluntary contributions from association members. These include propane manufacturers of carburetion units (fuel locks, carburetors and converters), propane-tank manufacturers and propane-equipment distributors.

The Justice Department took a look at the fund because of possible anti-trust implications arising from the joint advertising proposal.

Under the plan, equipment manufacturers and distributors would contribute a percentage of annual gross sales and propane tank manufacturers would contribute a fixed amount per unit sold, the department said.

Equipment distributors and tank manufacturers would also collect a voluntary contribution from purchasers of carburetion units and propane tanks, after being advised by letter that the contribution is voluntary.

The association said each member would continue to determine independently the price, terms and conditions of its product.

Assistant Attorney General for Antitrust, J. Paul McGrath, said in a letter to the association that jointly funded advertising may increase the sales of propane and may have the procompetitive effect of stimulating competition with other forms of engine fuel and related equipment, "a result that is unlikely to be achieved by any single manufacturer or distributor due to the expense of national advertising."

The Justice Department's concern centered on whether participating members could individually raise their prices to offset additional advertising costs. But, the department found that the revenues would not represent increased profit, but would be used for product advertising, "which may increase the demand for the product, resulting in increased propane production in the automotive market."

The department cautioned, however, that while individual decisions to raise prices to reflect advertising costs are legal under the antitrust laws, an understanding between association members to do so would not be legal.

McGrath said that the fund's potential procompetitive effects would be outweighed by the large number of participating members, the newness of the industry and competition from other engine fuels.

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IMPORT REGISTRATION SHARES IN U. S.

	OCTOBER					10 MONTHS				
	Regis., Oct., 1983	Percent Share of Market	Regis., Oct., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 10 mos., 1983	Percent Share of Market	Regis., 10 mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Nissan	39,273	20.70	38,419	20.24	+ 0.46	452,360	22.14	442,918	23.50	− 1.36
Toyota	37,083	19.55	41,329	21.77	− 2.22	437,540	21.42	379,702	20.15	+ 1.27
Honda	31,435	16.57	29,983	15.79	+ 0.78	325,546	15.94	306,552	16.26	− 0.32
Mazda	14,152	7.46	14,954	7.88	− 0.42	142,853	6.99	131,209	6.96	+ 0.03
Subaru	13,443	7.09	13,141	6.92	+ 0.17	123,735	6.06	115,844	6.15	− 0.09
VW	11,943	6.30	13,175	6.94	− 0.64	116,805	5.72	124,726	6.62	− 1.10
Volvo	6,545	3.45	4,734	2.49	+ 0.96	75,494	3.70	62,146	3.30	+ 0.40
Mercedes	5,295	2.79	5,592	2.95	− 0.16	58,890	2.88	53,024	2.81	+ 0.07
BMW	4,928	2.60	4,555	2.40	+ 0.20	47,653	2.33	41,616	2.21	+ 0.12
Colt/Vista	3,609	1.90	.....	.....	.....	37,481	1.83	37,594	1.99	− 0.16
Audi	.....	.....	4,262	2.25	.....	224,517	10.99	189,365	10.05	+ 0.94
Others	21,982	11.59	19,677	10.37	+ 1.22					
TOTAL	189,688		189,821			2,042,874		1,884,651		
Share of U. S. Total		25.06		28.99	− 3.93		27.93		29.86	− 1.93

Registrations not available for Oklahoma.

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In new edition of The Car Book

Best, worst cars rated according to quality

WASHINGTON. — The 1984 edition of The Car Book is the first to rate cars according to their overall quality, according to its author, Jack Gillis.

The book, which Gillis, a former NHTSA official, continued on his own after ex-NHTSA Administrator Raymond A. Peck dropped it, rates cars according to their performance in five weighted categories — crash testing, fuel economy, preventive maintenance, repair costs and insurance costs.

According to The Car Book, the best overall cars for 1984 are Ford Escort/Mercury Lynx, Toyota Camry, Nissan Stanza, Ford LTD/Mercury Marquis, Nissan 200-SX, Ford Mustang/Mercury Capri, Dodge Charger/Plymouth Turismo and Oldsmobile Cutlass Ciera, Omega and Firenza.

The worst overall cars, it says, are Cadillac Fleetwood/deVille, Oldsmobile 98, Renault Sportwagon, Volkswagen Rabbit, Scirocco and Quantum, Ford Thunderbird, Mercury Cougar, Toyota Cressida, Buick Electra, and Chevrolet Caprice/Impala.

By car sizes, Escort/Lynx and Camry were rated best among the subcompacts, while Renault Sportwagon, the Rabbit and the Scirocco were rated worst.

Winning the roses among the compacts were Mustang/Capri, 200-SX and Omega. Drawing the scallions were Quantum and Chrysler LeBaron convertible.

Among intermediates, Cutlass Ciera and Volvo DL were the winners, the Thunderbird, Cougar and Cressida the losers. Leading the pack among large cars were the Ford LTD Crown Victoria and Mercury Grand Marquis, with the Fleetwood/deVille and Oldsmobile 98 bringing up the rear.

The book also lists good choices among both new and used cars for 1984, according to the information included in its purchasing guides.

"Good choices" among new cars include the Escort, Lynx, Stanza, Dodge Charger, Plymouth Turismo, Chevette, Pontiac 1000 and Honda Accord among subcompacts; Mustang, Capri, 200-SX and Firenza among compacts; Volvo DL, Buick Regal, Cutlass Supreme and Pontiac Bonneville among intermediates, and Crown Victoria, Grand Marquis and Oldsmobile Toronado among large cars.

Among used cars, the likeliest bets, according to The Car Book, are Ford LTD, Datsun 510, Honda Civic, Dodge Dart, Lincoln Continental, Mazda GLC, Oldsmobile 88, Plymouth Valiant/Duster, Subaru, Toyota Corolla and Corona and Volvo 240.

The auto ratings in "The Car Book" showed no overall pattern between foreign and domestic cars as to crash testing, fuel economy or any of the other quality ratings.

Gillis noted that crash results for vastly different sizes of car — for example, between a Honda Civic and a Cadillac Seville — cannot and should not be compared with each other.

NHTSA, after having dropped The Car Book, now plans to offer a publication called Autowise, containing much the same information as The Car Book. Autowise probably will not attempt to rate cars.

Copies of the 1984 edition of The Car Book may be obtained for $8.95 from the Center for Auto Safety, 1223 Dupont Circle Building, Washington, D.C. 20036.

HD registrations in November up 15.4 pct. over '82

Continued from Page 14

of 5.9 percent over the 66,338 registered in the like period last year. The Group 7 count was off 11.3 percent to 44,570 units, compared with 50,268 in 1982.

Through November, International was No. 1 in heavy-truck tallies with 27,662, accounting for 24.09 percent of the industry total. At the same time in 1982, it was in second place with 26,305 units and 22.56 percent of the total.

Second-place Ford had 23,675 heavy-truck registrations, accounting for 20.62 percent of the total. A year ago, it was No. 1 with 27,511 units, good for 23.59 percent of the total.

Through November, Freightliner had the biggest improvement in market share. Its 9,866 registrations accounted for 8.59 percent of the total, up 3.06 percentage points from last year's 5.53 percent on 6,447 tallies.

The biggest loser in penetration was GMC, with a decline of 3.90 points. Its 11-month count was 14,414, accounting for 12.55 percent of the total. A year ago, its 19,182 registrations were good for 16.45 percent.

Hino America charts '84 sales reaching 600

Continued from Page 14

first and only U.S. distributor last July, said four trucks have been in service in the U.S. since 1982—two with more than 100,000 miles—and have encountered no problems.

Hino America has signed 12 dealers in the major metropolitan areas in the five-state area, and John McNally, the firm's executive vice president and general manager, said there probably would be no more than 15.

Moran said most of the dealers currently handle Kenworth heavy trucks and that several have Mercedes-Benz franchises.

"There will be no over-dealering in our operation," Moran said. "We want our dealers to be successful, and they have to be profitable to do a good job of selling and servicing the Hino trucks."

Hatfield honored

Bud Hatfield, right, Trader Bud's Westside Dodge, Columbus, O., receives Chrysler Corp.'s award for excellence from D. R. Krumboltz, Chrysler's Cincinnati zone manager. The award is in recognition of a dealership's performance in sales, customer service, administration, facilities and community relations.

Warner speaks at Northwood marketing classes

MIDLAND, Mich.—Rick Warner, president of Rick Warner Truckland, Salt Lake City, served as dealer-in-residence at Northwood Institute here.

Warner shared his experience in all aspects of owning and operating a large dealership with Northwood's automotive marketing students.

Warner bought his dealership in 1965 and has seen sales grow from $11 million to more than $80 million per year.

Last year, Rick Warner Truckland and Rick Warner Ford sold more than $17 million worth of parts.

Model breakdown
Auction Averages

	JANUARY	DECEMBER	NOVEMBER
1984	$10,118		
1983	8,110	$ 9,683	$ 9,086
1982	6,338	6,445	7,035
1981	5,279	5,414	5,739
1980	4,239	4,734	4,812
1979	3,902	3,955	4,095
1978	2,589	2,959	3,187
1977	1,999	1,895	2,475
Overall Average	$ 5,359	$ 4,308	$ 5,059

Used Car Sales
Auction Averages

January	$5,359
Month ago	$4,308
Year ago	$4,646

factories list auction dates

Ford Motor Co.

Feb. 1—Clanton's Auto Auction, Darlington, S. C.

General Motors

Jan. 30—Florida Auto Auction of Orlando, Orlando, Fla.

Jan. 31—South Seattle Auto Auction, Kent, Wash.

Feb. 2—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Feb. 9—Dallas Auto Auction, Dallas, Tex., and Aptco Auto Auction, Taylor, Mich.

Feb. 14—Southern Auto Auction, East Windsor, Conn.

Feb. 15—Hatfield Auto Auction, Hatfield, Pa.; Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

Feb. 16 —Nashville Auto Auction, Nashville, Tenn.

Feb. 22—Metro Auto Auction, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S. C.

Feb. 23 — Indianapolis Auto Auction, Indianapolis, Ind.

Feb. 29—Arena Auto Auction, Chicago, Ill.

NEW TRUCK SALES BY MAKE AND GVW CLASS

11 MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Nov., '83	.....	.....	.....	.....	.....	.....	.....	73	73
	Nov., '82	.....	.....	.....	.....	.....	.....	.....	42	42
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**857**	**857**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	547	547
CHEVROLET	**Nov., '83**	**43,007**	**33,712**	**2,378**	.....	**26**	**480**	**573**	**21**	**80,197**
	Nov., '82	39,865	26,662	1,621	.....	22	437	425	31	69,063
	Year to Date '83	**438,261**	**334,780**	**16,356**	.....	**260**	**5,228**	**6,481**	**412**	**803,778**
	Year to Date '82	369,907	281,798	17,085	.....	338	4,796	6,386	613	680,925
(Memo Units) #	**Nov., '83**	**28,733**	**12,148**	.....	.....	.....	.....	.....	.....	**40,881**
	Nov., '82	23,103	9,059	.....	.....	.....	.....	.....	.....	32,162
	Year to Date '83	**293,488**	**135,783**	.....	.....	.....	.....	.....	.....	**429,271**
	Year to Date '82	217,907	95,924	.....	.....	.....	.....	.....	.....	313,831
DODGE	**Nov., '83**	**11,938**	**7,862**	.....	.....	.....	.....	.....	.....	**19,800**
	Nov., '82	10,798	5,707	.....	.....	.....	.....	.....	.....	16,505
	Year to Date '83	**135,727**	**89,381**	.....	.....	.....	.....	.....	.....	**225,098**
	Year to Date '82	131,547	67,937	20	.....	.....	.....	.....	.....	199,504
(Memo Units) #	**Nov., '83**	**7,610**	**5,359**	.....	.....	.....	.....	.....	.....	**12,969**
	Nov., '82	7,257	4,101	.....	.....	.....	.....	.....	.....	11,358
	Year to Date '83	**86,062**	**65,123**	.....	.....	.....	.....	.....	.....	**151,185**
	Year to Date '82	82,250	48,042	.....	.....	.....	.....	.....	.....	130,292
FORD	**Nov., '83**	**25,319**	**54,762**	.....	.....	.....	**695**	**1,395**	**598**	**82,770**
	Nov., '82	20,450	38,278	.....	.....	.....	1,348	1,592	797	62,465
	Year to Date '83	**300,482**	**505,899**	.....	.....	.....	**9,451**	**16,926**	**6,749**	**839,507**
	Year to Date '82	225,878	391,095	.....	.....	.....	11,881	19,181	8,330	656,365
(Memo Units) #	**Nov., '83**	**22,212**	**18,297**	.....	.....	.....	.....	.....	.....	**40,509**
	Nov., '82	12,389	14,641	.....	.....	.....	.....	.....	.....	20,730
	Year to Date '83	**235,347**	**189,899**	.....	.....	.....	.....	.....	.....	**425,246**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	278,524
FREIGHTLINER	**Nov., '83**	.....	.....	.....	.....	.....	.....	.....	**1,021**	**1,021**
	Nov., '82	.....	.....	.....	.....	.....	.....	.....	648	648
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**9,866**	**9,866**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	6,447	6,447
GMC	**Nov., '83**	**9,661**	**8,943**	**76**	.....	**124**	**473**	**693**	**595**	**20,565**
	Nov., '82	9,179	8,311	49	.....	33	327	559	439	18,897
	Year to Date '83	**97,478**	**102,531**	**620**	.....	**498**	**5,700**	**8,012**	**6,402**	**221,241**
	Year to Date '82	79,950	86,829	859	.....	953	4,063	11,789	7,393	191,836
(Memo Units) #	**Nov., '83**	**5,835**	**3,045**	.....	.....	.....	.....	.....	.....	**8,880**
	Nov., '82	4,515	2,459	.....	.....	.....	.....	.....	.....	6,974
	Year to Date '83	**58,540**	**41,762**	.....	.....	.....	.....	.....	.....	**100,302**
	Year to Date '82	38,969	25,811	.....	.....	.....	.....	.....	.....	64,780
INTERNATIONAL	**Nov., '83**	.....	.....	.....	.....	.....	**1,315**	**966**	**1,764**	**4,045**
	Nov., '82	.....	.....	.....	.....	.....	1,804	898	1,464	4,166
	Year to Date '83	.....	.....	.....	.....	.....	**18,072**	**10,311**	**17,351**	**45,734**
	Year to Date '82	.....	.....	.....	.....	.....	15,834	10,791	15,514	42,139
JEEP	**Nov., '83**	**6,076**	**1,942**	.....	.....	.....	.....	.....	.....	**8,018**
	Nov., '82	3,188	2,694	.....	.....	.....	.....	.....	.....	5,882
	Year to Date '83	**40,834**	**23,034**	.....	.....	.....	.....	.....	.....	**63,868**
	Year to Date '82	33,176	22,358	.....	.....	.....	.....	.....	.....	55,534
(Memo Units) #	**Nov., '83**	**6,076**	**1,613**	.....	.....	.....	.....	.....	.....	**7,707**
	Nov., '82	3,188	2,280	.....	.....	.....	.....	.....	.....	5,468
	Year to Date '83	**40,834**	**19,450**	.....	.....	.....	.....	.....	.....	**60,284**
	Year to Date '82	33,176	17,381	.....	.....	.....	.....	.....	.....	50,557
KENWORTH	**Nov., '83**	.....	.....	.....	.....	.....	.....	.....	**845**	**845**
	Nov., '82	.....	.....	.....	.....	.....	.....	.....	606	606
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**6,868**	**6,868**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	6,692	6,692
MACK	**Nov., '83**	.....	.....	.....	.....	.....	**155**	**55**	**912**	**1,122**
	Nov., '82	.....	.....	.....	.....	.....	144	103	891	1,138
	Year to Date '83	.....	.....	.....	.....	.....	**1,941**	**868**	**10,673**	**13,48?**
	Year to Date '82	.....	.....	.....	.....	.....	1,869	613	11,298	13,7??
MERCEDES-BENZ	**Nov., '83**	.....	.....	.....	.....	.....	**208**	**49**	.....	**257**
	Nov., '82	.....	.....	.....	.....	.....	158	82	.....	240
	Year to Date '83	.....	.....	.....	.....	.....	**1,737**	**848**	.....	**2,585**
	Year to Date '82	.....	.....	.....	.....	.....	1,826	909	.....	2,735
PETERBILT	**Nov., '83**	.....	.....	.....	.....	.....	.....	.....	**799**	**799**
	Nov., '82	.....	.....	.....	.....	.....	.....	.....	565	565
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**7,051**	**7,051**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	5,168	5,168
PLYMOUTH	**Nov., '83**	**385**	**47**	.....	.....	.....	.....	.....	.....	**432**
	Nov., '82	383	362	.....	.....	.....	.....	.....	.....	745
	Year to Date '83	**4,053**	**3,332**	.....	.....	.....	.....	.....	.....	**7,385**
	Year to Date '82	5,765	3,602	.....	.....	.....	.....	.....	.....	9,367
VOLVO	**Nov., '83**	.....	.....	.....	.....	.....	.....	**107**	**82**	**189**
	Nov., '82	.....	.....	.....	.....	.....	.....	64	27	91
	Year to Date '83	.....	.....	.....	.....	.....	.....	**908**	**568**	**1,476**
	Year to Date '82	.....	.....	.....	.....	.....	.....	456	193	649
WESTERN STAR	**Nov., '83**	.....	.....	.....	.....	.....	.....	.....	**26**	**26**
	Nov., '82	.....	.....	.....	.....	.....	.....	.....	43	43
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**279**	**279**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	593	593
WHITE	**Nov., '83**	.....	.....	.....	.....	.....	.....	.....	**322**	**322**
	Nov., '82	.....	.....	.....	.....	.....	.....	.....	217	217
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**2,266**	**2,266**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	2,357	2,357
MISCELLANEOUS*	**Nov., '83**	**32,199**	**350**	**4**	**29**	.....	.....	**21**	**121**	**32,724**
	Nov., '82	33,155	679	.....	1	.....	.....	15	57	33,907
	Year to Date '83	**385,063**	**6,825**	**6**	**306**	**7**	.....	**216**	**922**	**393,345**
	Year to Date '82	302,056	6,331	.....	8	11	.....	141	1,193	309,740
TOTALS	**Nov., '83**	**128,585**	**107,619**	**2,458**	**29**	**150**	**3,326**	**3,860**	**7,179**	**253,205**
	Nov., '82	117,018	82,693	1,670	1	55	4,218	3,738	5,827	215,220
	Year to Date '83	**1,401,898**	**1,065,772**	**18,982**	**306**	**765**	**42,129**	**44,570**	**70,264**	**2,644,686**
	Year to Date '82	1,148,279	859,950	17,964	8	1,302	40,269	50,268	66,338	2,184,378

★—No registrations for Oklahoma, 1983 and 1982; New York, November, 1983.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.

—Compiled from R. L. Polk & Co. data

Dodge/USFL Man of the Year

Raymond Chester, second from right, Oakland Invader tight end, accepts keys to a new Dodge Ramcharger following his selection as 1983 Dodge/U. S. Football League Man of the Year. Pete Sehlmeyer, right, Dodge Oakland district sales manager, made the presentation. At left are Frank Baekens, general manager, Hayward Dodge, Hayward, Calif., and Barbara Nichols, also of the dealership. Chester, who retired at the end of the season, was honored for his community service as well as his performance on the football field.

Ford recalling Mark VII's and 360 F-250 light trucks

DEARBORN. — Ford Motor Co. is recalling approximately 4,400 1984-model Continental Mark VII cars for modification of an antitheft locking mechanism in the steering column.

"The mechanism may not conform to a requirement of Federal Vehicle Safety Standard No. 114, 'theft protection,'" said John P. King, service engineering manager for Ford Parts and Service Division.

"To meet this requirement, the column mechanism is designed to prevent its locking of the steering mechanism unless the vehicle gearshift lever is in the "park" position," King said.

On some of these cars, this mechanism may malfunction, permitting the column to lock when the ignition key is turned to an "off" position, even though the gearshift selector has not been placed in its "park" position.

Most drivers never would have reason to turn the ignition keys of their vehicles to the "off" position while their vehicles are in motion, King said.

In addition to the cars in customer hands, another 8,000 vehicles in transit to dealers or in dealer inventory will be modified.

A new tire-pressure-and-loading information placard will be mounted on the door post of the recalled cars, King said. The old placard incorrectly identified the cars as being rated for six passengers rather than for five and incorrectly stated the cargo capacity at 200 pounds, instead of 150 pounds.

There have been no reports of accidents connected with either condition, King said.

Ford also is recalling 360 1984-model Ford F-250 Series Heavy-Duty 4x4 SuperCab light trucks built through Oct. 5, 1983, for replacement of the front-drive axles.

"Front-drive axles rated at 3,850 pounds, rather than 4,600 pounds, as specified in product literature, were installed in these vehicles," King said. "In severe-use applications, the 3,850-pound-rated axles likely would be less durable than the 4,600-pound-rated axles. Loss of power to the front wheels eventually could occur."

Dealer fails to block use of Encore name

MONTREAL. — A Honda dealer here has failed in his attempt to block the use of the Encore name on American Motors-Renault's '84 hatchback.

Five-year- old Encore, Automobiles, Ltee., was seeking a court injunction, claiming it has exclusive rights to the name.

A judge, however, pointed out that the name is hardly unique. Preliminary research showed nearly 100 area businesses have been using it as their trademark.

The dealer's contention that the name would create confusion in the minds of car buyers was rejected by the judge.

VanHoeck appointed

DETROIT. — Marie VanHoeck has been appointed staff scientist by the MVMA. She will be involved in environmental activities.

14 assembly plants work overtime

Auto production jumps to 166,085

By Joe Wilssens
Staff Writer

With 14 domestic auto assembly plants working extra hours last week, U. S. auto makers slated production of 166,085 units, a 1.79 percent increase over the prior week's output of 163,169.

Last week's total was a healthy 39.09 percent ahead of the 119,409 units produced in the year-ago week.

Breakdown for the week by company was: General Motors, 59.41 percent; Ford Motor Co., 21.72 percent; Chrysler Corp., 13.31 percent; American Motors, 2.89 percent; Volkswagen of America, 1.41 percent, and Honda, 1.26 percent.

GM's Orion (Mich.) plant was down last week while Wentzville (Mo.) worked only one day due to part shortages. Both are expected to return to production this week. Working two shifts on Saturday (Jan. 28) at GM were: Detroit, Janesville (Wis.), Lansing (B-D and G lines), Lordstown (O.) and Pontiac.

Five Ford facilities put in extra daily hours. They were: Atlanta, Chicago, Edison (N.J.), St. Louis and Wayne (Mich.). This week, Ford will follow the same daily overtime schedule and will add Saturday (Feb. 4) hours at Atlanta and Wayne.

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 put in two daily 9-hour shifts. Jefferson (Detroit) worked two 8½-hour shifts.

This week, Chrysler plans the same daily overtime schedule; extra Saturday hours will be added at Belvidere and St. Louis No. 1.

AMC increases prices on imports, adds options

Continued from Page 4

added in, AMC calculates the price of a comparably equipped Sportwagon fell this year by $215, or 2.2 percent.

AMC is now taking orders on "Diamond Edition" models of the Renault Encore and Alliance and Jeep CJ-7. The vehicles, with packages of equipment at reduced prices, will be built in February and March for sale this spring.

Diamond Edition Encores offer equipment with a list-price reduction of $284 from a comparably equipped Encore LS, plus distinctive paint and trim, AMC said.

Available in black or white clearcoat, they feature gold graphics and bumper inserts and gold-colored aluminum wheels. Other features are dual remote mirrors; AM/FM stereo with electronic tuning, six speakers and cassette player, and luxury sport cloth wing seats.

Diamond Edition Encores are $7,570 for the three-door, $7,770 for the five-door.

The Diamond Edition Alliances are equipped the same as the special Encores and also have a rear decklid luggage rack. The Alliance package is $317 below a comparably equipped Alliance DL, AMC said.

The Diamond Edition Alliance two-door is $7,715; the four-door, $8,015.

The Jeep CJ-7 package includes special sunshine yellow or Adriatic blue clearcoat metallic paint, black or white soft top, black highback denim vinyl seats, chrome front bumper and rear bumperettes, decor group, dual chrome outside mirrors, P215/75 R15 Wrangler mud or snow tires and color-keyed styled wheels with trim rings.

AMC said the package offers a price reduction of $400.

It is available on CJ-7s ordered with five-speed manual transmission, conventional spare tire, removable front and rear carpet, 20-gallon fuel tank, body side steps, center console and fog lamps.

The Diamond Edition CJ-7 is $8,756 with the special package and required equipment.

Misubishi promotes 3

FOUNTAIN VALLEY, Calif. — Mitsubishi Motor Sales of America, Inc., has promoted Ronald Jones to district parts manager, San Francisco Region, and Tom McGraw and Bruce Decker to district sales managers, Pacific Northwest Region and Southeast Region, respectively.

Truck production remains above 60,000 for week

Domestic truck production last week remained at about the same level as the previous week.

The truck makers slated assembly of 61,097 units, 1.65 percent more than the previous week's 60,106. The output leads the year-ago tally of 40,654 by 50.29 percent.

During the first four weeks of production this year, the manufacturers produced 228,995 trucks, 77.43 percent above the 129,059 finished during the same period last year.

Nine truck assembly facilities put in extra hours last week, the same number that worked overtime the previous week.

At General Motors, Janesville (Wis.), Lordstown (O.) and Pontiac No. 5 worked two shifts Saturday (Jan. 28).

Ford Motor Co. scheduled extra daily hours at all six of its truck plants. Ford plans to follow the same overtime schedule this week, with the addition of Saturday (Feb. 4) hours at Kansas City.

Cutlass Supreme tops '83 sales

DETROIT. — Oldsmobile Cutlass Supreme overtook Ford Escort as the No. 1 nameplate for 1983.

The sales leaders were:

1.	Olds Cutlass Supreme	331,179
2.	Ford Escort	326,333
3.	Chevrolet Cavalier	259,397
4.	Chevrolet Caprice	238,930
5.	Buick Regal	234,035
6.	Oldsmobile 88	228,770
7.	Honda Accord	222,137
8.	Nissan Sentra	209,889
9.	Olds Cutlass Ciera	191,720
10.	Chevrolet Chevette	178,759

Week's output holds steady at Canadian plants

Canadian auto makers slated production of 23,636 units last week, 96 units behind the prior week's 23,732 and 13.65 percent better than 20,796 assembled in the year-ago period.

So far this year, the manufacturers have built 83,716 cars, leading the 1983 total of 69,797 by 19.94 percent.

Truck production last week was targeted at 15,642, down 229 units from the previous week's 15,871 and 55.55 percent better than the 10,056 units completed in the year-ago week.

Year-to-date, truck production grew to 58,159, a strong 75.80 percent ahead of 33,081 units which were assembled in the first four weeks of 1983.

Chrysler Corp. estimated production of 1,431 Dodge Caravans, 1,240 Plymouth Voyagers and 606 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 10,918.

U. S. CAR PRODUCTION

	Week Ended Jan. 28, 1984	Week Ended Jan. 29, 1983	Week Ended Jan. 21, 1984	Jan. to date	Jan. 1 to Jan. 29, 1983	Jan. 1 to Jan. 28, 1984
AMERICAN MOTORS	4,800	3,843	3,618	12,542	13,701	12,542
AMC Total	.....	826	.....	.....	1,631	.....
Eagle	.....	826	.....	.....	.....	.....
Renault Total	4,800	3,017	3,618	12,542	12,070	12,542
Alliance	2,400	3,017	1,818	6,224	12,070	6,224
Encore	2,400	.....	1,800	6,318	.....	6,318
CHRYSLER CORP.	22,100	14,821	24,044	86,575	40,183	86,575
Plymouth Total	7,400	5,633	7,697	27,141	14,222	27,141
Horizon	3,400	2,104	2,983	10,129	4,002	10,129
Reliant	3,600	3,487	4,270	15,477	10,079	15,477
Caravelle†	200	42	248	716	141	716
Gran Fury	200	.....	196	819	.....	819
Chrysler Total	6,200	3,694	7,212	26,486	10,708	26,486
LeBaron	2,100	1,926	2,223	8,191	5,886	8,191
Laser	1,000	.....	1,540	5,052	.....	5,052
Chrysler E-Class	1,900	1,768	2,152	7,673	4,822	7,673
Fifth Avenue	1,200	.....	1,297	5,570	.....	5,570
Dodge Total	8,500	5,494	9,135	32,948	15,253	32,948
Omni	3,000	1,967	2,669	8,947	4,209	8,947
Aries	2,900	2,386	3,155	11,935	7,292	11,935
Daytona	900	.....	1,232	5,134	.....	5,134
Dodge 400	.....	651	.....	.....	1,858	.....
Dodge 600	1,400	490	1,736	5,900	1,894	5,900
Diplomat	300	.....	343	1,032	.....	1,032
FORD MOTOR	36,066	29,612	33,897	120,174	86,063	120,174
Ford Division	23,642	18,561	22,010	78,841	51,623	78,841
Escort	6,752	7,312	4,692	22,605	13,354	22,605
Fairmont	.....	2,995	.....	.....	11,917	.....
Mustang	3,040	1,651	3,393	8,984	6,363	8,984
LTD	4,904	3,229	4,940	18,178	12,313	18,178
Thunderbird	3,554	2,222	3,614	10,765	3,991	10,765
Crown Victoria	1,435	1,045	1,562	6,651	3,549	6,651
EXP	1,083	107	867	3,127	136	3,127
Tempo	2,874	.....	2,942	8,531	.....	8,531
L-M Division	12,424	11,098	11,887	41,333	24,460	41,333
Mercury Total	8,877	8,963	9,378	29,691	26,198	29,691
Lynx	1,391	1,959	1,513	4,975	3,401	4,975
Capri	1,014	387	665	1,935	1,609	1,935
Zephyr	.....	930	.....	.....	3,733	.....
Marquis	1,966	1,372	1,939	7,010	4,275	7,010
Cougar	1,946	1,059	1,968	5,736	1,982	5,736
Grand Marquis	2,160	3,209	2,052	6,998	11,157	6,998
LN7	.....	47	.....	.....	41	.....
Topaz	1,200	.....	1,241	3,037	.....	3,037
Lincoln Total	2,747	2,088	2,509	11,642	8,262	11,642
Continental	495	415	473	2,191	1,651	2,191
Lincoln	1,711	895	729	4,038	3,696	4,038
Mark VI/VII	541	780	1,307	5,413	2,915	5,413
GENERAL MOTORS	98,669	71,033	97,034	377,484	261,488	377,484
Buick Division	20,354	18,193	21,666	81,287	64,993	81,287
Skylark	2,626	2,766	1,775	7,121	6,723	7,121
Skyhawk	3,329	1,422	3,148	13,319	5,884	13,319
Century	4,110	3,307	4,478	16,279	10,156	16,279
Regal	3,960	5,611	4,845	17,576	22,650	17,576
Buick	4,874	4,409	5,855	21,204	16,739	21,204
Riviera	1,324	678	1,381	4,730	2,841	4,730
Electra (fwd)	131	.....	184	758	.....	758
Cadillac Division	6,892	7,383	6,426	25,740	27,944	25,740
Cimarron	515	462	400	1,798	2,058	1,798
Seville	745	570	783	2,817	2,227	2,817
Eldorado	1,420	1,673	1,493	5,398	6,458	5,398
Cadillac	4,212	4,678	3,556	15,249	17,201	15,249
DeVille (fwd)	.....	.....	194	478	.....	478
Chevrolet Division	34,507	19,935	33,797	129,800	74,372	129,800
Chevette	4,265	4,444	3,589	15,722	13,995	15,722
Cavalier	9,731	3,148	7,571	33,119	12,121	33,119
Celebrity	5,630	1,460	5,574	21,179	5,749	21,179
Camaro	5,293	3,930	5,959	21,120	15,302	21,120
Citation	2,055	2,625	1,927	7,080	8,921	7,080
Malibu/El Camino	569	2,238	567	2,131	9,574	2,131
Monte Carlo	4,069	1,422	4,688	16,675	6,212	16,675
Chevrolet	2,220	588	2,599	9,393	2,352	9,393
Corvette	775	80	623	2,781	146	2,781
Oldsmobile Division	25,922	18,393	24,502	98,583	68,640	98,583
Omega	1,294	2,240	785	3,476	4,262	3,476
Firenza	1,706	762	1,340	6,649	2,840	6,649
Cutlass Supreme	7,620	5,156	6,844	28,862	21,225	28,862
Cutlass Ciera	4,920	2,573	5,656	20,027	9,074	20,027
Oldsmobile	9,506	6,805	8,746	35,689	27,964	35,689
Olds 98 (fwd)	.....	.....	216	544	.....	544
Toronado	876	857	915	3,336	3,275	3,336
Pontiac Division	10,994	7,129	10,643	42,074	25,539	42,074
Acadian†	.....	583	326	849	394	849
2000 Sunbird	2,794	1,595	2,439	11,306	6,272	11,360
1000	795	891	808	2,866	2,764	2,866
Firebird	2,344	1,585	2,361	9,064	6,244	9,064
Phoenix	331	715	361	1,499	2,175	1,499
G. Prix/Bonneville	1,470	1,760	1,474	5,631	7,690	5,631
Parisienne	440	.....	522	1,843	.....	1,843
Fiero	2,820	.....	2,332	9,016	.....	9,016
HONDA	2,100	100*	2,193	8,643	400*	8,643
VOLKSWAGEN	2,350	.....	2,383	8,968	9,444	8,968
Total Cars, U.S.	166,085	119,409	163,169	614,386	411,299	614,386
Total Cars, Canada	23,636	20,796	23,732	83,716	69,797	83,716
N. American Cars	189,721	140,205	186,901	698,102	481,096	698,102
N. American Trucks	76,739	50,710	75,977	287,154	162,140	287,154
North American Cars and Trucks	266,460	190,915	262,878	985,256	643,236	985,256

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 28, 1984	Week Ended Jan. 29, 1983	Week Ended Jan. 21, 1984	Jan. to date	Jan. 1 to Jan. 29, 1983	Jan. 1 to Jan. 28, 1984
AMERICAN MOTORS	600	.....	610	2,305	2,902	2,305
CHRYSLER CORP.	.....	3,777	.....	.....	16,196	.....
FORD MOTOR	9,300	8,547	9,321	30,019	16,093	30,019
GENERAL MOTORS	13,511	8,247	13,576	50,589	33,706	50,589
VOLVO	225	225	225	803	900	803
Total Cars, Canada	23,636	20,796	23,732	83,716	69,797	83,716

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 28, 1984	Week Ended Jan. 29, 1983	Week Ended Jan. 21, 1984	Jan. to date	Jan. 1 to Jan. 29, 1983	Jan. 1 to Jan. 28, 1984
CHEVROLET	20,042	11,820	20,143	76,258	46,432	76,258
DODGE	4,100	2,487	4,023	15,337	9,925	15,337
FORD	22,940	17,508	22,188	84,562	44,786	84,562
GMC	6,503	4,666	6,208	24,586	16,221	24,586
INTERNATIONAL	1,412	1,018	1,316	4,917	3,364	4,917
JEEP	3,350	2,105	3,458	12,959	4,131	12,959
NISSAN	1,700	.....	1,720	6,386	.....	6,386
AM GENERAL	1,000*	1,000*	1,000*	3,800*	4,000*	3,800*
MISCELLANEOUS	50*	50*	50*	190*	200*	190*
Total Trucks, U.S.	61,097	40,654	60,106	228,995	129,059	228,995

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 28, 1984	Week Ended Jan. 29, 1983	Week Ended Jan. 21, 1984	Jan. to date	Jan. 1 to Jan. 29, 1983	Jan. 1 to Jan. 28, 1984
CHRYSLER CORP.	5,949	2,706	6,090	21,069	10,336	21,069
FORD MOTOR	3,300	3,067	3,303	12,631	6,512	12,631
GENERAL MOTORS	6,248	4,013	6,332	23,946	15,707	23,946
INTERNATIONAL	145	270	146	513	526	513
Total Trucks, Canada	15,642	10,056	15,871	58,159	33,081	58,159
N. American Trucks	76,739	50,710	75,977	287,154	162,140	287,154

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

February 6, 1984

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NEWSPAPER

Automotive News®

February 6, 1984

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President's carriage

Cadillac custom-built for White House

This Cadillac Presidential limousine, specially built for the President's use, has a wheelbase of 161.5 inches, 17 inches longer than the wheelbase of the standard Cadillac limousine. The car was custom-built and armored by Hess & Eisenhardt, a division of O'Gara International, Ltd. Story and other pictures on Page 7.

World is rosy at NADA; optimism becomes reality

By Robert M. Lienert
Editor

DALLAS. — For the first time in four years, dealers attending NADA's 67th Convention and Exposition are riding tall in a strong market as the industry continues its comeback.

Everything seems to be coming up roses in Dallas, and that's a far cry from the situation in the most recent conventions.

The optimism that characterized last year's affair in Las Vegas turned out to be properly placed, and the recovery that so many predicted at that time came about as the year progressed.

So the mood here in Dallas is chipper, particularly among those who remember the dark convention days in 1982 and 1981.

The 1982 and 1981 watchword of "survival" and the 1983 choice, "recovery," have turned into "success" or "profit" or "volume" or any one of a number of other upbeat choices this year.

Early registrations indicate that attendance this year may pass 15,000, up from last year's 12,000. Some 3,600 dealers are expected to be included in that total—a gain of 23 percent over last year.

That will make this year's convention the best attendance since 1980 in New Orleans. Record turnout was close to 19,000 in Las Vegas in 1979 — the last year before the agonizing downturn in the auto business. This is the first NADA convention held in Texas since the Houston affair in 1969.

William C. Turnbull, who will be succeeded as president during the convention by James P. Jennings, told the opening session that he was concluding his term with "a certain sadness," but a "feeling of satisfaction."

Noting that 4,000 dealers have gone out of business in the past four years, Turnbull said that the survivors have learned to be more professional managers and have learned to do more with less.

"We have learned skills which will serve us well in the future," Turnbull said.

Referring to the current scene, he said, "We have returned to prosperity . . . the retail automotive business has succeeded while many were predicting its demise."

The result, he said, is that dealers have earned credibility as retailers and the industry has earned credibility in the business and financial communities.

"That credibility will be our most important asset as we face the future," Turnbull said.

Saying that NADA has achieved credibility, as well, with government officials, manufacturers and the public, he reported that membership was up for the year and that participa-

Continued on Page 247, Col. 1

Auto industry expected to buy 5,684 by 1986

Major robot growth charted for U.S.

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — The U. S. auto industry will purchase as many as 5,684 new robots between 1984 and 1986, auto makers have told the U. S. International Trade Commission (ITC). American producers of robotics stand a good chance of filling those orders, the FTC has concluded.

In a report issued by the ITC on the competitiveness of U. S.-made robotics, the agency said that American firms judged U. S. robotics to be more competitive than their foreign counterparts in terms of design, energy efficiency, durability, supply and training.

Non-U. S. products were judged more competitive in terms of price and maintenance, the ITC said.

The report focused extensively on the auto industry as the pre-eminent user of robotics in the U. S.

The car makers told the ITC that 25,000 robots could be engaged in automobile production by 1990. The industry bought 3,080 robots between 1979 and 1983, with most of the purchases made during 1981. Most of the industry's purchases during the five-year period were for robot welders.

Only 293 robots were bought from foreign firms during 1979-83, the ITC reported.

If the 25,000 figure is correct for auto-making robots in use by 1990, the auto industry hopes to realize a 20-percent labor reduction, the ITC said.

But most of that labor savings would come from robots other than those used in spot-welding applications. Indeed, the market for robot welders is expected to diminish in coming years as plants reach a saturation point in the use of this particular robot.

The trade commission expects the use of paint-spraying, machine-loading, machine-unloading, material-handling and assembly robots to experience the most growth by decade's end.

Breakthroughs in the precision capabilities of detail-oriented assembly robots will be particularly important in determining the range of robot use beyond the 1990s.

The ITC indicated that General Motors has plans to put 5,000 robot arms into assembly applications and 4,000 more robots into machine-loading and

Continued on Page 250, Col. 3

breaking news

AMC engine options outlined

DEARBORN.—American Motors is working to adapt its small XJ Jeep series for Renault's 2.1-liter turbocharged diesel engine. Meanwhile, Renault is working to turbocharge the 2.2-liter gasoline version of the engine, which has just been introduced for Fuego and Sportwagon in the U. S. The 1.7-liter gasoline engine that is to be built in Mexico (earlier story on Page 202) is being adapted for Alliance and Encore and may be turbocharged. A 1.4-liter engine is the current powerplant. The 1.7 is already in the European versions of those two cars.

Subaru recalls 78,000

WASHINGTON.—Subaru of America will notify owners of some 78,000 1979 vehicles it will check the EGR system and replace parts if needed—at no cost to owners—if clogging has increased NOx emissions from the tailpipe. Because the problem is affected by the amount of lead in the gasoline, most states in the Far West are not included in the service campaign.

Willingham is named Quality Dealer of Year

DALLAS.—James A. Willingham, president of Boulevard Buick, Long Beach, Calif., has been named 1984 Time Magazine Quality Dealer of the Year by Time Magazine.

He will serve as official national spokesman during the year for all 65 recipients of the Time Magazine Quality Dealer Award (TMQDA).

He also is president of Boulevard Lincoln-Mercury and Boulevard British-Saab in Long Beach.

Willingham's award was announced by Michael M. Carey, director of the TMQDA program for Time at the NADA convention here. Willingham and the other recipients were honored at the opening business meeting.

Born in Risco, Mo., Willingham attended the University of Missouri on a football scholarship and served with the United States Marine Corps.

He began his automotive career when, in 1950 after moving to Long Beach to recuperate from a football injury, he joined Ed James Studebaker, where he worked for two years as a salesman.

After leaving Ed James in 1952, he worked for several dealerships in the Long Beach

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James A. Willingham
California Buick dealer . . .

Iacocca talks with Mitsubishi; Korean mini eyed for U. S.

No joint venture yet for Chrysler

By Matt DeLorenzo
Los Angeles Reporter

PASADENA, Calif.—Chrysler Corp. and Mitsubishi executives concluded regular quarterly talks recently with no definitive agreement on a joint venture, Chrysler Chairman Lee Iacocca said at a press conference here.

It was hinted, however, that a Japanese-designed, Korean-built minicar may be under discussion.

Iacocca was here to receive an honorary degree from the Art Center College of Design. He delivered the keynote address during commencement ceremonies.

He met for nine hours with Mitsubishi President Toyoo Tate at the La Costa Resort in Southern California. It was Tate's first meeting with Iacocca in his new job as president of the Japanese car company.

According to a statement released prior to the news conference, Iacocca said he "discussed a wide range of subjects, including: The current car and truck market in the U. S., the outlook on Japanese imports, a variety of marketing and distribution matters and the outlook for joint assembly of Mitsubishi-designed products.

"We had a very productive discussion and resolved several short-term issues," Iacocca said. "Regarding longer-term issues, we agreed to continue our investigation of several alternate possibilities for joint assembly."

Iacocca said those possibilities for joint assembly are not limited to the U. S. and hinted that

Continued on Page 246, Col. 1

Supermarket concept explained at NADA

Ford plans new dealer P&A centers

By Francis J. Gawronski
Service Editor

Ford Motor Co. is offering its dealers "a new concept" in automotive parts and accessories merchandising.

The concept—the creation of a supermarket-type retail parts store within a dealership — has been field-tested by Ford Parts and Service Division (FPSD) for almost a year in selected Ford dealerships with "encouraging results," according to Chester V. Barion, general manager, Ford Parts and Service Division.

Chester V. Barion

A model of the store concept is being shown to dealers for the first time in the Ford exhibit at the NADA Convention and Exposition in Dallas this week.

"The new Dealership Retail Parts Store is aimed at helping our dealers capture an increased share of the do-it-yourself (DIY) market," Barion said.

Barion noted that the aftermarket is a $50 billion market.

"Of this amount, 20 to 30 percent is accounted for by the do-it-yourselfers," Barion said. "There is a market for the dealers to get into. This is an opportunity for dealers to pick up some parts business they didn't have before."

• Barion said the parts-store design, layout and merchandising elements are designed to stimulate dealership customer traffic and sales of Motorcraft and other Ford Motor products, beyond those already purchased by DIYs at Ford and Lincoln-Mercury dealerships.

According to Barion, the dealership retail store would feature products an automotive DIY might need for working on his or her vehicle—Ford and Motorcraft replacement parts and accessories, waxes, oil, lubricants and tools. Other items, including rally jackets, caps and T-shirts, also will be featured.

"Participating dealers can offer do-it-yourself customers the advantages of technical expertise not always available at other parts stores, as well as full-service, high-quality, original-equipment manufacturer's parts," he said.

"And if a customer prefers, the dealer will install the parts in the dealership service department," he said.

A dealership retail store, Barion said, also has the potential to increase customer traffic and sales for new and used-vehicle sales departments.

"We are prepared to offer the program to any dealer who wants to get into it," Barion said. "We have a structured program that will make it easy for dealers to get into the program."

• Complete plans for eight different parts-store layouts, from 300 to 1,200 square feet in size, along with comprehensive training and merchandising support, are available to participating dealers from FPSD, according to Barion.

Those stores, he said, could be situated in a portion of the dealership's new-car showroom, or in other high-visibility, high-traffic areas.

Barion emphasized that the retail-parts store would not replace the traditional parts department normally used by service technicians and wholesale customers.

"Each Dealership Retail Parts Store would be brightly illuminated and color-coordinated with open-rack, self-selection displays of attractively priced merchandise," Barion said.

FPSD supplies the racks, bins, counters and point-of-purchase promotional material.

The program, Barion said, also involves a comprehensive training course that includes manuals and a school that takes the dealer and his service manager through the concept of retail selling.

"As dealers progress with this, they will learn how to operate in the retail parts areas," Barion said. "The concept is not new. It has been successful in dealerships in Europe.

• "The Dealership Retail Parts Store concept can be a dramatic new business opportunity for Ford and Lincoln-Mercury dealers," Barion said, "and based on the encouraging test results so far, the program will be offered to all dealers interested in pursuing this concept."

Barion said he is confident that the program will expand to include "100 or more dealers during 1984."

"Obviously, all dealers can't get into it because they don't have the space," he said. "However, many do have space and will join the program which will do much for their parts business."

Working with a selected group of dealers, FPSD has been market-testing the parts-store concept for about a year in several regions of the country.

Test program stores are located at Krieger Ford, Columbus, O.; Southwest Ford, Oklahoma City; Sound Ford, Renton, Wash. (near Seattle), and at Bill Currie Ford's two locations in the Tampa area, the main dealership as well as a showroom at the Tampa Bay Center Shopping Mall.

Doug Krieger, vice president of Krieger Ford, said he was satisfied with progress of the parts store, which has been in operation about nine months at his dealership.

The dealership installed the retail store in the lobby of what once was a diagnostic center, Krieger said.

• "The project is coming along real well," Krieger said. "Business has increased every month since we opened the store. We try to give the operation a one-stop-shop effect. Once a person buys a car here, he can come back for all the parts and accessories he may need in the future."

In addition to selling items the DIYs can install, Krieger said the store offers items for jobs the DIY doesn't want to do or can't do. In either case, the dealership's service department can do the installation.

The 1,200-square-foot store is open from 9 a.m. to 9 p.m. Monday through Friday and from 8 a.m. to 5 p.m. on Saturday.

"It (the store) is taking a little while to build up," Krieger said. "Right now, we are at the break-even point. The big job is getting people to know the store is here."

To publicize the store, Krieger said the dealership is running monthly newspaper advertisements and sending flyers to its customers.

Another dealer who is satisfied with the retail store concept is Ted Gumerson, of South-

Continued on Page 246, Col. 1

Special Cadillac reportedly due from Pininfarina

TURIN. — Rumors of a new super Cadillac convertible with a body built by Pininfarina have been circulating here.

The deal reportedly calls for 8,000 bodies a year, beginning in 1986 and running until 1991. Pilot production is expected late in 1985.

Pininfarina reportedly will carry out design, engineering development and testing prior to actual production. The car will be marketed in the $50,000 range.

It is understood that Pininfarina-built bodies, completely finished and trimmed, will be air-freighted to the U.S. for final assembly.

GM conferred with other Italian coachbuilders before signing the deal with Pininfarina.

New concept in dealership merchandising

Ford Parts and Service Division has been field testing a new concept in automotive parts merchandising—a supermarket-type retail auto parts store within a new-car dealership — at selected Ford dealerships around the country. Shown above is the retail parts store operated by Krieger Ford, Columbus, O.

Driving away Lynx diesels

The Detroit and Cincinnati Lincoln-Mercury districts were joint hosts for a Lynx diesel driveaway. Dealer participants toured Ford's Wayne (Mich.) plant and then headed for home in 50 Lynx diesels.

Shop volume for 1983 shows gain of 9.8 pct.

By Francis J. Gawronski
Service Editor

Last year was one of the better ones for the service and parts departments of the nation's new-car dealerships, according to the Automotive News Service Index.

Service and parts business for the 12 months of 1983 amounted to 109.8 percent of the volume recorded for all of 1982. It was the fourth highest yearly gain in the 23-year history of the Service Index.

The record for yearly gains was posted in 1978 when shop volume rose 12.0 percent above the shop business done in 1977, followed by a 10.6 percent gain in 1976 and 10.4 percent in 1968.

In 1982, dealership shop volume for the 12 months increased 8.5 percent, which was the sixth highest in the history of the Service Index.

Last year ended on the strong side with service and parts business in December amounting to 110.4 percent of volume for the same month in 1982.

December also marked the 10th consecutive month in which shop volume registered an increase over the year-earlier month.

All indicators used in the Service Index recorded good gains in both the 12-month period and December of 1983. December also marked the seventh consecutive month that all indicators were on the upside.

Gross profit on all labor, parts and accessory sales — the most important indicator to dealers—was up a healthy 10.5 percent over the 12-month period in 1982, while profits in December topped the year-earlier month by 4.6 percent.

Repair orders written were up 3.4 percent for the full year and 3.6 percent in December.

Total labor sales — customer-paid and warranty—ended 1983 up 8.9 percent over the previous year, while December's gain in this category was 9.8 percent over the year-earlier figure.

Shop parts sales (those used on both customer-paid and warranty jobs) jumped 10.8 percent for the year, while December's business increased 11.4 percent.

Sales of all parts and accessories advanced 12.4 percent in all of 1983 and 18.0 percent in December.

Figures used in the Service Index are compiled from monthly reports on service and parts business from a cross-section of the nation's new-car dealerships.

SERVICE INDEX
110.4*

	Dec., '83 vs. Dec., '82	12 mos., '83 vs. 12 mos., '82
Gross Profit on All Labor and P&A Sales	+ 4.6%	+10.5%
Repair Orders Written	+ 3.6%	+ 3.4%
Total Labor Sales (Customer & Warranty)	+ 9.8%	+ 8.9%
Shop Parts Sales (Customer & Warranty)	+11.4%	+10.8%
Sales of All Parts and P&A	+18.0%	+12.4%

*—Survey by Automotive News shows that dealers' service and parts business in Dec., 1983, was 110.4 percent of business in Dec., 1982. Service business in the 12 months of 1983 was 109.8 percent of business in the corresponding period in 1982.

Sperlich named president of Chrysler Corp.

DETROIT.—The board of directors of Chrysler Corp. last week elected Harold K. Sperlich president of the corporation.

Harold K. Sperlich

Sperlich, who recently assumed responsibility for Chrysler de Mexico, played an important role in Chrysler's recovery and restructuring.

He directs all of the company's major operating activities in the U.S., Canada and Mexico, including manufacturing, procurement and supply, engineering, product development and product design.

The post of president has been vacant since J. Paul Bergmoser retired in 1981.

Sperlich spearheaded development and launch of Chrysler's highly successful K-car and has also been the architect of other front-drive products.

Sperlich has been president of North American Automotive Operations since April 9, 1981.

He joined Chrysler in 1977 after 20 years with Ford.

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Court reveals joint-venture formula

Corolla major factor in GM-Toyota pricing

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Details on how General Motors and Toyota will set the price of their joint-venture car — to be made by Toyota at GM's Fremont (Calif.) plant and to be sold by Chevrolet dealers — were made public when GM moved in federal district court to dismiss the suit filed against it by Chrysler Corp.

These figures had been carefully blacked out by the Federal Trade Commission when it released some of the memo of understanding between the two companies.

Separately, Toyota moved to dismiss the suit, which was also filed against it. Toyota joins GM in its arguments and makes separate ones as well.

GM released full data to show no collateral restraints are imposed on each other by the agreement, but the two dissenting FTC officials—Michael Pertschuk and Patricia Bailey—argued that because both the Corolla and Chevette are part of the subcompact Market Basket Index used to set a price, both have incentive to raise prices.

This, in effect, will raise all new-car prices, since both are price leaders in both countries. Because sales of Toyotas are limited by the "voluntary" quota, it has double incentive to raise prices on each unit.

• The JV car will be a slightly modified Corolla and in the Market Basket of 10 models used to adjust prices for the JV car the Corolla will be weighted at 30 percent versus 70 percent for the remaining nine models—an indication that both companies consider the current Corolla a marketing threat three times greater than the other nine models (Chevrolet Cavalier and Chevette, Ford Escort, Honda Accord and Civic, Mercury Lynx, Nissan Sentra, Subaru DL and VW Rabbit).

In another section of the memo, agreement is reached that the initial price of the 1985 JV car will be between 8 percent and 11 percent lower than the Toyota Corolla after adjustments are made for feature differences.

Each model year, the JV selling price will be found by applying the Market Basket Index to the selling price for the previous model year — although there is an "escape clause" that can be used by the companies if the result differs significantly from current market conditions.

The only other "confidential" figures that became available last week from court documents are the division of financial liability from adverse judgments from product liability litigation. Costs not covered by product liability insurance are "apportioned 60 percent to Toyota and 40 percent to GM."

In court papers, GM stresses that the "antitrust laws were designed to protect competition, not competitors" and says Chrysler expects to be "injured" only because GM will be

Continued on Page 251, Col. 1

A Regal concept

Convertible Concepts, Blaine, Wash., has begun marketing a Buick Regal convertible made by Convertible Specialists, Gardena, Calif. Electrically controlled top has a headliner and is made of European cloth. Very little back-seat room was sacrificed in the conversion, the company said.

Nissan plans for UK plant watered down

LONDON. — The Nissan plan to build an auto plant in the UK is a mere shadow of the original scheme, at least in the early stages.

It is for British assembly of 24,000 Japanese KD kits annually, an investment of $70 million and employment of no more than 500 direct jobs. The startup, at a site still to be selected, will be in 1986.

This contrasts with the ambitious 1981 plan of 200,000 full production units, an investment of $450 million and direct labor of 5,000.

However, when Nissan officials confirmed details of the long-awaited project here last week, they dangled the hope of a second phase with 80 percent (European) local content. Nissan will make a decision on this in 1987.

The initial KD operation will serve only the UK market, where Nissan sells about 100,000 cars annually. The kits will be counted in the unofficial 11 percent agreement on Japanese market penetration in the UK.

The possibility of Nissan sourcing cars for the rest of Europe from the UK will therefore happen only if the company goes ahead with the second phase, and production for that would not begin until the 1990s at the earliest.

Unless federal deficits are controlled

Iacocca fears '85 auto recession

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—A recession will start in the auto industry in mid-1985 unless "runaway $200 billion deficits" are brought under control, Chrysler Chairman Lee Iacocca warned a congressional subcommittee last week.

Iacocca spoke in support of a bill that would establish an industrial policy council and a controversial $5 billion industrial development bank.

He also said he was critical of his "peers for not speaking out on gut issues of the day for fear it will hurt their sales for the next 10 to 20 days."

Iacocca told subcommittee members that America's and American industry's number one "gut problem" is the "proliferation of ad hoc policies."

He said "industrial, trade, guarantees, antitrust, offsheet financing, regulatory and all those other government policies which daily affect the industrial life in America . . . are confusing, uncoordinated and sometimes conflicting."

Iacocca pointed to a newly released study by Data Resources, Inc., an independent economic consulting firm, that said the U. S. economy will become weaker if its manufacturing base continues to deteriorate.

Quoting from the study, Iacocca said, "It would be unfounded optimism to believe the service sector will somehow sustain our economic progress on its own."

The report was funded by Bethlehem Steel Corp., Ford Motor Co., Goodyear Tire & Rubber Co., John Deere & Co. and others.

Iacocca ticked off a long list of government decisions and programs that economically benefit some businesses over others, including government policies toward agriculture, defense, foreign economic aid, antitrust, education, corporate mergers and the banking industry.

He said, "Everybody's covered except those old smokestack industries where all the jobs are."

He indicated that the problem with American policy makers is that they are afraid to "experiment."

Iacocca said legislation establishing an industrial competitiveness council would "be a quantum leap" toward establishing the "middle ground where American industries and individual American companies can get a fair shake and be allowed to compete on an equal footing with their world competitors."

"The guiding principal of this council should be equality of sacrifice," Iacocca said.

He cautioned the lawmakers that an industrial development bank could become a "red herring" that could hold up the entire plan, but said federal money would be needed to aid basic industries.

The key to granting that aid, Iacocca said, must be assurances of a "quid pro quo."

Sports-car maker to go it alone in U. S. after Aug. 31

Porsche to end pact with VWoA

TROY, Mich.—Volkswagen of America has confirmed that Porsche AG intends to end its 15-year-old marketing arrangement with VWoA Aug. 31 and set up its own dealer network for distribution of its cars in the U. S.

Porsche's intention to go it alone in the U. S. was first reported by Automotive News Sept. 19, when existence of a Porsche plan to take control of its own U. S. distribution was discovered during the Frankfurt International Auto Show.

Porsche declined to confirm it at that time, but Chairman Peter Schutz told Automotive News that "the clock is running."

A VWoA spokesman said his company was surprised by Porsche's stated intention, noting that negotiations have been under way for several months.

VWoA took over as sole importer of Porsche cars in 1969, when it established a Porsche-Audi Division. Audi is a part of Volkswagenwerk AG in Germany, but there is no connection between VW and Porsche in Germany.

In 1983, Porsche sold a record 21,831 cars in the U. S., up more than 50 percent from 14,407 in 1982. So Porsche is evidently not dissatisfied with VWoA's sales performance. Porsche cars sell as quickly as they come into the U. S. On Jan. 1, there was a paper-thin 17-day supply of Porsches and most of those were in-transit sold orders.

In fact, the strong position of Porsche at present in the U. S. may be the reason for the upcoming split. Schutz had said earlier in Frankfurt that Porsche was considering several options for its long-range planning and that the feeling was that the change should be made when Porsche was in a position of strength—which it is right now.

There were 75 Porsche dealers in the U.S. in 1969 when VWoA took over and there are currently 330, all except one dualed with Audi. The one exception is dualed with Volkswagen.

VWoA said there would be no change in the Audi dealer network and its projections indicate that sales gains this year will more than exceed the loss of Porsche sales. VWoA expects Audi sales to soar to about 80,000 this year from 47,936 in 1983.

It appears likely that Porsche's primary motivation for the move is to enhance its profits by eliminating a middleman.

Ad agency to drop Porsche after Porsche drops VWoA

By Joseph Bohn
Marketing Editor

Doyle Dane Bernbach will resign the estimated $9 million Porsche account after Porsche's contract with Volkswagen of America runs out Aug. 31.

Porsche will handle distribution of its own cars in the U. S. after that date, as Porsche of America.

Robert Rees, president of DDB's Detroit office, notified Porsche President Peter Schutz of his intent in a letter on Jan. 30.

Rees said there had been no request from VWoA or Volkswagen in Germany to relinquish the account, but that agency management felt there would be too much of a competitive conflict to service both Audi, a division of VWoA, and Porsche of America.

He likened it to handling Mazda, for example, with which many Volkswagen dealers are dualed.

"If Porsche becomes Porsche of America and doesn't renew its agreement, they become like Mazda of America or Subaru of America" with all the potential conflicts, he said.

In his letter, Rees urged Schutz "to continue to run

Continued on Page 7, Col. 1

Ferrari four-seater for the sun

Ferrari unveiled its long-anticipated Mondial Cabriolet at the Brussels auto show. The Pininfarina-styled four-seater is being marketed initially in the U. S., followed by a European launch this spring.

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59th year — No. 5007

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ENGINE OPTIONS ON 1983 U. S. MODELS

	V-8 Gasoline	Percent of Output	V-8 Diesel	Percent of Output	V-8 Gasoline	Percent of Otput	6-Cylinder Gasoline	Percent of Output	6-Cylinder Diesel	Percent of Output	4-Cylinder Gasoline	Percent of Output	4-Cylinder Diesel	Percent of Output
AMERICAN MOTORS	17,464	7.50	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	142,471	92.50	N.A.	.....
Alliance	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	142,205	100.00	N.A.	.....
Eagle	17,464	98.50	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	266	1.50	N.A.	.....
CHRYSLER CORP	109,007	12.70	N.A.	.....	N.A.	.....	14,677	1.70	N.A.	.....	733,345	85.60	N.A.	.....
Chrysler-Plymouth Total	93,021	17.61	N.A.	.....	N.A.	.....	6,219	1.18	N.A.	.....	428,849	81.21	N.A.	.....
Turismo	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	37,628	100.00	N.A.	.....
Horizon	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	57,164	100.00	N.A.	.....
Reliant	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	174,170	100.00	N.A.	.....
Gran Fury	11,190	71.1	N.A.	.....	N.A.	.....	4,599	28.90	N.A.	.....	N.A.	.....	N.A.	.....
Fifth Avenue	81,831	98.00	N.A.	.....	N.A.	.....	1,670	20.00	N.A.	.....	N.A.	.....	N.A.	.....
E-Class	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	43,305	100.00	N.A.	.....
LeBaron	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	78,970	100.00	N.A.	.....
New Yorker	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	37,607	100.00	N.A.	.....
Dodge Total	15,786	4.91	N.A.	.....	N.A.	.....	8,468	2.60	N.A.	.....	304,501	92.61	N.A.	.....
Omni	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	34,009	100.00	N.A.	.....
Charger	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	47,542	100.00	N.A.	.....
Aries	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	136,440	100.00	N.A.	.....
600	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	38,097	100.00	N.A.	.....
Diplomat	15,986	65.40	N.A.	.....	N.A.	.....	8,458	34.60	N.A.	.....	N.A.	.....	N.A.	.....
Dodge 400	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	413	100.00	N.A.	.....
FORD MOTOR	361,440	27.98	N.A.	.....	317,036	24.54	146,401	10.00	N.A.	.....	489,342	37.48	.....	.....
Ford Division	132,279	15.80	N.A.	.....	210,768	24.00	127,608	15.00	N.A.	.....	385,278	45.20	N.A.	.....
Escort	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	244,700	100.00	N.A.	.....
EXP	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	19,291	100.00	N.A.	.....
Mustang/Mustang II	36,625	30.30	N.A.	.....	53,184	44.00	N.A.	.....	N.A.	.....	31,064	25.70	N.A.	.....
LTD	N.A.	.....	N.A.	.....	87,069	55.90	58,253	37.40	N.A.	.....	10,436	6.70	N.A.	.....
Thunderbird	38,918	31.90	N.A.	.....	70,515	57.80	N.A.	.....	N.A.	.....	12,566	100.00	N.A.	.....
Crown Victoria	56,736	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Fairmont	N.A.	.....	N.A.	.....	N.A.	.....	69,355	85.80	N.A.	.....	11,907	14.20	N.A.	.....
*Tempo	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	55,314	100.00	N.A.	.....
L-M Division	229,161	50.58	N.A.	.....	106,268	23.42	18,793	7.00	N.A.	.....	104,064	22.00	N.A.	.....
Lynx	N.A.	.....	N.A.	.....	N.A	.....	N.A.	.....	N.A.	.....	75,108	100.00	N.A.	.....
Capri	6,319	26.40	N.A.	.....	10,912	43.00	N.A.	.....	N.A.	.....	7,765	30.60	N.A.	.....
Marquis	N.A.	.....	N.A.	.....	45,669	67.80	18,793	27.90	N.A.	.....	2,896	4.30	.....	.....
Cougar	26,056	34.40	N.A.	.....	49,687	65.60	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Grand Marquis	95,718	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
LN7	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	699	100.00	.....	.....
*Topaz	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	17,596	100.00	N.A.	.....
Continental	16,831	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Lincoln	53,381	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Mark VI	30,856	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
GENERAL MOTORS	1,322,206	36.92	43,945	1.22	1,249,162	34.72	N.A.	.....	26,113	0.72	950,402	26.42	.....	.....
Buick Division	242,066	31.14	6,042	0.07	406,944	50.30	N.A.	.....	4,853	0.06	143,690	18.43	N.A.	.....
Skylark	N.A.	.....	N.A.	.....	56,090	53.60	N.A.	.....	N.A.	.....	48,556	46.40	N.A.	.....
Skyhawk	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	63,152	100.00	N.A.	.....
Century	N.A.	.....	N.A.	.....	91,722	71.70	N.A.	.....	4,094	3.20	31,982	25.00	N.A.	.....
Regal	4,565	2.00	685	0.20	218,881	97.50	N.A.	.....	759	0.30	N.A.	.....	N.A.	.....
Buick	81,644	92.20	2,063	2.30	4,878	5.50	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
LeSabre	110,834	76.10	2,541	1.70	32,258	27.20	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Riviera	45,003	89.60	753	1.50	3,115	6.20	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Cadillac Division	268,338	91.00	5,181	2.50	N.A.	.....	N.A.	.....	N.A.	.....	19,294	6.50	.....	.....
Cimarron	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	19,294	100.00	N.A.	.....
Seville	21,791	97.90	639	2.10	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Eldorado	66,211	98.20	1,205	1.80	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Cadillac	172,336	96.10	3,337	1.90	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Chevrolet Division	367,820	31.80	5,550	0.04	325,773	27.33	N.A.	.....	2,330	0.02	486,405	40.81	1,940	.....
Chevette	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	167,697	98.90	1,940	1.10
Cavalier	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	218,588	100.00	N.A.	.....
Celebrity	N.A.	.....	N.A.	.....	65,884	62.20	N.A.	.....	2,330	2.20	37,709	35.60	N.A.	.....
Camaro	90,123	58.40	N.A.	.....	54,332	35.20	N.A.	.....	N.A.	.....	9,926	6.40	N.A.	.....
Citation	N.A.	.....	N.A.	.....	39,670	43.10	N.A.	.....	N.A.	.....	52,485	56.90	N.A.	.....
Malibu	32,160	27.40	N.A.	.....	84,279	71.80	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Monte Carlo	44,974	46.70	N.A.	.....	50,498	52.40	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Chevrolet	184,135	83.40	5,550	2.50	31,110	14.10	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
*Corvette	11,428	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Oldsmobile Division	348,714	37.46	23,079	2.50	383,615	42.50	N.A.	.....	17,083	1.80	144,304	15.74	N.A.	.....
Omega	N.A.	.....	N.A.	.....	22,121	41.00	N.A.	.....	N.A.	.....	31,816	59.00	N.A.	.....
Firenza	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	40,757	100.00	N.A.	.....
Cutlass	N.A.	.....	2,650	.90	267,542	98.40	N.A.	.....	1,903	0.70	N.A.	.....	N.A.	.....
Cutlass/Ciera	N.A.	.....	N.A.	.....	82,734	48.80	N.A.	.....	15,180	8.90	71,736	42.30	N.A.	.....
Oldsmobile	311,562	91.40	18,243	5.40	10,951	3.20	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Toronado	37,152	93.80	2,186	5.50	267	.70	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Pontiac Division	95,268	23.71	4,093	1.05	132,830	34.30	N.A.	.....	1,847	0.47	156,709	40.47	N.A.	.....
*6000	N.A.	.....	N.A.	.....	38,818	56.71	N.A.	.....	1,847	2.37	28,010	40.92	N.A.	.....
2000	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	78,329	100.00	N.A.	.....
1000	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	25,858	99.54	119	0.46
Firebird	39,928	53.32	N.A.	.....	27,333	36.50	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Phoenix	N.A.	.....	N.A.	.....	10,606	38.57	N.A.	.....	N.A.	.....	7,623	10.18	N.A.	.....
Grand Prix	16,448	40.95	129	0.32	23,589	58.73	N.A.	.....	N.A.	.....	16,889	61.43	N.A.	.....
Bonneville	22,223	40.84	3,863	7.10	31,801	58.45	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
*Parisienne	16,669	95.55	101	0.58	683	3.92	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
VOLKSWAGEN	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	59,344	81.90	13,293	18.10
Total Cars, U. S.	1,810,117	30.27	43,945	0.73	1,566,198	26.19	161,078	2.69	26,113	0.43	2,374,904	39.44	15,352	0.25

Note: *Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

Two-thirds of managers are unqualified, study finds

PRINCETON, N. J. — More than two-thirds of managers are either unqualified or holding positions not matched to their abilities, according to a study by the Personnel Survey and Research Group (PSRG).

Only 32 percent of managers in industry today are both qualified for their positions and in the right jobs, the study said.

The study was based on research conducted by PSRG from 1970 to the end of 1983. David G. Mayer, chairman of the group, said the study included 106 companies and 1,550 managers. Nearly 40 percent were auto dealers and aftermarket companies.

Mayer claimed that the employment of unqualified managers and the mismatching of able managers can lead to a drain on productivity within the organizations.

According to the study, 35 percent of managers have the ability but are misemployed.

The report cited an example of those in sales and marketing positions who have little skill in sales and marketing, but who have other specialized or technical abilities. It went on to say that 33 percent of managers should not be managers at all.

They were moved along and moved upward because of seniority, dead weight, favoritism, sloth and a dozen other so-called reasons, but not because they had the real abilities to do the actual job.

It cited specifically sales and marketing persons who were rewarded because of their success as salespersons though they did not have management abilities.

Aston Martin names Philpenn Distributors

GREENWICH, Conn. — Aston Martin has appointed Philpenn Distributors, Bryn Mawr, Pa., as an Aston Martin dealer.

Christian Hueber, managing director of Philpenn, said his company will be representing Aston Martin in the Mid-Atlantic region.

New with Olds

Robert B. Bernard Jr. signs on as Oldsmobile dealer in Lafayette, La. With him is Donald F. Albers, Oldsmobile's Houston zone manager.

Ford Aerospace wins Space Station job

DETROIT.—Ford Aerospace & Communications Corp. has been selected by the Lyndon B. Johnson Space Center of National Aeronautics & Space Administration for a one-year, $82,065 study of a steered multiple beam antenna (MBA) system for NASA's anticipated 1990's Space Station.

The Space Station will have multiple uses, such as control base for scientific experiments, manufacturing in space and repair and maintenance of other satellites. This requires that communication and tracking links be established between the Space Station and the various platforms and vehicles located about it at both far and short ranges.

Increase through '88 expected to be moderate

Gains seen for synthetic rubber

HOUSTON. — The International Institute of Synthetic Rubber Producers, Inc. (IISRP), has released preliminary estimates on 1983 rubber consumption and an update of its long-range forecast for the U. S. and Canada.

M. J. Rhoad, managing director, announced the estimates as compiled by the Institute's North American Section Statistical Committee.

It appears that rubber consumption in North America in 1983 recovered significantly from 1982's level but still is lower than the level achieved in 1968.

Projections of rubber demand through 1988 show a compound annual growth rate of 2.3 percent, which is slightly below the generally accepted GNP projections of 3 to 4 percent annually.

Because of the development of longer wearing and smaller tires, the proportion of total rubber used in tires is projected to decline from 61.9 percent in 1983 to 61.4 percent in 1988. During this same time span, however, synthetic rubber is expected to increase from 72.3 percent to 72.7 percent of the total.

A large portion of this strength is expected to be in ethylene-propylene rubber in non-tire applications.

• The "other" category shows a large increase, compared with last year's projections. This is due basically to the fact that, beginning in 1983, improved statistics were developed on consumption estimates and as a consequence 1982 figures were found to be low.

For the first time, the committee has projected the consumption of carboxylated SBR latex for North America. The figures show a 2.2 percent annual growth rate.

Rhoad said the Institute forecast is compiled by averaging the results submitted by all participating companies. In the case of total rubber projections for five years forward (1988), the standard deviation was 4 percent of the average.

Companies participating in this study were American Synthetic Rubber Corp., Copolymer Rubber & Chemical Corp., Denka Chemical Corp., Firestone Synthetic Rubber & Latex Co., General Tire & Rubber Co., Phillips Chemical Co., Polysar Ltd., Goodyear Tire & Rubber Co. and Uniroyal, Inc.

The membership consists of 45 companies from 19 countries and represents more than 90 percent of the world's synthetic rubber production capacity, excluding countries with centrally planned economy.

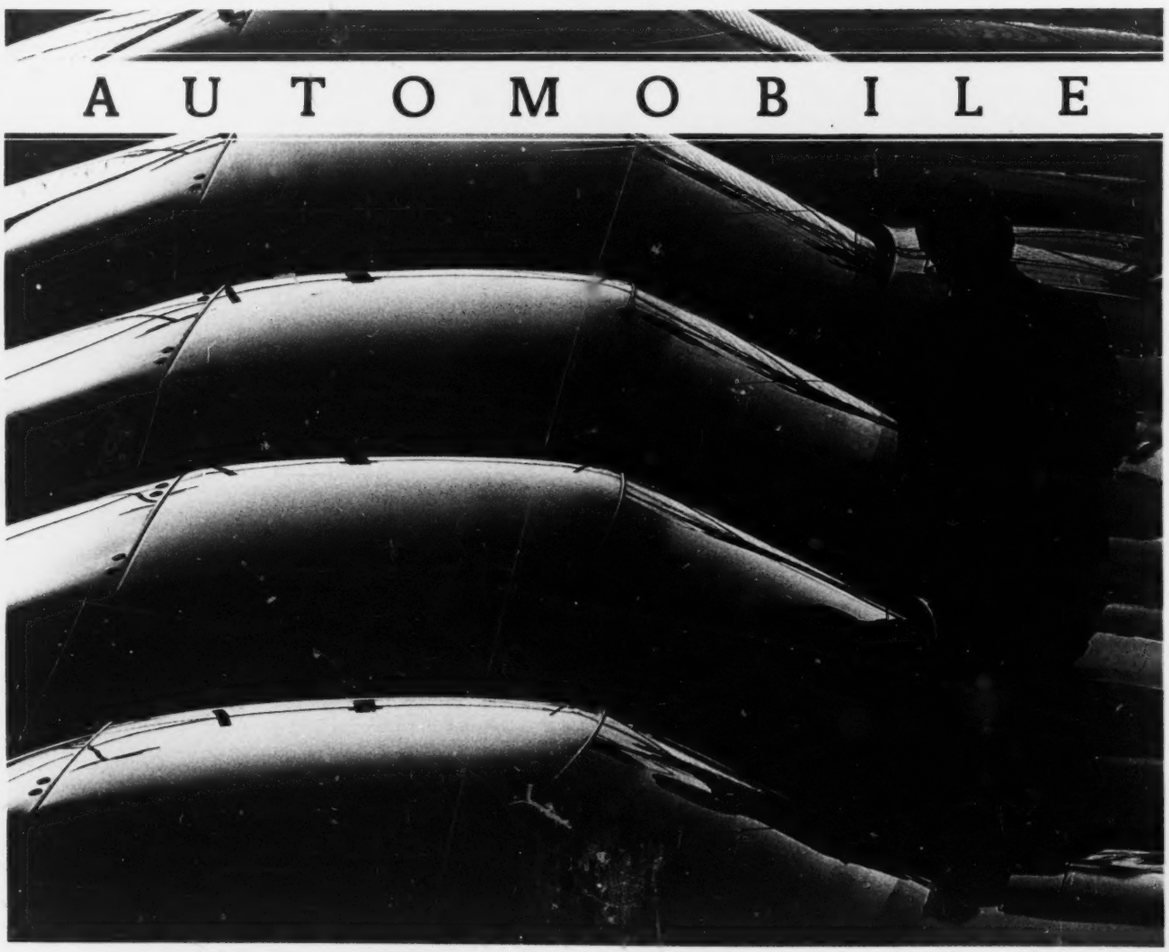
NAS STATISTICAL COMMITTEE SYNTHETIC RUBBER FORECAST

North American New Rubber Consumption

(All Figures in M Metric Tons)

	1982 Actual	1983	1984	1985	1986	1987	1988
Styrene Butadiene-Dry	864	902	939	956	969	973	997
Styrene Butadiene-Latex	87	99	104	107	108	109	114
Polybutadiene	343	364	380	390	401	410	415
Ethylene-Propylene	117	139	151	160	169	173	180
Polychloroprene	76	86	92	94	96	98	98
Nitrile-Solid	48	51	56	58	60	61	63
Nitrile-Latex	6	7	7	7	8	8	8
Other Synthetic*	347	314	318	321	329	327	340
Total Synthetic	1,888	1,962	2,047	2,093	2,140	2,159	2,215
Natural Rubber	734	752	778	792	809	814	832
Total New Rubber	2,622	2,714	2,825	2,885	2,949	2,973	3,047
Tire Rubber	1,563	1,680	1,748	1,780	1,814	1,826	1,871
Non Tire Rubber	1,059	1,034	1,076	1,105	1,135	1,147	1,176
Percent Synthetic	72.0	72.3	72.5	72.5	72.6	72.6	72.7
Carboxylated SBR Latex	246	287	299	306	306	312	320

*Includes Butyl Rubber and Polyisoprene



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Ad agency named for Pennsylvania emissions testing

WEST CHESTER, Pa. — Precise Communications, a locally based advertising agency headed by Elaine Freeman, has been awarded a $31,620 state contract to design a public relations campaign to explain the controversial auto-emissions testing program to the state's 3.1 million motorists.

Joyce Tomana, spokeswoman for the Pennsylvania Department of Transportation (PennDOT), said Precise Communications was one of five agencies that submitted proposals.

In its proposal submitted to the state, Precise Communications said its campaign would "dispel public misconceptions and negative attitudes and stimulate enthusiastic compliance" with the new testing program. The slogan coined by the agency to highlight the campaign is: "We'll all breathe easier."

Tomana acknowledged that the $31,620 earmarked for the contract would cover costs only for the design of the campaign. She said additional costs would be incurred for production and distribution of campaign materials.

The testing program is scheduled to begin June 1.

Half a century

Colquitt G. Russell, right, Kingsland, Ga., celebrates his 50th anniversary as a Chevrolet dealer. Presenting him with a plaque is R. J. Bresnahan, Jacksonville (Fla.) zone manager.

With in-house computer system

Central Motors improves operations

NORWOOD, Mass. — Given today's roller coaster economy, more and more auto dealers are making a similar and important investment: The purchase of an inhouse computer system.

One that has made this move is Central Motors here, one of the largest Chrysler-Plymouth dealerships in retail sales in New England.

Charles Colter, dealership general manager, explained his firm's decision to automate: "We had a computer system installed two years ago, but it really wasn't designed to do the things we wanted it to do. So, we had it removed.

"Since that time, we've pretty much known what we were looking for in a computer system. And we recently found it," he said. "After looking at the offerings of three companies, our computer experience told us that the ATS System was best suited for us."

The ATS System Colter referred to is a Key 300 Computer from Auto Tell Services, Inc., Villanova, Pa. A turnkey system, it is designed to cover each of the computer services required by a dealer.

One of the key features of the system is said to be its "real-time" ability to update all related files simultaneously and instantly as new data is entered.

"Each of our employes accepted the computer installation with a great deal of enthusiasm," Colter said. "They looked forward to it because they knew it would help us become more productive."

• Frank Orlowski, dealership controller, said, "The computer has greatly enhanced our cash flow. With the manual system we had to close our accounts receivable somewhere between the 10th and 15th of the month in order to prepare statements for mailing by the end of the month.

"Now, we don't cut off until the 25th of the month and are able to include all charges through that day in the statements mailed the following day," he said.

The switch to a computerized system was hardly a snap decision at Central Motors. The agency has been a solid fixture in Norwood for 37 years. Its facility, comprising 24,000 square feet, includes 18 service bays, 25 body shop bays and a new-car showroom to accommodate five cars.

Asked for reasons behind his firm's success, Colter said, "While skills and effort are important, of course, it is the attitude of our people that is the most important ingredient to success. To me, proper attitude is caring, interest, empathy, desire for earnings and friendliness."

The approach to selling at Central Motors is worth noting. Fifteen of the 56 employes are directly involved in sales — Colter, two sales managers and 12 sales people.

Colter believes in hiring sales managers who have no management experience. Most often, they have less than two years of automotive selling behind them.

"I do my own training. Marketing automobiles is a one-on-one people business," he said. "Too often, we forget that proper people in proper jobs spell success. And, of course, it remains a challenge because changes do occur among the people involved."

Central Motors is a Pacemaker Dealer. That means, Colter said, the firm must sell more than 1,200 new cars a year to qualify. Currently, the dealership is selling at the 1,400 rate.

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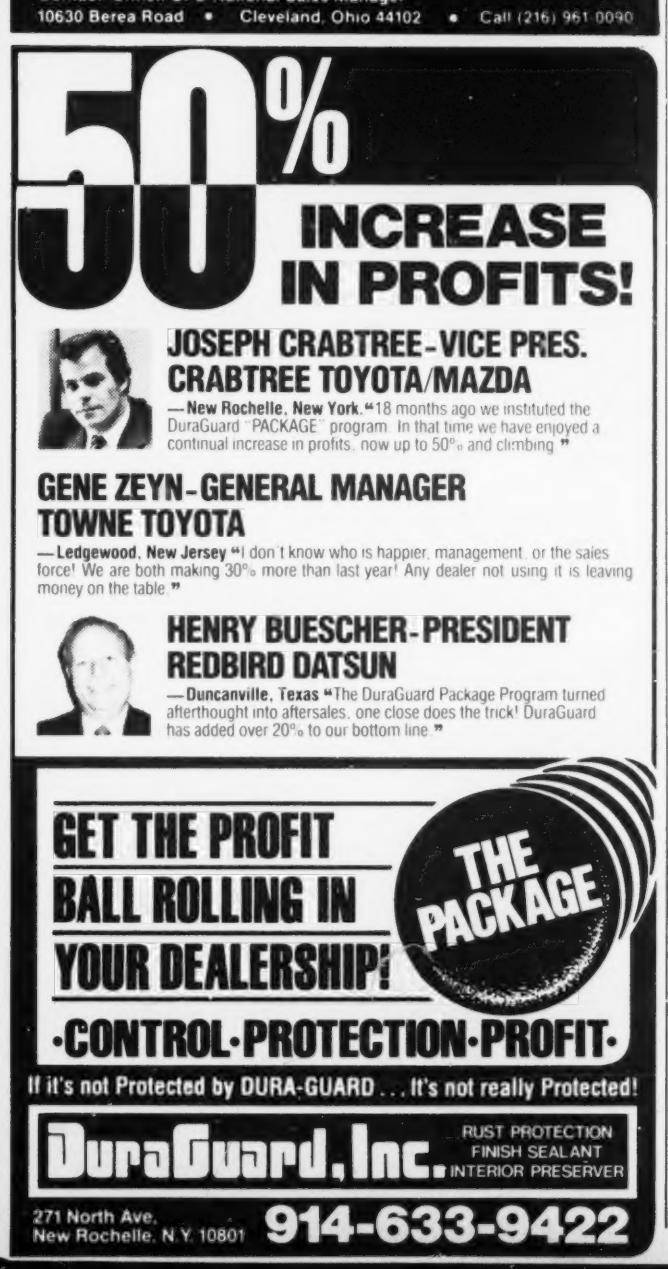
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—Duncanville, Texas "The DuraGuard Package Program turned afterthought into aftersales, one close does the trick! DuraGuard has added over 20% to our bottom line."
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IMPORT SALES BY NAMEPLATE

NOVEMBER, 1983 VS. NOVEMBER, 1982

	November, 1983	November, 1982	11 mos., 1983	11 mos., 1982
Alfa Romeo	166	184	2,817	1,953
Audi	4,806	3,791	42,443	41,877
4000	1,158	951	10,983	12,169
4000d	16	286	948	2,803
4000 Quattro	221	.....	221	.....
5000/S	3,157	1,433	19,935	15,226
5000d/td	9	350	5,183	3,854
5000 turbo gas	31	302	1,919	3,771
Coupe	211	433	3,010	3,831
Quattro	3	36	240	223
Tourist	.....	.....	4	.....
BMW	5,314	4,364	53,017	46,178
318/320	3,124	3,178	30,880	32,603
528	828	745	13,129	9,090
533	474	.....	1,521	.....
633	226	96	2,289	1,268
733	662	345	5,198	3,217
Chrysler/Mitsubishi	9,018	5,468	95,452	95,153
Colt	6,485	3,733	67,780	70,221
Conquest/Sapporo/Chal'ger	1,060	1,735	24,775	24,932
Vista	1,473	.....	2,897	.....
DeLorean	.....	.....	355	2,830
Fiat	810	404	6,073	13,540
Strada	110	92	.....	4,364
Brava	38	34	.....	2,392
X-1/9	275	49	.....	2,247
Spider 2000	387	229	.....	4,537
Honda	27,412	29,618	325,219	337,779
Civic	6,004	11,541	120,828	122,692
Civic CRX	3,928	.....	7,408	.....
Accord	13,993	15,458	160,623	178,775
Prelude	3,487	2,619	36,360	36,312
Isuzu	1,811	1,698	19,075	14,103
I-Mark	716	1,698	11,246	14,103
Impulse	1,095	.....	7,829	.....
Jaguar	1,656	1,384	14,026	9,130
XJ6	1,352	1,182	11,661	.....
XJS	304	202	2,365	.....
Lancia	68	75	631	1,050
Mazda	12,961	14,712	160,649	150,353
GLC	3,392	5,587	48,284	50,328
626	6,491	4,749	63,779	53,902
RX-7	3,078	4,376	48,586	45,635
Mercedes-Benz	6,678	5,444	65,827	58,564
190D	539	.....	610	.....
190E	986	.....	1,620	.....
240D	48	895	9,699	12,157
300D	1,589	1,715	17,455	15,038
300CD	164	120	1,827	1,543
300TD	208	215	2,470	2,585
300SD	1,476	1,281	17,042	14,929
280E/CE	.....	.....	.....	26
380SE	348	.....	447	.....
500/380SEL	338	361	4,450	3,161
380SL/SLC	770	719	8,449	7,510
500/380SEC	212	136	1,756	1,587
Mitsubishi	3,323	1,515	29,708	2,690
Starion	697	441	5,650	802
Cordia	1,329	584	11,524	1,017
Tredia	1,297	490	12,534	871

Continued on Page 186, Col. 4

Dana joins sponsorship of racing-driver's group

ORLANDO, Fla. — Dana Corp., Toledo, has become an associate sponsor for the Championship Drivers Assn. (CDA), which is made up largely of drivers participating in the Championship Auto Racing Team (CART) Indy-car events.

Tom Fairhurst, Dana group vice president, said the company plans a full range of race-oriented activities.

"Our participation in the Championship Drivers Assn. is one step in our total commitment to Indy-car racing," Fairhurst said.

During the 1983 race season, Dana sponsored the 500 Mile Pit Crew Awards with cash prizes, trophies and national recognition for the mechanics and pit crew members of the winning cars in the Indy 500, the MIS 500 and the Pocono 500, Indy-car racing's Triple Crown.

"There is a direct connection between the race mechanic and our customer, the professional car mechanic," Fairhurst said in explanation of the emphasis on mechanics in the company's race program.

Fairhurst also revealed plans for the company's sponsorship of a Dana Motorsports Club for professional car mechanics. The club will operate through the auto parts jobbers who carry Dana's brand names, Perfect Circle, Victor, Spicer, Wix and Weatherhead.

The company also is the sponsor of the Dana-Rex Mays Classic in Milwaukee and of the Victory Trophy for the MIS 500 Race at Michigan International Speedway.

The MIS Trophy also carries with it a check for $100 per month for life to the winning driver. Starting in 1984, Dana will sponsor the Jimmy Bryan 150 at Phoenix.

Morton is silver

Fred Morton, right, Morton Chevrolet, Frostburg, Md., receives Chevrolet's 25-year-dealer award plaque from Pittsburgh zone manager L. P. Schinzing.

In auto repair industry

Remanufactured parts find a niche

By John W. Riley
Staff Correspondent

FRAMINGHAM, Mass. — Remanufactured auto parts may engender a bit of suspicion in car owners, but not in the minds of repair shop and dealership owners who often have found them more durable, less expensive and of proven quality when compared with new parts out of a car makers' warehouse.

One of the titans of this recycling industry is Harry A. Holzwasser, president, Arrow Automotive Industries, which has been in business since Holzwasser's father started the firm in 1929 by rebuilding armatures for electric motors.

Harry A. Holzwasser

Today Holzwasser not only has his major factories here but also a nationwide network of used part suppliers. He also has factories in South Carolina, Arkansas and California, and agencies that supply him with parts in Japan, Taiwan and Korea.

Holzwasser said his business is thriving because times have changed. People aren't buying so much chrome and glitter. People buy cars today for transportation."

Thus, in 1982, according to Holzwasser, Arrow cleared $2.19 million on $80.4 million worth of remanufactured parts that went to some 3,500 automotive warehouses, distributors and jobbers.

• Still, that is only a small part of the total auto aftermarket business, estimated at $3 billion annually. The business overall involves everything from spark plugs to complex components to tires, according to Holzwasser.

Holzwasser said the auto industry is not paying much attention to the consumer when it makes cars of plastic parts that cannot be remanufactured, uses welds instead of rivets and screws in key places.

He noted that people are keeping their cars longer, from three to 10 years. Some parts give out in these periods and owners or repairmen turn to the remanufacturers for replacement parts.

Arrow plants turn out about 50,000 components a week. Old parts are broken down at these plants, repaired, re-assembled and tested to determine that they meet the specifications of the originals.

The cost advantages are obvious, Holzwasser said. A new master brake cylinder may cost $86.50, and a remanufactured one $36.75. New starters can run $193.85, while a remanufactured one will cost $87.80.

Comparable figures for wiper motors are $87.50 ($68.10), water pump $62.14 ($35.15), disk brake calipers $128.50 ($40.95), clutch $171.55 ($99.45) and alternator $194.15 ($85.25), Holzwasser said.

• Holzwasser has a vision that an old car could be put through a complete reconditioning using remanufactured parts and come out the back of a shop as workable as when new.

He said the logistics would be complicated, and the cost between $2,000 and $5,000, limited to a few standard makes. But he insisted it would be justified when the consumer compares this to the price of a new car.

Right now, this is just a dream for Holzwasser because the cost of setting up a plant to perform this complete reconditioning would interfere with his present needs to expand to meet just the current needs for remanuafactured parts.

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Bendix names Tachuk

SOUTHFIELD, Mich. — Ronald Tuchuk has been promoted to director of Latin American marketing and sales for Bendix Automotive. He formerly was an automotive business and marketing planner.

IMPORT SALES BY NAMEPLATE

Continued from Page 166

NOVEMBER, 1983 VS. NOVEMBER, 1982

	November, 1983	November, 1982	11 mos., 1983	11 mos., 1982
Nissan	38,164	41,362	484,478	430,467
210	.....	230	361	61,145
Sentra	14,737	16,872	194,072	114,552
310	.....	1,558	1,928	42,547
Pulsar	4,577	4,313	56,193	4,493
Stanza	4,629	4,893	59,866	54,555
Maxima	7,607	5,847	70,308	48,655
200SX	516	2,663	30,988	45,677
300ZX/280ZX	5,231	3,323	65,461	52,901
Hawaii	867	1,663	5,301	5,549
Other	.....	.....	.....	393
Peugeot	1,584	1,065	13,716	13,106
Porsche	1,938	1,270	20,022	12,246
924	.....	5	.....	1,678
924 Turbo	.....	9	.....	641
944	1,218	748	12,479	4,110
911SC	516	387	5,149	4,036
928	204	121	2,394	1,781
Renault	2,618	3,397	31,344	35,509
LeCar	162	2,621	11,021	19,164
18i	434	145	5,989	7,378
Fuego	2,022	631	14,334	8,967
Saab	2,314	1,902	24,064	18,443
900	694	418	6,472	4,112
900S	588	424	5,979	3,751
Turbo	979	1,050	10,999	8,911
Tourist	53	10	614	264
Subaru	12,073	13,512	144,985	138,741
Toyota	43,440	42,792	504,740	484,099
Starlet	309	1,339	6,386	18,188
Corolla	12,214	12,744	128,970	162,103
Tercel	9,730	13,247	137,777	121,920
Celica	7,000	8,186	110,230	106,134
Supra	2,161	2,784	24,320	31,261
Camry	5,043	.....	46,087	.....
Corona	.....	8	12	3,105
Cressida	2,900	3,247	36,255	33,730
Land Cruiser	308	280	4,253	2,776
Van	2,785	.....	4,829	.....
Hawaii	990	957	5,621	4,881
Other	.....	.....	.....	1
Volkswagen	7,650	6,390	69,156	61,106
Rabbit Convertible	765	799	8,922	8,196
Jetta	2,886	1,866	18,805	18,596
Vanagon	1,539	1,132	13,354	11,778
Quantum	1,257	1,197	15,246	10,067
Dasher	.....	13	.....	648
Scirocco	1,203	1,383	12,829	11,814
Volvo	7,251	4,661	83,720	68,950
DL	3,756	2,393	42,053	37,882
GL	1,699	940	15,283	10,884
GLT/Turbo	983	739	12,539	9,788
GLE	1	154	212	2,545
DL Diesel	.....	.....	.....	516
GL Diesel	294	411	4,390	6,469
Coupe	1	0	13	78
760 (gas)	323	.....	6,098	.....
760 TurboDiesel	142	.....	1,999	.....
Tourist	52	51	1,133	788
TOTAL	191,055	185,008	2,191,517	2,037,867

Arizona firm sees big year for its Michael bearing

By Sheldon Engel
Staff Correspondent

MESA, Ariz.—A small manufacturing company here believes that 1984 will be "the year."

The company is Michael Mfg., Inc., holder of a patent for a product that is getting some recognition.

K. C. Cluff, director of marketing for the company, has, it seems, been plugged into a telephone for the three-year history of the company, telling everyone about the patented device that reportedly solves the problem of oil leaks at the rear main bearing seal for engines that build up oil pressure.

The new modified rear main bearing was developed by Ron Michael, a veteran Chevrolet mechanic here. It's a Clevite bearing modified by Michael Mfg. It has been installed in more than 8,000 vehicles with 100 percent success, according to Michael.

The Michael bearing has been utilized as standard replacement by Simpson Buick, Downey, Calif., and by Tamaroff Buick, Inc., Southfield, Mich. Their enthusiasm has led them to act as distributors for their areas.

A shop foreman at a Chattanooga Chevrolet dealership said, "We have had 100 percent success with this bearing in stopping rear main leaks. We had one 1977 Monte Carlo with a 350 engine that had been in our shop seven times for a rear main bearing leak.

"We installed new seals and new pan gaskets each time and never stopped the leak," he said. "We installed a new modified rear main bearing and the leak was stopped completely."

The new modified rear main bearing, according to Michael, has additional oil grooves milled into the lower half of the bearing as well as on the thrust flanges which direct all the excess oil forward away from the seal, thereby eliminating the pressure on the rear main seal.

In addition to eliminating rear main oil leaks, the new design also lubricates the bearing more efficiently and prevents scoring on the bearing, he said.

Perhaps the strongest testimonial for Michael's development occurred in the area of marine engines.

Now it has appeared in Chrysler Corp.'s Direct-Connection Performance Parts Catalog for 1984 and is being field-tested by a large fleet company.

Cluff said the new modified rear main bearing has been utilized in such countries as Italy, Switzerland, England, Japan and Malasia.

After suffering several years in soft economy

Chemical industry lists gains in '83

The chemical industry, pulled down by several years of a sagging national economy, posted healthy business gains during a much-improved 1983, according to the Chemical Manufacturers Assn.

CMA, in its annual economic survey, says industry sales rose 9.6 percent during 1983 over the year before, to $189 billion. The sales gain, CMA notes, was the result of an increase in the volume of products sold—and not the upward movement of prices.

Myron Foveaux, CMA assistant director of government relations for international trade and economics, says chemical industry executives expect surging business conditions to continue this year; "1984 looks like a boom year," Foveaux says. "Industry executives responding to our survey clearly expect the nation's economy to stay up and inflation to stay down."

Sales during 1984, he says, are expected to rise 13 percent above those posted last year.

Even better news for the industry than the increase in sales, Foveaux says, was the 15.5 percent rise in net income after taxes during 1983—or more than double the average annual net income growth rate of 7.6 percent over the last decade.

Industry executives expect net income this year will jump 24 percent over 1983. "Much of this will come from loading up unused capacity, resulting in lower unit cost," Foveaux says. Capacity utilization should be around 78 percent in 1984.

During 1983, Foveaux says, the average operating rate improved to 73 percent from the 69 percent of 1982. "Improvements in shipments, net income and operating rates are at least partially due to inventory build-up," he notes, "and should be considered with some caution in forecasting 1984 performance."

One of the most encouraging developments for the industry during 1983, Foveaux says, was the 10.8 percent increase in research and development spending. "This shows continuing faith that new products must be developed and that it will take large research and development spending to get them."

Capital expenditures are expected to be increased 10 percent during 1984. Foveaux says only 26 percent of this increase is expected to go for new facilities: "This clearly puts the emphasis on modernization and renovation, rather than new capacity installation."

One development that dimmed an otherwise bright year was continuing deterioration of the industry's international trade performance. Exports were $19.8 billion during 1983 — or nearly equal to those of 1982. Imports rose almost 9 percent to a projected $10.3 billion. Consequently, the industry's trade balance slipped 9.4 percent, the third decline in as many years.

"Export performance has suffered not only from the high dollar value," Foveaux points out, "but also from poor economies abroad and new competition in export markets. Imports have been encouraged by the cheap currencies and low prices of other countreis, but also in the latter part of the year by the booming domestic economy."

Although the picture for the next year or so is bright Foveaux says, "industry executives are well aware of competitive problems that lie ahead." For example, he notes that many companies are deemphasizing organic commodity chemicals in favor of specialty and performance chemical products.

The significance of this shift, he says, is a fundamental one: "The traditional petrochemical producers have heavy overcapacities even after shutting down a number of plants. At the same time, gas-rich countries such as Saudi Arabia, Kuwait, Mexico, Canada and eventually Indonesia, are building plants that will increase world-wide overcapacity."

The economics of production favor the gas-rich countries, he says. And although production from these countries "will not swamp the U. S. market," Foveaux predicts, "it will tend to capture export markets and eventually show up in the U. S."

Subaru's top service dealer

Lynch Subaru, Santa Monica, Calif., receives the Key Service Dealer of the Year Award from Subaru of America. The award is given annually to the one Subaru dealer nationally who achieves overall excellence in the various service department requirements of the program. From left, are Nick Greene, district service manager, Subaru of Southern California; Brian Denn, service manager and Claes Merald, general manager, Lynch Subaru; Larry Goodwin, key dealer administrator, Subaru of America; and Jim Jamison, service manager, Subaru of Southern California.

Turbocharging kit for Fiero offered by California firm

SAN JOSE, CALIF. — Pfaff Turbo has introduced an aftermarket turbocharging kit for the mid-engine Pontiac Fiero, a system that the maker claims will offer a 36-percent boost in horsepower.

When installed, the Pfaff system increases the maximum output of the Fiero's 2.5-liter four-cylinder engine from 92 to 145 horsepower, according to Ron Ford, vice president of marketing for Pfaff.

Ford said Pfaff-equipped Fieros are capable of 0-60 MPH times of nine seconds or less, compared with 11.6 seconds for a stock Fiero.

The kit will retail for $1,774 and can be installed by a qualified mechanic within four hours. The drivetrain is warranted for 24,000 miles or 24 months, a guarantee that is underwritten by Fred Simpson & Associates, Palm Desert, Calif.

Ford said all of Pontiac's 3,000 dealers have been recruited to sell the Pfaff system. Pfaff has the capacity to make a turbo system for each Fiero sold, but Ford estmated the market size at 5 percent of all first-year Fiero sales (roughly 4,500 of 90,000 sales).

The Pfaff turbo system includes IHI turbocharger with built-in wastegate (maximum boost of seven pounds), turbo boost gauge, cast-iron exhaust manifold, cast-aluminum intake plenum chamber, electronic control, chrome-plated intake tubing and automatic fuel enrichment (under boost).

Popularity of U.S.-built cars increases with executives

PEABODY, Mass. — The resurgence in the appeal of American-made autos is reflected in a recent survey of 15,500 small- and medium-sized U. S. companies conducted by Growth Resources, Inc. (GRI), a consultant firm on executive compensation.

In a nationwide study, GRI found that the proportion of American-made automobiles increased, from 1982 to 1983, from 70 to 75 percent of all company cars. The big losers were the European models, which declined from 20 to 25 percent.

The average price of the American models was $12,097, about half the $24,939 price of the average European model. The price of the European models ranged as high as $60,000.

Richard J. Bronstein, president of GRI, said, "There appears to be renewed acceptance for both the quality and style of American-made luxury vehicles.

"Although the Mercedes, BMWs, Jaguars and Porsches are still popular, the Lincolns, Cadillacs and Chrysler luxury models have become much more acceptable with company officers."

The average company car purchased by the executives surveyed costs $14,500, down $500 from the 1982 average of $15,000. Over 88 percent of the smaller company chief executive officers surveyed drove company-owned and operated cars.

The automotive data was part of GRI's annual Officer Compensation Report developed through a national survey of 15,500 small- and medium-sized companies.

It reports the compensation of over 2,000 chief executives and officers in 565 manufacturing, technology and service companies.

CHEMICALS AND ALLIED PRODUCTS 1973-1983

	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983 (P)	PERCENT OF CHANGE 1983 over 1982	5 Year growth rate*	10 Year growth rate*
1. Total Shipments (billion $)	65.0	83.7	89.2	104.1	118.2	129.4	147.7	162.5	180.5	172.8	189.4	9.61	7.92	11.29
2. Production Index (1967=100)	154.5	159.4	147.2	169.3	180.7	197.4	210.5	207.1	215.6	196.1	215.6	9.94	1.78	3.39
3. Corporation Sales (billion $)	83.6	84.9	88.2	101.6	112.4	126.0	142.8	157.7	188.8	186 4	199	6.76	9.57	9.06
4. Net Income (after taxes, billion $)	5.7	7.2	6.7	7.6	8.1	9.1	10.8	11.2	13.0	10.3	11.9	15.53	5.51	7.64
5. Net Income to Sales (%)	6.8	8.4	7.6	7.5	7.2	7.2	7.6	7.1	6.9	5.5	6.0	.....	.....	.....
6. Assets (average) (billion $)	68.0	67.8	78.2	88.5	97.2	109.3	125.5	137.0	165.9	181.1	184.4	1.82	11.03	10.49
7. Net Income to Assets (%)	8.3	10.6	8.6	8.6	8.3	8.4	8.6	8.2	7.8	5.7	6.5	.....	.....	.....
8. Capital Expenditures New Plant & Equipment (billion $)	4.20	6.40	7.63	8.10	8.12	8.42	10.69	12.60	13.60	13.82	13.76	−.43	10.32	12.60
9. Operating Rate (%)	88	85	74	80	78	80	83	79	75	69	73	.....	.....	.....
10. Producer Price Index (1967=100)	110.0	146.8	181.3	187.2	192.8	198.8	222.3	260.3	287.8	292.3	293.1	.27	8.07	10.30
11. Total Employment (thousands)	1,033	1,057	1,013	1,034	1,074	1,096	1,109	1,107	1,109	1,079	1,058	−1.95	−0.70	0.24
12. Average Weekly Wage Production Workers ($)	188	202	220	245	268	294	318	344	379	407	435	6.88	8.15	8.75
13. Funds for Research and Development (billion $)	1.86	2.16	2.41	2.75	2.91	3.25	3.62	4.26	5.06(R)	5.99(R)	6.65d	10.83	15.40	13.59
14. Exports (billion $)b	5.75	8.82	8.70	9.96	10.81	12.62	17.31	20.74	21.19	19.89	19.82	−.35	9.45	13.17
15. Imports (billion $)c	2.47	4.02	3.70	4.77	4.97	6.43	7.49	8.58	9.32	9.49	10.33	8.85	9.95	15.38
16. Trade Balance (billion $)	3.28	4.80	5.00	5.19	5.84	6.19	9.82	12.16	11.87	10.47	9.49	−9.36	8.92	11.21

Sources: 1, 14-16. U. S. Department of Commerce, Bureau of the Census. 2. Federal Reserve Board. 3-7. Federal Trade Commission. 8-9. U. S. Department of Commerce, Bureau of Economic Analysis. 10-12. U. S. Department of Labor, Bureau of Labor Statistics. 13. National Science Foundation (industry generated funds only—excludes government sponsored).
FOOTNOTES: (P)—Preliminary data. (R)—Revised from previous data. b—F.A.S. Value. c—Imports for Consumption—Custom Value. d—NSF Projection. *—Compounded annually.

Griffin signs

Donald D. Griffin, seated, is congratulated by A. P. (Tony) Filice, Oldsmobile's Portland zone manager, on being named the new dealer of Dewey Griffin Olds-Cadillac - GMC, Inc., Bellingham, Wash.

factories list auction dates

American Motors

Feb. 7—Aptco Auto Auction, Taylor, Mich.

Feb. 8—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

Feb. 9—Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Feb. 14—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Feb. 15—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

Feb. 16—Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Feb. 17—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Feb. 21—Aptco Auto Auction, Taylor, Mich.

Feb. 22—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

Feb. 23—Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Feb. 24—Concord Auto Auction, Acton, Mass.

Feb. 28—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Feb. 29—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

Ford Motor Co.

Feb. 8—Columbus Fair Auto Auction, Obetz, O.; Lakeland Auto Auction, Lakeland, Fla., and Central States Auto Auction, Mason City, Ia.

Feb. 14—Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Dallas, Tex.

Feb. 15—Brasher's Southern California Auto Auction, Fontana, Calif., and Northway Exchange, Clifton Park, N. Y.

Feb. 21 — Harrisonburg Auto Auction, Harrisonburg, Va.

Feb. 22—Concord Auto Auction, Acton, Mass.

Feb. 23—Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

Feb. 28—Aptco Auto Auction, Taylor, Mich.

Feb. 29—Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

March 1—Skyline Auto Exchane, Fairfield, N. J.

Chrysler Corp.

Feb. 7—Hatfield Auto Auction, Hatfield, Pa.; High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Feb. 8—Concord Auto Auction, Acton, Mass.

Feb. 9—Clanton's Auto Auction, Darlington, S. C., and Evansville Auto Auction, Evansville, Ind.

General Motors

Feb. 8—Hatfield Auto Auction, Hatfield, Pa.

Feb. 9—Dallas Auto Auction, Dallas, Tex., and Aptco Auto Auction, Taylor, Mich.

Feb. 14—Southern Auto Auction, East Windsor, Conn.

Feb. 15—Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

Feb. 16—Nashville Auto Auction, Nashville, Tenn.

Feb. 22—Metro Auto Auction, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S. C.

Feb. 23 — Indianapolis Auto Auction, Indianapolis, Ind.

Feb. 29—Arena Auto Auction, Chicago, Ill., and Atlanta Auto Auction, Red Oak, Ga.

March 1—Butler Auto Auction, Gibsonia, Pa., and 166 Auto Auction, Springfield, Mo.

March 5—Florida Auto Auction of Orlando, Orlando, Fla.

March 7—Brasher's Auto Auction, Fontana, Calif.

March 8—Aptco Auto Auction, Taylor, Mich., and Dallas Auto Auction, Dallas, Tex.

March 13—South Seattle Auto Auction, Kent, Wash., and Ohio Auto Auction, Columbus, O.

March 14—Hatfield Auto Auction, Hatfield, Pa., and Northstar Auto Auction, Shakopee, Minn.

March 15 — Nashville Auto Auction, Nashville, Tenn.

March 20 — Southern Auto Auction, E. Windsor, Conn.

March 21—Metro Auto Auction, Kansas City, Mo., and Golden Gate Auto Auction, Fremont, Calif.

March 22—Indianapolis Auto Auction, Indianapolis, Ind.

March 28—Arena Auto Auction, Chicago, Ill., and Clanton's Auto Auction, Darlinton, S. C.

March 29—Butler Auto Auction, Gibsonia, Pa.

Model breakdown

Auction Averages

	FEBRUARY TO DATE	JANUARY	DECEMBER
1984	$10,248	$10,118	
1983	8,323	8,110	$ 9,683
1982	6,466	6,338	6,445
1981	5,310	5,279	5,414
1980	4,754	4,239	4,734
1979	2,971	3,902	3,955
1978	2,548	2,589	2,959
1977	1,765	1,999	1,895
Overall Average	$ 5,127	$ 5,359	$ 4,308

Used Car Sales

Auction Averages

February to date	$5,127
Month ago	$4,308
Year ago	$4,611

Fuji to use CVT by Van Doorne in Subaru Justy

TOKYO. — Fuji Heavy Industries, maker of Subaru cars, has reached an agreement with Van Doorne's Transmissie, of The Netherlands, for local manufacture of a continuously variable transmission.

The CVT will be used in the Subaru Justy, a one-liter front-wheel-drive hatchback to be introduced later this year.

Mitsubishi Electric has worked with Fuji on the development of a magnetic particle clutch, which will be used in conjunction with the steel belt drive to give variable ratios.

Fuji claims that on the Japanese 10-mode test, the use of the CVT improves fuel consumption by 20 percent compared with a conventional torque-converter automatic.

According to a company spokesman, Fuji has no plans to sell the CVT to other auto makers.

Year's production 47 pct. ahead of 1983

Makers schedule 166,850 cars

By Joe Wilssens
Staff Writer

U. S. auto makers slated production of 166,850 units last week, a slight increase over the 165,639 autos assembled the previous week and 51.38 percent greater than the 110,223 produced in the year-ago week.

The production total for 1984 climbed to 779,823 units, up 47.87 percent from 527,405 units built in the comparable period last year.

Breakdown for the week by company was: General Motors, 63.63 percent; Chrysler Corp., 15.88 percent; Ford Motor Co., 14.85 percent; American Motors, 2.88 percent; Honda, 1.41 percent, and Volkswagen of America, 1.35 percent.

Production during January, 1984, is estimated at 679,689, 56.09 percent greater than the 435,455 cars produced in the first month of 1983. Production estimates for last month make it the best January of auto output since 786,839 cars were produced in January, 1979.

Down last week for inventory adjustment were Ford's Dearborn and Kansas City plants. Two additional daily hours were worked at Ford's Atlanta, Chicago, Edison (N. J.), St. Louis and Wayne (Mich.) plants.

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 put in two daily 9-hour shifts. Jefferson (Detroit) worked two daily 8½-hour shifts.

Working additional hours on Saturday (Feb. 4) at GM were: Bowling Green (Ky.); Detroit; Flint; Lordstown (O.); Lansing; Arlington (Tex.); Doraville (Ga.); Framingham (Mass.), and Oklahoma City.

Ford Division adds trips to sweeten dealer incentives

DETROIT.—Ford Division has added a "Global Getaway" to its mixed bag of incentives.

The contest runs from Jan. 30 to April 10 and offers 10-day/9-night trips for either a Mediterranean Cruise, including Athens; Munich/Vienna, or Hawaii.

There are four-day extensions with choice of Cairo, Istanbul, Cologne, Alaska or Vancouver available.

The contest groups dealers into big and small-dealer categories. Large dealers compete against an objective; small dealers compete among themselves for high over objective.

The sales objectives are based on all '83/'84 new Ford cars. There is a special bonus provision, giving five extra percentage points if a dealer hits a given truck objective during Jan. 30 to March 10.

There is also a special-emphasis objective on Escort, Tempo and Thunderbird. It runs from Jan. 30 to April 10. Winning it gives a dealer the four-day extension trip.

In addition, there is a Grand Travel award, with 71 trips for the large dealers and 29 trips for those in grouped competition. The special Grand Travel award includes 12-day/11-night trips for a safari in Kenya and four days/three nights to Madrid.

Nissan offers 8.8 pct. financing on pickup trucks

CARSON, Calif. — Nissan U.S.A. last week kicked off an 8.8 percent financing program on '83/'84 pickup trucks. It runs from Feb. 1 to March 31.

The program is similar to one held last year.

Under the arrangement available through participating banks and Nissan dealers, Nissan will pay interest charges over 8.8 percent up to a limit of 13.5 percent, except in California, where the cap is 14.25 percent.

Nissan credited last year's program with boosting truck sales to a record 137,355.

Advantage Corp. opens new plant in Arizona

TEMPE, Ariz. — Advantage Corp., a van conversion firm, has opened a new production facility here.

The new plant, which will produce all models in the Advantage line, has 25,000 square feet of production and office space. Tom Thiede has been named operations manager for the new facility.

Truck production for year to date is up 77 percent

Truck output last week was up 20 units from the level of the previous week.

The makers targeted production of 60,813 trucks, just ahead of the 60,793 assembled the prior week. Last week's tally led the year-ago week's output of 41,598 by 46.2 percent.

The manufacturers target January production at 254,143 trucks, nearly doubled the 128,563 assembled that month last year. Estimates for the month make it the best January of U.S. truck production since 1979, with 336,734 units.

Year-to-date, there have been 289,504 trucks produced, leading the year-ago total of 163,571 by 76.99 percent.

Nine truck facilities worked additional hours last week.

All six of Ford's truck assembly plants worked two daily 9-hour shifts while Kansas City also worked Saturday (Feb. 4).

At GM, Detroit, Lordstown (O.) and St. Louis scheduled additional hours Saturday.

Car output rises 21 pct. in Canada; 22,956 for week

Canadian auto makers slated assembly of 22,956 units last week, 20.97 percent ahead of the prior week's 18,976 and 30.77 percent greater than 17,554 produced in the year-ago week.

To date this year, the manufacturers have built 102,012 autos, 14.21 percent ahead of the 1983 total of 89,321 at this point.

Truck assembly last week was targeted at 16,261, down 233 units from the previous week's 16,494 and more than doubling the 7,138 units completed in the year-ago week.

So far this year, truck duction has grown to 75,27., a strong 82.93 percent ahead of 41,148 units which were assembled in the first five weeks of 1983.

Chrysler Corp. estimated assembly of 1,689 Dodge Caravans, 1,535 Plymouth Voyagers and 692 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 15,523.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 4, 1984	Week Ended Feb. 5, 1983	Week Ended Jan. 28, 1984	Jan. Est.	Jan. 1 to Feb. 5, 1983	Year to Date 1984
AMERICAN MOTORS	600	973	609	2,554	4,362	2,914
CHRYSLER CORP.	.....	3,814	.....	.....	20,957	.....
FORD MOTOR	9,100	3,848	4,735	29,094	20,144	34,554
GENERAL MOTORS	13,031	8,694	13,418	55,708	42,733	63,527
VOLVO	225	225	214	882	1,125	1,017
Total Cars, Canada	22,956	17,554	18,976	88,238	89,321	102,012

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 4, 1984	Week Ended Feb. 5, 1983	Week Ended Jan. 28, 1984	Jan. Est.	Jan. 1 to Feb. 5, 1983	Year to Date 1984
CHEVROLET	19,087	14,461	19,700	83,551	59,219	95,003
DODGE	4,400	2,618	4,494	17,475	7,612	20,131
FORD	22,989	17,070	23,015	93,833	61,840	107,626
GMC	6,175	3,943	5,405	25,958	20,337	29,663
INTERNATIONAL	1,412	1,019	1,421	5,492	4,382	6,338
JEEP	3,500	1,437	3,463	15,725	4,931	16,572
NISSAN	2,200	.....	2,245	7,699	.....	9,131
AM GENERAL	50*	50*	50*	210	250*	240*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,200	5,000*	4,300*
Total Trucks, U.S.	60,813	41,598	60,793	254,143	163,571	289,504

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 4, 1984	Week Ended Feb. 5, 1983	Week Ended Jan. 28, 1984	Jan. Est.	Jan. 1 to Feb. 5, 1983	Year to Date 1984
CHRYSLER CORP.	6,568	2,260	6,700	24,447	13,454	28,388
FORD MOTOR	3,300	172	3,308	13,959	6,775	15,939
GENERAL MOTORS	6,248	4,440	6,341	26,538	20,118	30,287
INTERNATIONAL	145	266	145	571	801	658
Total Trucks, Canada	16,261	7,138	16,494	65,515	41,148	75,272
N. American Trucks	77,074	48,736	77,287	319,658	204,719	364,776

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Feb. 4, 1984	Week Ended Feb. 5, 1983	Week Ended Jan. 28, 1984	Jan. Est.	Jan. 1 to Feb. 5, 1983	Year to Date 1984
AMERICAN MOTORS	4,800	2,987	4,724	14,411	16,844	17,266
AMC Total	.....	.....	.....	.....	1,657	.....
Eagle	.....	.....	.....	.....	1,657	.....
Renault Total	4,800	2,987	4,724	14,411	15,187	17,266
Alliance	2,400	2,987	2,332	7,291	15,187	8,556
Encore	2,400	.....	2,392	7,120	.....	8,710
CHRYSLER CORP.	26,500	15,120	25,330	100,385	55,954	116,305
Plymouth Total	8,600	5,437	7,761	30,538	19,905	36,102
Horizon	3,500	1,414	3,513	11,469	5,806	13,742
Reliant	4,400	3,925	3,760	17,148	13,866	20,037
Caravelle†	150	98	189	764	233	855
Gran Fury	550	.....	299	1,157	.....	1,468
Chrysler Total	8,300	3,500	7,819	32,196	14,202	36,405
LeBaron	2,700	1,674	2,578	9,627	7,612	11,369
Laser	1,600	.....	1,692	7,333	.....	7,344
Chrysler E-Class	2,100	1,826	1,934	8,473	6,590	9,807
Fifth Avenue	1,900	.....	1,615	6,763	.....	7,885
Dodge Total	9,600	6,183	9,750	37,651	21,847	43,798
Omni	2,900	1,984	3,198	10,175	6,576	12,045
Aries	3,600	2,703	3,227	13,508	9,978	15,862
Daytona	1,100	.....	1,290	5,942	.....	6,624
Dodge 400	.....	706	.....	.....	2,509	.....
Dodge 600	1,700	790	1,622	6,743	2,784	7,822
Diplomat	300	.....	413	1,283	.....	1,445
FORD MOTOR	24,780	23,501	36,415	130,435	190,595	145,303
Ford Division	15,733	14,615	24,269	85,761	66,377	95,201
Escort	7,718	1,423	6,933	25,872	14,607	30,504
Fairmont	.....	3,314	.....	.....	15,257	.....
Mustang	.....	482	3,334	9,277	8,078	9,278
LTD	4,958	4,271	4,947	20,203	16,583	23,179
Thunderbird	351	2,895	3,614	10,968	6,946	11,176
Crown Victoria	1,452	1,019	1,433	7,230	4,591	8,101
EXP	1,254	.....	1,082	3,628	315	4,380
Tempo	.....	.....	2,926	8,583	.....	8,583
L-M Division	9,047	8,886	12,146	44,674	43,218	50,102
Mercury Total	6,213	6,862	9,414	31,913	32,889	35,641
Lynx	1,550	303	1,301	5,505	3,851	6,435
Capri	.....	577	725	1,646	1,962	1,646
Zephyr	.....	1,381	.....	.....	5,048	.....
Marquis	2,144	1,320	1,988	7,889	5,605	9,176
Cougar	342	1,277	1,990	5,917	3,220	6,122
Grand Marquis	2,177	1,907	2,156	7,865	13,069	9,171
LN7	.....	97	.....	.....	134	.....
Topaz	.....	.....	1,254	3,091	.....	3,091
Lincoln Total	2,834	2,024	2,732	12,760	10,329	14,461
Continental	519	404	483	2,386	2,062	2,698
Lincoln	1,773	870	1,712	4,748	4,584	5,812
Mark VI/VII	542	750	537	5,626	3,683	5,951
GENERAL MOTORS	106,170	68,233	94,617	414,904	335,068	478,602
Buick Division	23,391	16,958	19,702	89,691	82,628	103,726
Skylark	2,686	2,862	2,516	8,085	9,389	9,697
Skyhawk	3,199	1,413	3,120	14,390	7,306	16,309
Century	5,121	2,680	3,824	18,042	13,419	21,114
Regal	4,770	4,846	4,047	19,571	27,633	22,433
Buick	5,662	4,473	4,865	23,460	21,369	26,857
Riviera	1,207	684	1,330	5,218	3,512	5,943
Electra (fwd)	746	.....	.....	925	.....	1,373
Cadillac Division	7,575	6,440	6,785	28,663	34,331	33,208
Cimarron	435	444	481	1,938	2,516	2,199
Seville	742	826	749	3,118	2,995	3,563
Eldorado	1,423	1,567	1,435	5,982	8,021	6,836
Cadillac	4,216	3,603	4,120	16,844	20,799	19,373
DeVille (fwd)	759	.....	.....	781	.....	1,237
Chevrolet Division	37,141	16,847	31,927	141,382	96,228	163,661
Chevette	4,264	3,323	3,810	16,973	18,425	19,531
Cavalier	8,899	2,677	9,049	35,997	15,783	41,336
Celebrity	7,450	864	4,458	22,987	6,881	27,457
Camaro	6,033	3,197	5,410	23,651	19,068	27,270
Citation	2,087	2,075	1,604	7,465	11,462	8,716
Malibu/El Camino	770	2,185	483	2,353	12,199	2,815
Monte Carlo	4,466	1,440	4,068	18,462	8,575	21,140
Chevrolet	2,332	979	2,263	10,370	3,505	11,768
Corvette	840	106	782	3,124	330	3,628
Oldsmobile Division	27,407	20,541	24,908	108,531	88,689	124,976
Omega	1,320	2,565	1,273	3,983	8,559	4,775
Firenza	1,265	735	1,275	6,724	3,602	7,483
Cutlass Supreme	7,860	6,140	7,669	32,055	27,341	36,771
Cutlass Ciera	5,603	3,872	4,438	21,786	12,619	25,148
Oldsmobile	9,506	6,413	9,368	39,353	34,503	45,057
Olds 98 (fwd)	963	.....	.....	929	.....	1,507
Toronado	890	816	885	3,701	4,065	4,235
Pontiac Division	10,656	7,447	11,295	46,637	33,192	53,031
Acadian†	.....	240	345	1,194	977	1,194
2000 Sunbird	2,794	2,067	2,794	12,424	7,880	14,100
1000	796	841	967	3,356	3,951	3,834
Firebird	2,495	1,451	2,289	10,007	7,717	11,504
Phoenix	301	790	226	1,514	2,860	1,695
G. Prix/Bonneville	1,430	2,058	1,476	6,209	9,807	7,067
Parisienne	440	.....	437	2,018	.....	2,280
Fiero	2,400	.....	2,761	9,917	.....	11,357
HONDA	2,250	382	2,189	9,632	500*	10,982
VOLKSWAGEN	2,350	.....	2,364	9,922	9,444	11,332
Total Cars, U.S.	166,850	110,223	165,639	679,689	527,405	779,823
Total Cars, Canada	22,956	17,554	18,976	88,238	89,321	102,012
N. American Cars	189,806	127,777	184,615	767,927	616,726	881,835
N. American Trucks	77,074	48,736	77,287	319,658	204,719	364,176
North American Cars and Trucks	266,880	176,513	261,902	1,087,585	821,445	1,246,011

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Arrow Automotive plans expansion in Arkansas

MORRILTON, Ark. — Arrow Automotive Industries plans to add more than 57,000 square feet of remanufacturing and warehouse space to its facility here, according to Harry A. Holzwasser, Arrow president.

Construction is slated to begin in February or March, and is expected to take about six months to complete.

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59th year—$40 per year, $1.00 per copy

Domestic dealer total up for first time since 1955

By John K. Teahen Jr.
Managing Editor

For the first time since 1955, there has been a full-year increase in the number of dealerships handling domestic makes of passenger cars.

The annual AUTOMOTIVE NEWS census found 20,841 dealerships in operation on Jan. 1, 1984, up 42 from the 20,799 counted a year earlier.

The 27 lean years (1956 through 1982) saw the total plunge from 41,018 to 20,799, a drop of 49.3 percent.

Last year's upturn coincided with the overall improvement in the fortunes of the domestic auto industry. There were moderate dips in the first and second quarters and then a strong recovery that put the total on the plus side for the year.

Chrysler Corp. and Ford Motor Co. were the chief factors in last year's gain. Chrysler added 227 dealers, its biggest increase since 1965, and Ford went up 94. It was Ford's greatest upswing since 1957 when it was building a retail organization for a car called Edsel.

Elsewhere, there were dips last year of 120 outlets for General Motors, 63 for American Motors-Renault and 28 for Volkswagen.

That's an aggregate advance of 110. A change in the number of intercorporate duals cut the industry's gain to 42.

All figures in this article and in the accompanying tables refer to the net change in the dealer population, both for the individual corporations and car lines and for the domestic industry as a whole.

Honda is not included in the domestic dealer census. The company builds one model (the Accord four-door sedan) in the U. S., but some 80 percent of its sales in this country are imports. Honda is counted in the AUTOMOTIVE NEWS imported-car dealer census.

Last year's gain followed four of the toughest years dealers have experienced in the long, steady decline.

Things turned sour in 1979, not a bad year for the industry, but a real loser for its retailers. The dealer total dropped by 672. Then came the 1980 disaster: 1,607 domestic dealerships bit the dust.

In 1981, the loss was 988, followed by a decline of 881 in 1982.

The losses continued early in 1983, but at a much slower pace. The first quarter saw a decline of 48 outlets, and that number dipped to 28 in the second quarter.

Then came the turnaround. There was a gain of 94 domestic outlets in the third quarter and a further advance of 24 in the fourth.

Here are the domestic dealer figures by quarters during the year:

Jan. 1, 1983	20,799
April 1, 1983	20,751
July 1, 1983	20,723
Oct. 1, 1983	20,817
Jan. 1, 1984	20,841

Franchise totals moved upward for nearly every domestic make last year, and some of the advances were tremendous.

Dodge added 252 franchises; Plymouth, 244, and Chrysler, 223. At Ford Motor, there were

Continued on Page 46, Col. 1

Family car for the '90s

Unveiled at Chicago show

This prototype Mazda, on display at the Chicago Auto Show this week, is the MX-02. Front-drive power comes from a transverse, double overhead cam, 16-valve, electronically fuel-injected, in-line, 1.3-liter four. Four-wheel steering is one of the vehicle's gimmicks. Electronically controlled rear wheels can be steered in the direction the front wheels turn or—at low speeds—in the opposite direction for maneuverability. Sayonara, parallel parking woes. Chicago Auto Show story on Page 3.

breaking news

Recovery outpacing '76 comeback, Smith says

CHICAGO.—Auto sales are recovering at a faster pace than in 1976, following the 1974-75 recession, General Motors Chairman Roger B. Smith told a luncheon at the Chicago Auto Show. Through January, he said, '84 model-year sales rose nearly 5 percent more than in the 1976 recovery. Smith said GM plans to "Saturnize" all its vehicles—to apply the principles of design, engineering and manufacturing learned in the Saturn small-car project across the board. When is Saturn due? "I intend to drive the first Saturn off the line long before I retire in 1990," Smith said.

GMC to call small van the 'USV'

PONTIAC.—GMC Truck & Coach Operation has chosen "USV" (utility sports van) as the name for its version of the new downsized passenger van to be introduced late this

See BREAKING NEWS, Page 8, Col. 1

Attendance up, workshops jammed, optimism abounds

NADA parley: Boomtime in Dallas

By Robert M. Lienert
Editor

DALLAS.—NADA rang down the curtain last week on its 67th annual Convention and Exposition — a meeting characterized by soaring attendance, optimism, business transactions and learning experiences.

Dallas seemed an eminently suitable spot for the convention. The ebullient mood of convention-goers fitted in well with the city's booming downtown building spree and the wide-open Texas spaces.

Convention attendance topped 17,000, second only to the record of 19,000-plus established in 1979 in Las Vegas. Included was an alltime record walk-on attendance of 3,000.

More than 5,300 were dealers and managers, compared with 3,500 a year ago. Total attendance last year was 12,000.

Workshops in most instances played to overflow crowds. Combined attendance at the 140 workshop sessions approached 20,000.

Still another record was established by the exposition in attracting 220 exhibitors—more than ever before. The show's 143,000 square feet made it the largest in NADA history.

Hours of the Exposition were more restricted than they had been in previous years and some exhibitors complained. But NADA said many exhibitors reported doing more business in one day of the show than in three days of previous expositions.

NADA said this resulted partially from a new credit-card system for registered dealers which enabled them to order services and products directly from the companies exhibiting.

Van exhibitors in an exposition annex felt that the entrance was not well marked and that many conventiongoers did not realize there were two exposition halls. Traffic in the van hall did seem sparse. Exhibitors there were also unhappy because they had to move out the day before the convention ended to make room for another show coming in.

• Despite the general euphoria of the convention, some dealers pointed out that the optimism should be tempered with caution. While they expect that the business climate will be pleasant throughout this election year, they suspect that times may be less happy after the fall elections.

They wonder whether interest rates can avoid rising again if Congress and the White House are unwilling to deal with the bloated federal deficit. Some have product concerns. Nobody is sure what the General Motors reorganization is going to mean nor how it will trickle down to the field.

In setting a 1984 course for

Continued on Page 46, Col. 3

Strategy includes reshuffled car divisions, product diversification

Smith: GM to be reshaped giant by end of decade

By Marjorie Sorge
Labor Editor

General Motors' car division reorganization is only part of an emerging strategic plan which will reshape the giant auto maker by the end of the decade.

Included in that new strategic plan is not only reshuffling the car divisions by the '86½ or '87 model year but also accelerated diversification into nonautomotive areas like electronic, chemical and metallurgical products, according to GM Chairman Roger B. Smith.

"If I get to do what I want to do, we will be more diversified," Smith told AUTOMOTIVE NEWS in an interview. "We will still be basically an automotive transportation company. We may even have new transportation products that we don't have now. I think we will have an electronics products division or sector that we don't have now that will be a substantial piece of our business."

According to Smith, GM will also branch out into metallurgy, chemistry and other hi-tech fields that would be byproducts of current GM programs.

In the interview, Smith also said:

1. GM is planning to cut both personnel and the number of car lines by the time the reorganization is completed.

Under the reorganiaztion plan, GM created two "super groups," the big-car and small-car groups, made up of seven divisions (the five car divisions, Fisher Body and GMAD). The small-car group consists of Chevrolet, Pontiac and GM of Canada, while the large-car group is Oldsmobile, Cadillac and Buick.

2. There will be one new car introduced under the reorganization before the "no-model-year" Saturn, a subcompact due out in the late 1980s.

3. Robert C. Stempel and Lloyd E. Reuss, the vice presidents and group executives who will run the big and small-car groups, respectively, are currently housed at the Renaissance Center in Detroit, developing the strategy for their groups. According to Smith, the two men will likely never have offices at the General Motors Building. He indicated they will be close to their divisions.

"It wouldn't surprise me at all for Stempel to say (to Reuss), 'It's not in my group, but if

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1983 sales of $74.58 billion also an alltime high

GM earns a record $3.73 billion

By Kathleen Hamilton
Financial Editor

When General Motors reported its 1983 financial results last week, it was hard to find a performance indicator that didn't set a record.

Sales of $74.58 billion were a record. Fourth-quarter sales of $20.82 billion were an any-quarter high. Profits for both 1983 ($3.73 billion) and the quarter ($1.30 billion) were records. Income per share was a fourth-quarter record.

GM of Canada and GMAC both set revenue and income records. And GM's results no doubt led the U. S. auto industry to a record profit total for 1983.

GM's earnings of $3.73 billion ($11.48 a share) were nearly four times 1982's $963 million ($3.09 a share).

Sales of $74.58 billion were 24 percent more than 1982's $60.03 billion. Unit sales also were up 24 percent — from 6.24 million to 7.77 million.

The old GM profits record was set in 1978, when GM made $3.51 billion — $222 million less than last year — but sold 9.48 million vehicles, 18 percent more than last year's 7.77 million.

Last year's sales value, meanwhile, was 18 percent higher than in 1978, and 12 percent higher than the old GM record of $66.31 billion, set in 1979.

"It's certainly true that we did get a lift from the rising economy, but our improved operating performance was the key," GM Chairman Roger B. Smith said in announcing the 1983 results in a speech at the National Press Club in Washington.

"For example, if we had operated in 1983 at our 1983 volume but at our 1978 performance rates, we would have barely broken even last year," he said.

Smith said GM still "has a long way to go" toward a record performance if its profits are adjusted for inflation.

GM's before-tax income skyrocketed from $22.8 million in 1982 to $4.97 billion last year — a far larger increase than the hefty after-tax increase — because GM paid out 45 percent of its income in taxes last year. In 1982, it garnered a tax credit of $252.2 million. GMAC contributions to GM income aren't included in the pre-tax figures.

In addition, GM said a new accounting procedure for foreign currency translations reduced its 1983 profits $422.5 million.

Almost all the pre-tax earnings increase — $4.22 billion worth — was attributable to domestic income increases, according to the GM figures.

After-tax income generated in the U. S. more than tripled, from $1.08 billion to $3.47 billion, on a sales gain of only 31 percent (from $50.32 billion to $66.16 billion).

Unit sales in the U. S. rose 27 percent, from 4.04 million to 5.12 million.

• In Canada, net income of $592.3 million was a $626 million turnaround from money-losing 1982.

(Those are the consolidated figures reported by GM in Detroit, and don't exactly match the figures issued from GM of Canada because of exchange rates and adjustments for cross-border shipments. GM of Canada reported record sales of $13.8 billion (Canadian) and net income of $675.6 million.)

Results from Europe weren't so rosy. Sales rose 8 percent to $7.97 billion, and GM set a record in market penetration, but it turned in a loss of $228.3 million. The company attributed most of the loss to the change in accounting procedures, but the competitive European market has led all makers to cut their margins there. Using the old accounting methods, GM broke even in Europe in 1982, with profits of $6.2 million.

GM also lost money in 1983 in Latin America ($15 million) and the Australia/Oceania region.

GMAC set another income record, this time $1 billion, compared with its old record of $688 million, in 1982.

GM added more than $3 billion to its cash pot during the year, ending 1983 with a stunning $6.22 billion in cash and marketable securities.

It spent $2.60 billion on R&D, up 20 percent from 1982's $2.18 billion.

Capital spending of $4.01 billion was 35 percent less than 1982's $6.21 billion. Capital spending is expected to be about $6 billion this year, GM said.

• GM contributed $180 million to its executive bonus plan, the first contribution in four years and the maximum allowable under the 1977 formula. As GM promised the UAW, the sum is less than allowed under the 1982 formula, which was approved by stockholders shortly after UAW members granted the company concessions.

Another $26.5 million accrued to the Performance Achievement Plan for 1983, the first such accrual since the plan was approved in 1982. It is the estimate of what will be paid to about 500 top executives for 1983 if they and GM achieve long-term performance objectives. Payouts are scheduled for 1985 and 1987.

Profit-sharing payouts for 1983 to lower-level salaried workers and hourly workers will amount to $322 million. GM paid $892 million in dividends during the year.

Fourth-quarter profits of $1.30 billion ($4.11 a share) were nearly nine times the $145 million (45 cents a share) made in the fourth quarter of 1982. Quarterly sales of $20.82 billion were 50 percent more than the $13.88 billion of a year earlier. Unit sales for the quarter rose 48 percent, from 1.43 million to 2.12 million.

Meet Chevy's Astro Van

General Motors' new downsized M-van is slated to debut this fall in panel and passenger configurations, and a prototype of Chevrolet's version, the Astro, is on display this week at the Chicago Auto Show. It is just under six feet high and sits on a 111-inch wheelbase. Overall length is 176.8 inches and base curb weight is about 3,100 pounds. The Astro is a rear-wheel-drive vehicle, and four-speed manual transmission is standard.

Talk is of good times at Chicago Auto Show

By Roger Rowand
Engineering Editor

CHICAGO. — There's a long-standing auto show tradition here that calls for car factory brass to introduce new models, boast of recent accomplishments — or lament a lack thereof — and make some predictions.

Once again this year, the days immediately preceding the Chicago Auto Show were filled with press conferences and lavish parties, and once again the execs were touched with early annual enthusiasm as the Chicago show this week signaled that spring can't be far off.

C. P. (Chuck) King, senior vice president, sales, at Nissan Motor Co., was as enthusiastic as low inventories and caps on car imports allow. Nissan is introducing two new cars at this show.

King called the economy strong but cautious, with interest rates still too high.

"We just ended a record sales year," he said. "Our dealers sold more cars in 1983 than ever in our 24-year history — 521,902 units, up 11 percent from the 470,246 sold in 1982. That will be difficult, and probably impossible, to match in 1984, because we are faced with allotments in the fourth year of voluntary import restrictions."

He said the still-unofficial allotment calls for 31,000 more passenger cars for Nissan beginning in April, but 1983 sales included 66,000 units from inventory.

Truck volume last year jumped up 27.5 percent, to 137,000 units from 108,000 in 1982. King said he expects his firm's 1,095 U. S. dealers to retail 150,000 trucks in 1984.

• Nissan recently said in the United Kingdom that once it decided to produce cars there, it could "concentrate on the possibility of adding passenger cars to truck production in Tennessee," King said.

The truck launch in Tennessee was impressive. Product quality is good and employe pride is strong, he said.

"Study teams will be involved," King said. "Honda has been successful building in the U. S. and that, coupled with our success in Tennessee, is changing things. Some of the concerns the Japanese might have had at one time about quality of cars being produced in the U. S. are no longer there."

The firm's Tennessee plant is producing 8,000 trucks a month and will move to a rate of 8,400 in March.

A reporter asked King to comment on reports that Chicago-area Datsun dealers are demanding a downpayment before allowing prospects to test drive and are adding a $1,000 pack to each car's price.

"Unfortunately, that's a supply and demand situation," King said. "We do not condone it, and it's not unique to our product. It's the same with others in short supply. The dealer is going to get only so many cars and he's going to try to maximize his profit. That's just the way it is."

Ford Motor Co. used the show to debut a hands-free mobile phone concept, the EXP Turbo Coupe, a GT three-door hatchback Mustang and a limited edition Mustang GT 350 convertible. The company also said a new LTD will go into production here and in Atlanta late summer, 1985.

Philip B. Benton Jr., vice president, sales operations Ford North American Automotive Operations, said his company will have 20 percent of the U. S. market, possibly sometime this year. Ford in 1981 had 16.6 percent; in 1982, 16.9 percent; in 1983's fourth quarter 18 percent, and now has 18.5 percent.

Dealers bullish, cite strong sales prospects

By Al Fleming
Industry Editor

DALLAS. — Richard J. Gillis figures his timing couldn't be better.

Last June, he bought a Ford dealership in Sterling, Va. Its break-even volume was 950 new vehicles a year, but it sold only 256 vehicles in 1982 and was $300,000 in the red.

In the first half of 1983, Sterling Ford ("Home of the Silver Dollar Deal") sold 200 vehicles. That's when Gillis took over and sales took off.

In the second half of 1983, the new owner sold 555 new vehicles to wind up with 755 sales for the year.

"I'm excited about the next two, three, four years," gushed Gillis during a respite at the NADA convention last week.

"People are perceiving that now's a good time to buy a car," he said. "They're feeling good about their jobs and the cost of money and are turning in their old clunkers on new ones they've postponed buying."

Other dealers also apparently feel good about sales prospects this year.

A survey taken by Market Facts, Inc., on the first day of the NADA conclave indicated nearly unanimous agreement among dealers that the auto market and the U. S. economy will continue to expand this year.

Commissioned by Rusty Jones, Inc., an auto appearance-care firm, the survey reported that 96 percent of 179 dealers questioned expect auto sales and dealership profits will climb in 1984.

Market analysts say the bullish outlook by the nation's auto retailers is significant because dealers, on the front lines of consumer wars, are readily able to assess buyer attitudes and economic health.

"We had a good 1983 and ex-

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59th year — No. 5008

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German pizazz

One of the stars at the Chicago Auto Show is this high-performance luxury Vanagon from Volkswagen of America. Called the Carat, the vehicle is a special job built in Hanover, West Germany, to measure reaction in the U. S. to a Vanagon outfitted as a German grand touring limousine. That's Carat, Rabbit owners, not carrot.

January's U. S. industry total passes 583,000

Domestics lead new-car sales surge

By Jenny L. King
Staff Writer

New-car sales shot up 32.37 percent in January, combining a 40.88-percent domestic gain with a 7.46-percent increase for the imports. It was the largest advance for the domestics since the 48.01 percent notched for June, 1983, and the 583,429 units sold were a January best since 1980.

The U. S. auto makers' 583,429 January sales compared with 414,140 a year earlier. Two years ago, an embarrassing 368,138 sales were reported the first month. Import sales reached 195,129, up from 181,585 in 1983 and second only to 217,690, the record set in 1980.

Grand total for the auto industry in January was 788,558, up 32.37 percent from 595,725 in 1983.

Third-period domestic sales were largely responsible for the January high: They were up 64.26 percent, to 252,020 from 153,428 last year. Domestic sales

Table on Page 41.

annualized to 8.9 million based on late-January results.

For the month, General Motors reported a 35.45-percent sales gain, climbing to 344,679 from 254,470 in 1983. Ford Motor Co. was up 51.68 percent, to 139,222 from 91,789. Chrysler Corp. enjoyed a 47.31-percent increase, going to 69,391 from 47,105.

American Motors went to sales of 14,271 from 13,965, an increase of 2.19 percent. Volkswagen was up 29.74 percent, to 7,219 from 5,564, and Honda multiplied its year-ago total by seven, reporting sales of 8,647 compared with 1,247 last January, its first month in the domestic market.

• GM claimed 59.08 percent of the domestic market in January, down from 61.45 percent in 1983. Ford sales accounted for 23.86 percent, up from 22.16 percent. Chrysler earned 11.89 percent, up from 11.38 percent. AMC slipped to 2.45 percent from 3.37 percent. VW had 1.24 percent compared with 1.34 percent a year earlier, and Honda rose to 1.48 percent from 0.30 percent.

AMC, with just the Eagle in its lineup, was the only domestic make to fall short of year-ago sales. AMC was down 57.81 percent, to 1,948 from 4,617. Its counterpart, Renault, had a 31.82-percent increase, to 12,323 from 9,348.

At Chrysler Corp., Plymouth was up 43.69 percent, Chrysler was up 58.56 percent and Dodge was up 42.83 percent. Ford Motor Co. showed Ford was up 52.14 percent, Mercury up 56.09 percent and Lincoln up 33.98 percent.

For GM, Buick and Oldsmobile boasted record January sales. Buick was up 32.04 percent, to a record 68,550 from 51,917 last year. Oldsmobile's 88,385 was up 29.97 percent above 68,005. Pontiac was up 61.08 percent, Cadillac was up 28.84 percent and Chevrolet was up 34.12 percent.

With 25 selling days in the month this year and last, the daily rate was up 40.88 percent, to 23,337 from 16,566.

Where auto market was in January

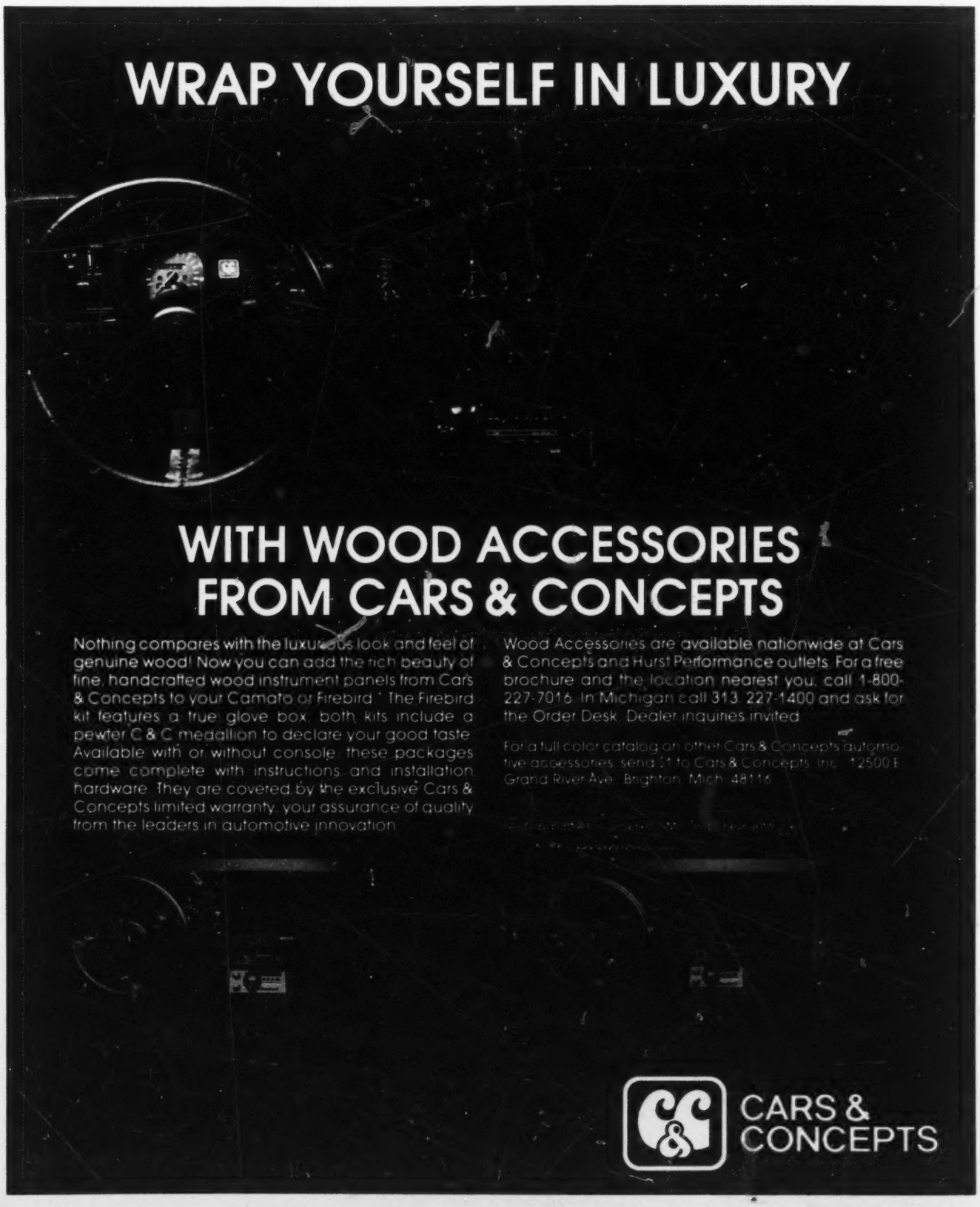
	Total Sales	Pct. of Total
SUBCOMPACT	110,604	14.21
COMPACT	131,742	16.92
INTERMEDIATE	202,074	25.95
STANDARD	75,872	9.75
LUXURY	63,137	8.11
IMPORT	195,129	25.06
TOTAL	778,558	100.00

The imports' 195,129 January total included records for the month for Jaguar, Mercedes-Benz, Mitsubishi (an any-month record as well), Saab and Volvo.

Jaguar was up 52.68 percent to a record 1,055 units. Mercedes climbed 50.17 percent to a record 6,381. Mitsubishi's 3,333 was more than twice the 1,279 sold a year earlier. Saab was up 30.76 percent to a record 2,708 and Volvo's record 9,392 was up 13.69 percent from 8,261 for the same month, 1983.

Sales by market class in January included: Intermediates, 25.95 percent; imports, 25.06 percent; compacts, 16.92 percent; subcompacts, 14.21 percent;

Continued on Page 41, Col. 3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U. S. CAR SALES BY MARKETING UNITS

	January, 1984	January, 1983
Chevrolet	114,329	85,242
Ford	93,549	61,488
Oldsmobile	88,385	68,005
Buick	68,550	61,917
Toyota	39,992	42,607
Pontiac	49,412	30,676
Nissan	37,036	40,916
Honda	43,909	31,672
Mercury	35,831	22,955
Dodge	30,546	21,820
Plymouth	26,449	18,419
Cadillac	24,003	18,630
VW of America	22,798	15,396
Chrysler/Imperial	21,656	13,776
Mazda	13,235	13,482
Subaru	13,450	12,248
AMC-Renault	15,582	15,763
Lincoln	9,842	7,346
Volvo	9,392	8,261
Mercedes-Benz	6,381	3,984
BMW	4,263	3,732
Saab	2,708	2,071
Isuzu	1,202	1,646
Fiat	.....	541
Peugeot	1,512	1,060
Jaguar	1,055	691
Mitsubishi	3,333	1,279
Alfa Romeo	158	132
TOTAL	788,558	595,725

IMPORTED CAR SALES

	January 1984	January, 1983
Alfa Romeo	158	132
Audi	5,230	2,738
BMW	4,263	3,732
Conquest/ Challenger	438	1,000
Plymouth Colt	3,393	2,316
Dodge Colt	3,694	2,828
Fiat	.....	449
Honda	35,262	30,425
Isuzu	1,202	1,646
Jaguar	1,055	691
Lancia	.....	92
Mazda	13,235	13,482
Mercedes-Benz	6,381	3,984
Mitsubishi	3,333	1,279
Nissan	37,036	40,916
Peugeot	1,512	1,060
Porsche	1,925	1,637
Renault	1,311	1,798
Saab	2,708	2,071
Conquest/ Sapporo	371	766
Subaru	13,450	12,248
Toyota	39,992	42,607
Vista	1,364	.....
Volkswagen	8,424	5,457
Volvo	9,392	8,261
TOTAL	195,129	181,585

But they hold to 63-day supply

New-car stocks rise to 1.4 million

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers added almost 120,000 units to their new-car inventories during January, but an improved sales rate kept the days-supply level at 63, unchanged from a month earlier.

The Feb. 1 inventory totaled 1,477,399 units, compared with 1,357,995 on Jan. 1. A year ago, the domestic new-car inventory totaled 1,180,291, a 71½-day supply.

The current situation of higher unit count and healthy days-supply figure reflects this year's vastly improved market. Although a 63-day supply is very close to the theoretical ideal of 60 days, the Feb. 1 unit count is highest for any month opener since Dec. 1, 1981, when 1,491,078 new cars in stock were a burdensome 83-day supply.

All corporate makers except Volkswagen of America added to their unit totals during January, but the lion's share of the increase was at General Motors.

GM opened February with 60-day supply, up only slightly from 59 days on Jan. 1 despite addition of more than 80,000 units to its stockpile.

Ford Motor Co. had a 69-day supply Feb. 1, unchanged from a month earlier. Also unchanged was Chrysler Corp., which held steady at a 66-day supply.

American Motors opened February with a 94-day supply, up from 84 a month earlier, while VWoA trimmed its U.S.-built stockpile to 72 days Feb. 1 from 87 a month earlier. Honda had a 19-day supply of U.S.-built Accords, off a bit from 20 a month earlier.

The Feb. 1 domestic new-car inventory was divided this way: GM, 55.57 percent; Ford Motor Co., 25.80 percent; Chrysler Corp., 13.14 percent; AMC, 3.64 percent; VWoA, 1.41 percent, and Honda, 0.44 percent.

• By size class, a sharp cut in subcompact stocks moved that segment below the industry average, joining the standard and luxury classes there.

On Feb. 1, the industry had the following days supplies by market class: Subcompact, 57; compact, 76; intermediate, 63; standard, 55, and luxury, 38.

A month earlier, days-supply

Continued on Page 47, Col. 1

NEW-CAR STOCKS

	Feb. 1, 1984	Jan. 1, 1984	Feb. 1, 1983
Alliance	97	117	60
Encore	97	74	....
Eagle	76	54	155
AMERICAN MOTORS	94	84	78
Horizon	54	59	80
Turismo	79	78	104
Reliant	67	65	68
Gran Fury	49	39	87
Plymouth Total	65	66	75
Laser	79	65	....
LeBaron	65	64	....
Cordoba	13	22	129
Fifth Avenue	54	54	81
E-Class	55½	55	....
New Yorker E	79	74	19
Chrysler Total	66	63	86
Omni	82	59	83
Charger	101	110	95
Daytona	92	78	....
Aries	78	72	70
Dodge 400	90	79	137
Diplomat	57	50	69
Dodge 600	100	80	88
Dodge Total	78½	76	83
CHRYSLER CORP.	66	66	81
EXP	96	88	141
Escort	60	62	77
Mustang	67	92	87
Tempo	76	79	....
Thunderbird	85	77	322
LTD	57	45	64
Crown Victoria	65	59	80
Ford Division	68	68	77
Lynx	83	82	78
Topaz	92	89	....
XR-7	93	101	15
Capri	104	135	55
Marquis	50	70	41
Grand Marquis	58	56	69
Total Mercury	74	75	74
Continental	51	49	84
Lincoln	35	32	47
Mark VII	61	98	77
Lincoln Total	50	61	63
FORD MOTOR	69	69	75
Skyhawk J	93	106	96
Skylark	98	111	107
Century	49	66	58
Regal	55	68	76
LeSabre	52	51	62
Electra	42	50	69
Riviera	58	62	79
Buick Division	60	70	77
Cimarron	98	101	85
Seville	51	30	47
Cadillac	43	41	64
Eldorado	37	36	54
Cadillac Division	44	47	62
Chevette	63	69	80
Cavalier	60	50	52
Citation	91	79	86
Camaro	79	63	80
Celebrity	56	65	61
Malibu	50	37	61
Monte Carlo	98	88	74
Chevrolet	63	60	73
Corvette	49	42	111
Chevrolet Division	67	64	72
Firenza	99½	123	86
Omega	96	98	78½
Ciera	40	53	57
Supreme	51	55	47
Olds 88	37	40	39
Olds 98	31	44	49
Toronado	53	41	69
Oldsmobile Div.	47	53	49
Fiero	18	19	....
1000	96	106	100
2000	91	82	90
Phoenix	116	106	113
Firebird	85	69	79
6000	50	50	72
Bonneville	84	77	59
Gran Prix	94	68	83
Parisienne	86½	61	....
Pontiac Divilson	71	64	81
GENERAL MOTORS	60	59	67
VOLKSWAGEN	72	87	100
HONDA	19	20	29
Total Cars U.S.	63	63	71

Winner of two titles

Debi Brett, of the UK, won the Most Beautiful Girl in the World title as well as the title to this Dodge 600 convertible. The nationally televised beauty pageant was held in Honolulu and Dodge Marketing provided the TV production team 10 Dodge 600 convertibles for use.

Iacocca attacked by Nemet for his import-car policies

By John A. Russell
New York Staff Writer

DALLAS. — Chrysler Corp. and its chairman, Lee Iacocca, came under scathing attack by the outgoing chairman of the American International Automobile Dealers Assn. (AIADA), who claimed that Iacocca's policies in fighting imports would hurt consumers, other manufacturers and the nation's worldwide trading partners.

Thomas Nemet, in his last official act before stepping down as AIADA chairman, lashed out at Iacocca and his positions on imports and local-content legislation. Nemet claimed that while Chrysler said it is "neutral" about content legislation, it was a driving force behind passage of the measure in the U. S. House of Representatives.

He charged that Iacocca made "last-minute telephone calls to key members of Congress urging them to vote for the content bill," thus making the corporation a driving force behind its passage.

Nemet said this action by Iacocca and the corporate lobbyists took place even though Chrysler is the fourth largest importer of Japanese cars in the U. S.

A further irony, Nemet said, is Chrysler's attempt to negotiate a joint manufacturing agreement with Mitsubishi.

Nemet charged Iacocca is not concerned about the damage his tactics will cause for consumers and U. S. foreign trade policy but his only motive is the "competitive edge" restraints and local content would give his company.

Chrysler was not the only organization to come under fire in Nemet's remarks. He charged that the UAW is a partner of Chrysler in efforts to push local content legislation. And in an election year, he said, the union warchest is geared to support protectionist legislation and congressional candidates who will vote for it.

Nemet said that the AFL-CIO has earmarked $1 per member to support protectionist legislation and this would come to $13 million to push this measure.

"The AFL-CIO and the UAW have made the content bill their major priority in 1984, and they mean business," he said.

And Nemet cautioned the nearly 900 import dealers in the room that they should not think that the Administration would veto the measure since "political reality" will govern any decision particularly in an election year.

breaking news

Continued from Page 1

year. No name has been selected for the commercial van. A prototype of the vehicle, which Chevrolet will call the Astro, was shown publicly for the first time at the Chicago Auto Show. Photo on Page 3.

Downsizing plans moderate, Delphi Study finds

ANN ARBOR, Mich.—Top U. S. auto industry executives are expecting more moderate changes in fuel prices and car sizes by 1990 than they had predicted two years ago, according to a new Delphi Study by University of Michigan researchers. By 1992, the subcompact share is expected to fall to 34 percent; compacts to rise to 25 percent, and larger cars to fall to 35 percent.

GM-Toyota hearing uncovers pair of strange bedfellows

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Ralph Nader and Lee Iacocca in bed together was the highlights of last week's go-round on the future of the auto industry as impacted by the General Motors-Toyota joint venture (JV).

The scene was a hearing first called to look at the situation of GM and Toyota producing a car in Fremont, Calif.

But the House Commerce Subcommittee — determined not to be accused of interfering with the FTC as it approaches its final determination — broadened the target to the future of the auto industry in light of the JV.

Key questions: Would such a JV between the Number One and Number Three auto makers produce others? Would they be good or bad for the companies and for jobs? Would they give consumers a wider choice and lower prices or less production and higher prices?

Would they encourage outsourcing and/or runaway production? Is there no other way — except wedlock or living together — to beat the Japanese? Do the antitrust laws need changing? Or does the problem lie with slack enforcement? Or new interpretation?

Here was Nader — who has always been an antitrust buff — telling Rep. James Florio, New Jersey Democrat, to get Iacocca to explain the "ricochet effect" of GM strategy.

And here was Iacocca, free from the thumb of Henry Ford II and free from threat of Chrysler Corp. bankruptcy, saying he can "smell it" and if he can just get the data out of FTC, the whole world can get a whiff of what's going on.

• Said Iacocca: The GM-Toyota JV can "destroy" American Motors. He thought that Ford "would be yelling like hell" and the UAW would be complaining about job loss. He wondered why the UAW is willing to settle for "half a loaf" — salvaging a few jobs.

Said Nader: Ford Motor Co. and AMC (the no-shows at the hearing) are still intimidated by GM in other areas. GM is out to "crunch" the UAW and the UAW's acceptance of that "half a loaf" just shows how shortsighted and intimidated the UAW really is. As for Ford, Nader said that Henry Ford II once said that competing with GM was like "going to bed with an elephant." Besides, Nader said, "they know this subcommittee cannot do anything to stop the JV."

Said Iacocca: GM has enough money to hire lawyers and it doesn't need to have the Justice Department use taxpayers' money to come in to join GM and say Chrysler has no right to go to court.

Said Nader: Even the Justice Department wants to interfere with the courts on behalf of GM but even then Antitrust Chief J. Paul McGrath and Attorney General William French Smith recused themselves because of cases handled by their law firms while FTC Chairman James C. Miller III did not, although he had been a private consultant to GM.

Said Iacocca: Commissioner Terry Calvani — in office just 34 days — would have had to read 1,500 pages a day just to know what was in the record; yet he voted for the JV.

• Said Nader: It was an "ideological fix" — a "preordained conclusion," not even using the FTC expert who had handled the Ford-Toyo Kogyo increased equity decision or the AMC-Renault marriage.

Said Iacocca: What's the real issue? Size and power. GM sales are bigger than the GNP of all but 25 countries; add Toyota and combined sales are bigger than GNP in all but 20 countries, and in the U. S. market their sales are bigger than all the auto companies in the world. As for Chrysler, "we're just a blip."

Said Nader: In effect, big is bad because it can mean market dominance, and what happens then? It leads to GM "stylistic pornography" instead of "engineering integrity." GM and Toyota are "clones" and the product of the JV will be just "another Japanese lantern." If the product were to be a crashworthy, fuel-efficient, superclean and innovative product, then the country might be able to afford some lessening of competition.

Said Iacocca: GM wants to get rid of the Chevette, which has 90 percent local content, and substitute the JV product which will have 40 to 50 percent local content. But GM will be back any day — if they haven't been here already — to get those Fremont cars counted for their CAFE.

Both Nader and Iacocca

Continued on Page 44, Col. 3

225 experts to conduct sessions

Computer meeting slates 20 topics

ANAHEIM, Calif.—Computer Graphics '84, the fifth annual conference and exposition of the National Computer Graphics Assn., will be held here May 13-17 at the Anaheim Convention Center.

Approximately 225 industry experts and professional educators will conduct tutorials and technical sessions on more than 20 topics in computer graphics. Covering a broad range of technology, with special emphasis on microcomputers, the conference program is organized around 25 tutorials and more than 70 technical sessions.

"The tutorials offer training in specific computer graphics skills," said Stephen A. Mucchetti, conference director, "while papers on key developments, innovative applications and future directions in the field will be presented in the technical sessions."

The Computer Graphics '84 exposition, May 14-17, will showcase state-of-the-art computer graphics technology for use in CAD/CAM, business and management, cartography, structural analysis, medicine, animation, marketing, architecture and many other applications.

Representatives and technical staff of more than 200 leading vendors will be available to explain the products and services on display in the three exhibit halls of the Convention Center. Additional presentations will be made by computer graphics manufacturers and vendors in an exhibitor forum to be held in conjunction with the exposition.

"The exposition will be a giant marketplace," said Mucchetti. "Vendors will demonstrate their newest products and services. Users will be able to review the latest in computer graphics technology. As a meeting place for users and suppliers, this event will make a major contribution to the computer graphics industry."

NCGA has been working with several related associations and professional societies in preparation for Computer Graphics '84. Representatives for these organizations have been invited to participate as conference speakers. Members of the groups are encouraged to attend the conference to learn more about how computer graphics can affect their work.

A special attraction at the show will be the NCGA annual dinner on May 15. It will feature a series of video presentations, including a short feature film produced by Robert Abel, whose pioneering work in computer graphics and special effects has revolutionized television commercial production.

In addition to the Abel film, a video gallery will be offered during the pre-dinner cocktail hour, including videotapes of some innovative applications of computer graphics in commercial production.

Computer Graphics '84 is sponsored by the National Computer Graphics Assn., an organization of 6,300 professionals and 49 major corporations dedicated to developing, promoting and improving computer graphics applications in business, industry, government, science and the arts.

This year, more than 25,000 people are expected to attend the five-day conference.

As of Dec. 31, 119,000 net square feet of exhibit space—73 percent of the total available—had been sold to 177 companies for the exhibition.

An additional 25,000 square feet have been reserved for a total commitment of 86 percent of the available net square feet.

As a result, the exposition will be at least 2½ times the size of the association's 1982 event, also held in Anaheim. NCGA expects more than 220 exhibitors at Computer Graphics '84, a 15-percent increase in number of exhibitors over 1982.

ASE group elects officers, directors

WASHINGTON. — Robert W. Schrandt, corporate service manager, Toyota Motor Sales, USA, Inc., Torrance, Calif., has been elected chairman of the National Institute for Automotive Service Excellence (ASE).

In addition to Schrandt, the following officers were elected: Joe D. Mills, state director of vocational education, Tallahassee, Fla., vice chairman; Burck E. Grosse, director, products service training, General Motors, Warren, Mich., treasurer, and Gerald E. Donahue, CAT, Donahue's Auto Service, Columbus, S. C., secretary. Ronald H. Weiner remains as president.

Others named to the Executive Committee were Lillian Bates, manager, service training programs, Parts and Service Division, Ford Motor Co., Dearborn; R. Michael Cheverier, CMAT, CMTT, Texas Garage, Amarillo, Tex., and Eldon G. Holbrook, manager, marketing training, Amoco Oil Co., Chicago.

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IMPORT SALES BY NAMEPLATE

DECEMBER, 1983 VS. DECEMBER, 1982

	December, 1983	December, 1982	12 mos., 1983	12 mos., 1982
Alfa Romeo	185	240	3,002	2,193
Audi	5,200	3,650	47,934	45,954
4000	1,283	892	12,266	13,164
4000d	8	323	956	3,172
5000S/Wagon	3,164	1,360	23,382	16,721
5000/td	5	333	5,188	4,243
5000 turbo gas	32	310	1,962	4,130
Coupe	348	370	3,358	4,235
Quattro	0	62	240	289
4000S Quattro	360	.....	582	.....
BMW	6,226	6,215	59,243	52,392
318/320	3,739	3,859	34,619	36,461
528e	746	1,450	11,239	10,540
533	608	.....	4,765	.....
633	324	247	2,613	1,515
733	809	659	6,007	3,876
Chrysler/Mitsubishi	8,117	7,074	103,569	102,227
Colt	5,891	4,810	73,671	75,031
Conquest/Sapporo/Chal'ger	820	2,264	25,595	27,169
Vista	1,406	.....	4,303	.....
DeLorean	.....	.....	4001	2,746
Fiat	111	573	6,184	14,113
Strada	15	114	.....	4,478
Brava	3	60	.....	2,452
X-1/9	31	112	.....	2,359
Spider 2000	62	287	.....	4,824
Honda	25,451	28,086	350,670	368,865
Civic	7,028	9,777	127,856	132,469
Civic CRX	2,483	.....	10,287	.....
Accord	11,112	16,749	171,736	195,524
Prelude	4,828	1,560	41,188	37,872
Isuzu	1,658	1,359	20,731	15,462
I-Mark	631	1,359	11,876	15,462
Impulse	1,027	.....	8,855	.....
Jaguar	1,789	1,219	15,815	10,349
XJ6	1,449	1,072	13,110	8,940
XJS	340	147	2,705	1,409
Lancia	6	124	637	1,174
Mazda	12,739	13,285	173,388	183,150
GLC	3,029	4,020	51,313	54,348
626	5,782	4,838	69,561	58,740
RX-7	3,928	4,427	52,514	50,062
Mercedes-Benz	7,865	7,399	73,692	65,963
190D	941	.....	1,551	.....
190E	1,009	.....	2,629	.....
240D	29	1,323	9,728	13,480
300D	1,736	2,225	19,191	17,263
300CD	175	183	2,002	1,726
300TD	341	311	2,811	2,896
300SD	1,717	1,757	18,759	16,686
280E/CE	.....	.....	.....	26
380SE	481	.....	928	.....
500/380SEL	429	531	4,879	3,692
380SL/SLC	804	895	9,255	8,405
500/380SEC	203	171	1,957	1,758
Mitsubishi	3,047	1,260	32,755	3,950
Starion	559	362	6,209	1,164
Cordia	1,275	454	12,799	1,471
Tredia	1,213	444	13,474	1,315
Nissan	37,424	39,779	521,902	470,246
210	.....	147	.....	61,292
Sentra	15,428	15,609	209,889	130,161
310	.....	1,010	.....	43,557
Pulsar	4,062	4,763	60,233	9,256

Continued on Page 22, Col. 3

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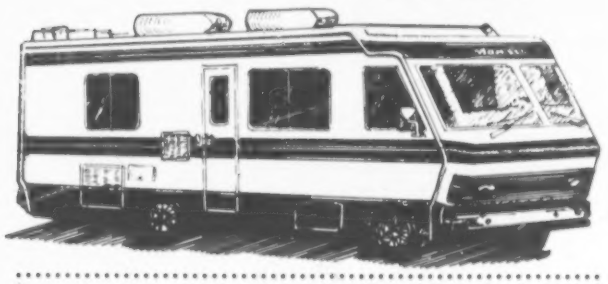

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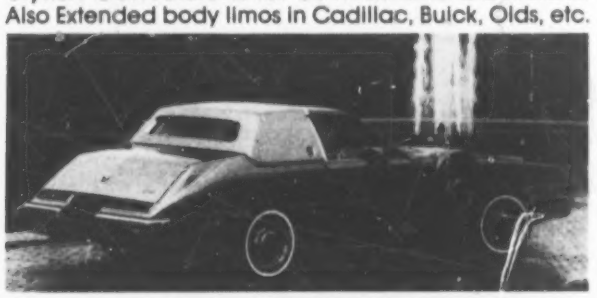

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But German auto makers are worried by prospect of shorter work week

BMW notches 20 percent sales gain

By Richard Feast
European Editor

MUNICH. — Sales revenues by BMW recorded another 20-percent increase last year, Chairman Eberhard von Kuenheim said.

It is the culmination of a decade of solid growth for the West German auto maker. Production of passenger cars in 1983 was a record 421,000, an 11-percent improvement over the previous year.

Prospects for car and motorcycle sales this year are good. But the company will make no production or sales forecasts — in large measure on account of the possibility of the introduction of a 35-hour work week in the whole of German industry.

This reduction from a 40-hour week is one of the two major concerns facing German auto makers at the beginning of 1984. The second is the proposal to introduce lead-free gasoline in the country from 1986.

• These two subjects are occupying German auto makers far more than any other. They fear that their competitive performance will be harmed, though the auto industry was the main locomotive which pulled the economy out of the recent recession.

BMW AG sales last year rose 22.5 percent to $4.1 billion. Worldwide sales for the group, including the 13 wholly owned subsidiaries, were up 20 percent at $5 billion.

BMW has not finalized the full accounts, and profits will not be declared until the middle of the year.

Car sales were up 11.9 percent at 422,491, mainly as a result of an increase of more than one-fifth in domestic sales (158,823).

Sales in the U. S. amounted to 56,000 and earned revenues of about $360 million. This year's expectation is of 60,000 car sales in the U. S., says BMW.

The company is committed to investments of about $360 million a year for the next five years. Its main projects, apart from modernization of existing facilities and new products, is another production facility at Regensburg and an R&D center near Munich.

Carolina dealers see demand for mid-size cars

RALEIGH, N. C. — Mid-size cars that combine good gasoline mileage and performance are the cars of the future and auto makers have recognized this, according to some North Carolina dealers.

As one dealer said, "People want more performance out of a car" and "they are buying what they want, rather than what they had to have" during the gasoline crisis.

Dealers said their customers want a car with a small engine that does not guzzle gasoline but also one that gives them more power and better road handling.

Tradeins are less frequent now, the dealers said, with the average owner trading cars only every six to seven years.

IMPORT SALES BY NAMEPLATE

Continued from Page 20

DECEMBER, 1983 VS. DECEMBER, 1982

	December, 1983	December, 1982	12 mos., 1983	12 mos., 1982
Stanza	4,563	4,597	64,429	59,152
Maxima	5,901	5,532	76,209	54,187
200SX	170	2,759	31,158	48,436
300ZX/280ZX	5,683	4,359	71,144	57,260
Hawaii	1,617	1,003	8,840	6,552
Other	.....	.....	.....	393
Peugeot	1,525	1,205	15,241	14,044
540D	.....	88	476	1,547
505	1,146	528	9,286	4,390
505D	.....	32	164	785
505TD	340	426	4,531	6,505
604	17	115	338	836
Tourist	22	16	446	279
Porsche	1,811	1,501	21,831	14,407
924	.....	.....	.....	1,677
924 Turbo	.....	2	.....	644
944	1,077	831	13,554	5,125
911SC	491	462	5,640	4,784
928	243	206	2,637	2,177
Renault	1,885	2,031	33,229	37,540
LeCar	127	943	11,148	20,107
18i	64	181	6,055	7,559
Fuego	1,694	907	16,028	9,874
Rolls-Royce	.....	.....	1,046	908
Saab	2,395	1,425	26,323	18,463
900	622	357	7,094	4,469
900S	643	304	6,622	4,055
Turbo	1,118	744	12,117	9,655
Tourist	12	20	490	284
Subaru	11,855	11,594	156,840	150,335
Toyota	51,026	46,147	555,766	530,246
Starlet	331	1,151	6,717	19,339
Corolla	14,460	13,095	143,430	175,198
Tercel	16,188	13,976	147,965	135,896
Celica	7,606	9,556	117,836	115,690
Supra	2,652	2,785	26,972	34,046
Camry	6,567	.....	52,654	.....
Corona	.....	4	12	3,109
Cressida	3,500	3,718	39,755	37,448
Land Cruiser	552	312	4,805	3,088
VanWagon	3,255	.....	8,084	.....
Hawaii	1,915	1,550	7,536	6,431
Other	.....	.....	.....	1
Volkswagen	7,858	6,246	77,009	67,345
Rabbit Convertible	690	787	9,612	8,983
Jetta	3,213	1,708	22,013	20,304
Vanagon	1,839	1,069	15,193	12,847
Quantum	1,240	1,263	16,486	11,330
Dasher	.....	11	.....	659
Scirocco	876	1,408	13,705	13,222
Volvo	5,137	3,401	88,857	72,375
DL	2,452	1,548	44,505	39,430
GL	1,144	641	16,427	11,525
GLT/Turbo	659	625	13,198	10,413
GLE	.....	116	212	2,661
DL Diesel	.....	.....	101	516
GL Diesel	192	420	4,487	6,889
Coupe	.....	.....	13	78
760 (gas)	426	.....	6,516	.....
760 TurboDiesel	224	.....	2,223	.....
Tourist	40	19	1,175	807
Grand Total	193,310	183,813	2,386,064	2,221,447

†estimate

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But November total is lowest since February

New-car registrations up 11th straight month

By Jenny L. King
Staff Writer

Registrations of new cars in the U. S. in November were up for the 11th consecutive month of 1983 though the total was lowest for any '83 month since February.

According to figures from R. L. Polk & Co., 701,448 new cars were registered in November, up 3.51 percent from 677,639 a year earlier, and off 7.31 percent from 756,795 in October, 1983. The November total was lowest for any month last year since February, when 568,663 new cars were registered.

November domestic registrations numbered 525,546, up 4.17 percent from 504,492 a year earlier. They were off 7.33 percent from the 567,107 reported in October.

Import registrations of 175,902 in November were up 1.59 percent from 173,147 a year earlier.

For readers making comparisons between present charts and those published a year ago, please note: Since September, 1983, Renault Alliance and Encore have been listed as domestic cars for both 1983 and 1982 (Alliance). Year-ago charts include the U. S.-built Renaults among captive imports and in the import totals.

• In the November marketplace, only Ford Motor Co. increased its share compared with the same month in 1982. Ford was up 2.18 percentage points, to 18.57 percent from 16.39 percent. For the month, General Motors dropped 1.43 percentage points, to 45.63 percent from 47.06 percent.

Chrysler Corp. was off 0.24 percentage points, to 8.73 percent from 8.97 percent. American Motors dipped to 1.99 percent from 2.01 percent, and miscellaneous domestics, without the support of Checker, lost their last trace of a share with less than 0.01 percent compared with 0.02 percent a year ago.

Imports were down 0.47 percentage points, to 25.08 percent from 25.55 percent.

In the domestics-only arena, GM earned 60.89 percent, down from 63.21 percent a year earlier. Ford climbed to 24.79 percent from 22.08 percent. Chrysler had 11.65 percent, down from 12.04 percent. AMC was down to 2.66 percent from 2.70 percent, and miscellaneous domestics had 0.01 percent, down from 0.03 percent.

The largest share of the market class went to U. S. intermediates in November, with their 27.28 percent of the total. Next were imports at 25.08 percent, followed by compacts at 18.15 percent, standards at 12.08 percent, subcompacts at 11.68

Continued on Page 30, Col. 1

NEW-CAR MARKET SHARES IN U. S.

	NOVEMBER					11 MONTHS				
	Regis., Nov., 1983	Percent Share of Market	Regis., Nov., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 11 Mos., 1983	Percent Share of Market	Regis., 11 Mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	105,011	14.97	111,113	16.40	− 1.43	1,174,081	14.65	1,105,833	15.82	− 1.17
Ford	90,940	12.96	74,614	11.01	+ 1.97	923,101	11.52	802,559	11.48	+ 0.04
Oldsmobile	78,472	11.19	73,929	10.91	+ 0.28	872,159	10.88	698,664	10.00	+ 0.88
Buick	64,302	9.17	68,377	10.09	− 0.92	738,350	9.21	641,419	9.18	+ 0.03
Pontiac	48,036	6.85	41,252	6.08	+ 0.78	475,189	5.93	414,225	5.92	+ 0.01
Mercury	32,493	4.63	26,549	3.92	+ 0.65	355,258	4.43	285,469	4.09	+ 0.34
Cadillac	24,218	3.45	24,240	3.58	− 0.13	259,475	3.24	212,303	3.04	+ 0.20
Dodge	23,610	3.37	23,464	3.47	− 0.10	277,197	3.46	224,117	3.21	+ 0.25
Chrysler	20,787	2.96	16,412	2.42	+ 0.54	228,755	2.85	154,051	2.30	+ 0.65
Plymouth	16,838	2.40	20,875	3.08	− 0.68	233,933	2.92	220,518	3.16	− 0.24
American Motors	13,960	1.99	13,621	2.01	− 0.02	169,758	2.12	92,788	1.33	+ 0.79
Lincoln	6,847	0.98	9,911	1.46	− 0.48	87,900	1.10	76,827	1.10	.....
GENERAL MOTORS	320,039	45.63	318,911	47.06	− 1.43	3,519,254	43.91	3,072,444	43.96	− 0.05
FORD MOTOR CO.	130,280	18.47	111,074	16.39	+ 2.18	1,366,259	17.05	1,164,855	16.67	+ 0.38
CHRYSLER CORP.	61,235	8.73	60,751	8.97	− 0.24	739,885	9.23	598,686	8.57	+ 0.66
AMC	13,960	1.99	13,621	2.01	− 0.02	169,758	2.12	92,788	1.33	+ 0.79
IMPORTS	175,902	25.08	173,147	25.55	− 0.47	2,218,776	27.68	2,057,798	29.44	− 1.76
MISCELLANEOUS	32	.....	135	0.02	− 0.02	594	0.01	2,318	0.03	− 0.02
TOTAL	701,448		677,639			8,014,526		6,988,889		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Nu-Fuel Industries opens Nashville office

NASHVILLE. — Nu-Fuel Industries, based in Loretto, Tenn., has opened a sales and marketing division office here. The firm makes fueling systems which allow vehicles to be powered by natural gas.

Don Raymond has been named national marketing director, and Art Garrett has been appointed regional account executive.

Attendance up 22 pct. at St. Louis show

ST. LOUIS.—Attendance at this year's Greater St. Louis International Auto Show increased 22 percent over the show's 1983 attendance.

Nearly 220,000 people visited this year's show compared with 180,000 a year ago. Participating dealers sold 350 cars during the show, more than double the number sold in 1983.

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B.A.M.A. Sales
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Braun Corporation
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C.R. Laurence Company
Carr Sales Company
Castlewood Designs
Champion RV's
Chariot Vans, Inc.
Citation Motor Coach Corp.
Citrus Importing, Inc.
Classic Manufacturing, Inc.
Clean Seal
Colonial Wood Products
Colorado Freedom Wheels
Compliment Van/Barrows Ent.
Consolidated Marketing Svcs.
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Continental Van & Body, Inc.
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Elkhart Motor Car Company
Excalibur Vans of Texas, Inc.
Exclusive Manufacturing Co.
Fasnap Corporation
Fleming Sales Company, Inc.
Flexsteel Industries, Inc.
Foxey Vans, Inc.
Frontier Vans, Inc.
Geneva Luxury Motor Vans
Ger-win Vans, Inc.
Gladiator, Incorporated
Gold Nugget Company
Gralan Distributors
Granada Conversions
Guil-cone Seating Company
Gulf South ASP
Happy Times, Inc.
Hehr International
I.A.S. National
Int'l. Mktg. Affiliates
Ivory Coach
J.W. Industries, Inc.
Jayco, Inc.
Johnson Conversions
Keenan World of Customizing
Kellogg Mfg.
Kelsey-Hayes Co./Prod. Div.
Kanco Engineering
KM Distributing, Inc.
Koolatron Corporation
Kustom Fit
Kustom Seating, Inc.
L.A. Industries, Inc.
Latour Luxury Vans
Le Van Specialty Co., Inc.
Lone Star Mfg. Co., Inc.
Luxury Vans, Inc.
Mark III Industries, Inc.
Medallion Plastics, Inc.
Meksol Company, Inc.
Memphis Accessory Dist.
Midas Vans
National Market Reports, Inc.
Nu-Concepts, Inc.
O.W. Donald Company
P.V.T. Plastics Corp.
Process Bonding, Inc.
Quality Seating
Ramco Industries
Roman Wheels, Inc.
Royalty Vehicle Accessory
Rudesco/Ridgeform
RVC, Incorporated
San-Ka[illegible], Inc.
SDI Co.
Sears-N-Stuff
Seven-O-Seven Industries, Inc.
Sherrod Vans, Inc.
Shuttlecraft Coach, Inc.
Sporty Parts
Star Lazer, Inc.
Starcraft
Starline Vans
Sun Valley Products
Talbert Mfg. & Sales
Tech-Trans, Inc.
Tidwell Touring Coach
TL Enterprises
Tram Body & Coach Company
Travel Craft, Inc.
Travel Master Vans
Tri-Glas Industries, Inc.
Trimtech, Ltd./Int'l. Mktg.
Utilimaster Corporation
Valley Vans, Inc.
Van Aire Conversions
Van Epoch, Inc.
Van House
Versafab Corporation
Viking Formed Products
Viking Industries, Inc.
Vista Manufacturing, Inc.
Westin, Inc.
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Window Creations
Windsor Motor Vans
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Xplorer Motor Homes
Zimmer Motor Vans

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"How To Profitably Sell A Van Conversion"
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"Who Is The Van Conversion Prospect"
"Structure Your Dealership for Van Profitability"
"Profitable Van Dealerships—4 Case Histories"
"Finance & Insurance—Vans Can Be Different"
"Dealer Product Liability & Van Safety Standards"
"The Van Conversion Industry—An Industry Outlook"
"The Impact of the Mini-Van on Tomorrow's Market"

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But November total is lowest since February

Auto registrations rise for month

Continued from Page 29

percent and luxury models with 5.73 percent.

The November, 1982, market was divided in this manner: Intermediates at 27.93 percent, imports at 25.55 percent, compacts at 16.01 percent, standards at 12.43 percent, subcompacts at 11.78 percent and luxuries at 6.30 percent.

Of the domestics alone, 36.42 percent were intermediates in November, 24.22 percent were compacts, 16.13 percent were standards, 15.58 percent were subcompacts and 7.65 percent were luxury cars.

• Total registrations for the first 11 months of 1983 were 8,014,526, up 14.68 percent from 6,988,889 in 1982. Two years ago they added to 7,832,399, a difference of plus 2.33 percent in favor of 1983.

Year-to-date domestic registrations of 5,795,750 were up 17.53 percent from 4,931,091 in 1982 and up 3.77 percent from 5,585,001 in 1981.

Import registrations totaled 2,218,776, up 7.82 percent from 2,057,798 for the first 11 months of 1982.

Ford, Chrysler and AMC showed gains in the 11-month market, while GM and the imports lost ground. Ford was up 0.38 percentage points, to 17.05 percent from 16.67 percent. Chrysler claimed 9.23 percent, up 0.66 percentage points from 8.57 percent. AMC was up 0.79 percentage points, climbing to 2.12 percent from 1.33 percent.

GM was off 0.05 percentage points in the 11 months, dipping to 43.91 percent from 43.96 percent. Imports dropped 1.76 percentage points, to 27.68 percent from 29.44 percent, and miscellaneous domestics shriveled to 0.01 percent from 0.03 percent in 1982.

Excluding imports, GM had 60.72 percent of the market, down from 62.31 percent. Ford held 23.57 percent, down from 23.62 percent. Chrysler stood at 12.77 percent compared with 12.14 percent, AMC was up to 2.93 percent from 1.88 percent and miscellaneous domestics dropped to 0.01 percent from 0.05 percent.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
NOVEMBER, 1983 VS. NOVEMBER, 1982

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Alliance FWD	7,733	115,405	7,411	15,395
Encore FWD	3,818	9,130		
Spirit	108	4,881	821	15,788
Concord	68	9,098	1,449	21,651
Concord SW	56	4,202	666	7,861
Eagle 4WD	320	3,399	469	5,380
Eagle 4WD SW	1,597	18,122	1,927	16,723
Eagle 4WD SX4	260	5,521	878	9,990
TOTAL AMC	13,960	169,758	13,621	92,788
Chrysler Laser FWD	2,983	5,207		
LeBaron FWD	5,256	61,670	5,731	71,029
LeBaron SW FWD	922	10,452	958	7,623
E-Class/New Yorker FWD	7,632	73,572	2,453	4,556
Cordoba	173	10,286	1,341	14,138
New Yorker Fifth Avenue	3,801	66,320	5,715	54,331
Imperial	20	1,248	214	2,374
Total	20,787	228,755	16,412	154,051
Plymouth Horizon FWD	4,591	49,864	5,047	67,105
Turismo FWD	2,445	31,874	1,999	7,663
Reliant FWD	6,391	99,766	9,221	94,042
Reliant SW FWD	3,177	40,718	3,809	37,015
Gran Fury	234	11,711	799	14,693
Total	16,838	233,933	20,875	220,518
Dodge Omni FWD	4,258	44,304	4,519	57,846
Charger FWD	3,477	40,678	2,272	12,070
Daytona FWD	2,184	3,998		
Aries FWD	5,105	73,916	7,352	68,938
Aries SW FWD	3,185	32,829	3,021	30,173
600 '84/400 '83 FWD	1,652	27,148	2,434	24,299
Diplomat	613	20,303	1,833	21,779
Diplomat SW			2	72
Mirada	155	4,299	646	6,663
600 FWD	2,981	29,722	1,385	2,277
Total	23,610	277,197	23,464	224,117
TOTAL CHRYSLER CORP.	61,235	739,885	60,751	598,686
Ford Escort FWD	18,022	219,869	20,021	228,439
Escort SW FWD	5,632	73,537	7,133	72,820
EXP FWD	645	19,368	3,240	34,767
Fairmont	316	46,537	10,461	112,783
Fairmont SW			18	2,040
Tempo FWD	20,081	99,428	4	6
Granada			3,175	58,693
Granada SW			1,386	32,599
LTD	10,897	104,911	4,955	6,694
LTD SW	4,225	42,269	1,536	1,967
LTD '82			1,539	43,248
LTD Crown Victoria	6,255	86,490	6,392	44,761
LTD Crown Victoria SW	1,612	18,627	1,549	18,456
Mustang	10,192	103,519	10,463	104,953
Thunderbird	13,063	108,546	2,742	40,333
Total	90,940	923,101	74,614	802,559
Lincoln Town Car	4,551	52,519	4,929	34,647
Mark VI and VII	1,518	23,412	2,600	22,784
Continental	778	11,969	2,382	19,396
Total	6,847	87,900	9,911	76,827
Mercury Lynx FWD	4,201	57,028	5,107	68,076
Lynx SW FWD	1,116	15,814	1,611	18,797
LN7 FWD	124	4,842	843	11,547
Capri	2,035	20,896	2,909	26,928
Zephyr	67	13,288	3,448	36,176
Zephyr SW			5	809
Topaz FWD	5,269	28,875		
Cougar '82			1,373	27,507
Cougar '82 SW			450	12,859
Marquis '83/'84	4,381	44,148	1,760	2,170
Marquis '83/'84 SW	1,109	14,430	1,097	1,460
Marquis '82			250	7,136
Marquis Brougham '82			379	14,290
Grand Marquis	5,412	74,005	5,397	34,285
Grand Marquis SW	850	11,051	914	8,601
Cougar '83/'84/XR7	7,929	70,881	1,006	14,828
Total	32,493	355,258	26,549	285,469
Lincoln Mercury Division Total	39,340	443,158	36,460	362,296
TOTAL FORD MOTOR CO.	130,280	1,366,259	111,074	1,164,855

	1983 Month	1983 Year	1982 Month	1982 Year
Buick Skylark FWD	6,876	90,825	11,795	131,499
Skyhawk FWD	4,469	55,905	4,927	38,794
Skyhawk SW FWD	559	9,337	263	372
Century FWD	13,809	129,371	11,151	82,776
Century SW FWD	94	114		
Regal	15,872	195,968	18,736	189,266
Regal SW	244	11,819	1,187	13,036
LeSabre	9,835	114,643	8,514	82,619
Electra	6,419	69,119	5,923	51,332
Electra FWD		150		
Buick SW	1,305	16,613	1,325	13,281
Riviera FWD	4,820	44,486	4,556	38,444
Total	64,302	738,350	68,377	641,419
Cadillac DeVille	9,789	113,722	11,287	97,612
DeVille FWD	4	103		
Cimarron FWD	1,390	17,384	1,282	11,407
Fleetwood & Chas.	3,939	38,077	3,699	33,793
Fleetwood FWD		33		
Eldorado FWD	6,037	61,814	5,520	49,424
Seville FWD	3,059	28,342	2,452	20,067
Total	24,218	259,475	24,240	212,303
Chevrolet Chevette	12,856	158,334	20,226	211,734
Camaro	14,666	158,384	14,349	155,518
Cavalier FWD	17,029	159,709	8,524	81,367
Cavalier SW FWD	6,260	61,774	2,722	23,712
Citation FWD	4,913	84,830	15,861	168,660
Malibu	1,154	43,182	4,729	59,600
Malibu SW	637	41,098	4,448	37,932
Celebrity FWD	17,062	147,598	11,747	82,639
Celebrity SW FWD	230	233		
Monte Carlo	9,362	89,808	9,063	87,265
Impala	3,217	41,545	3,229	46,139
Caprice	10,726	112,793	10,530	91,804
Chevrolet SW	4,710	51,509	4,008	39,935
Corvette	2,189	23,284	1,677	19,528
Total	105,011	1,174,081	111,113	1,105,833
Oldsmobile Omega FWD	2,611	45,504	6,186	65,878
Firenza FWD	2,275	28,516	2,816	23,063
Firenza SW FWD	867	11,331	232	308
Cutlass Ciera FWD	17,159	163,221	13,411	96,120
Cutlass Ciera SW FWD	433	439		
Cutlass Supreme/Calais	25,748	270,165	22,375	233,674
Cutlass SW	262	17,319	1,767	18,168
Delta 88	13,829	175,814	13,379	139,356
98	9,728	102,391	8,658	75,410
98 FWD		23		
Oldsmobile SW	2,069	23,050	1,714	17,720
Toronado FWD	3,491	34,386	3,391	28,967
Total	78,472	872,159	73,929	698,664
Pontiac 1000	2,237	31,029	4,134	44,838
Firebird	7,398	81,322	8,823	86,437
2000 FWD	5,703	65,082	3,969	42,696
2000 SW FWD	848	11,134	731	7,407
Phoenix FWD	1,346	22,945	4,058	43,644
Bonneville	6,136	61,700	5,137	53,593
Bonneville SW	377	12,555	1,163	13,045
6000 FWD	8,373	79,010	6,806	44,709
6000 SW FWD	82	83		
Grand Prix	6,271	79,542	6,387	73,774
Catalina			7	451
Bonneville '81 Parisienne	1,151	5,633	15	1,690
Bonneville Bgm. '81/Paris Bgm.	1,659	10,229	17	1,472
Pontiac SW	978	4,372	5	469
Fiero	5,477	10,553		
Total	48,036	475,189	41,252	414,225
TOTAL GM CORP.	320,039	3,519,254	318,911	3,072,444
Checker	2	249	113	2,023
Miscellaneous Domestic	32	594	135	2,318
Domestic Station Wagon Total	43,436	554,831	45,647	455,260
Domestic Grand Total	525,546	5,795,750	504,492	4,931,091
Import Total	175,902	2,218,776	173,147	2,057,798
Grand Total All Registrations	701,448	8,014,526	677,639	6,988,889

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma, delayed for New York.

GMAC picks Thomas for overseas borrowing

DETROIT. — Geoffrey C. Thomas has been appointed director of overseas and Canadian borrowings for General Motors Acceptance Corp.

Thomas joined GMAC in Melbourne, Australia, in 1961. He has been assistant director of overseas and Canadian borrowings, treasurer of General Motors-Holden's, and director of finance for Convesco, a GM-Isuzu joint venture in Russelsheim, West Germany. He has been on special assignment for GMAC in Brussels, Belgium, since 1983.

80 Olds dealers mark $1.35 million for sales drive

The "Sunshine Olds Network," a group of 80 Oldsmobile dealers throughout Florida and south Georgia, is running a $1.35 million promotional campagin during February and March in an effort to sell 10,000 new Oldsmobiles.

The Feb. 2-March 17 effort, largest of its kind for the group, is called the "Top 45 Sales Rally" in line with its 45-day duration.

Skirboll & Garber Advertising, Pittsburgh, the group's agency, developed a series of six TV commercials, which are being linked to a national effort by Oldsmobile, "The Olds Sales Rally."

Ad budget for the dealers exceeds $1.25 million.

Along with the ad plan, Skirboll & Garber developed a $100,000 sales promotion contest and awards dinner for the "Sunshine" group's salespeople and sales managers. The contest offers more than $50,000 in cash prizes.

An awards dinner will be held March 31 at the Hyatt Hotel in Orlando, Fla., for salespeople and their spouses.

Skirboll & Garber handles a number of Olds groups, comprising some 200 dealers in 17 markets.

Chrysler-Mexico builds 500,000th car at Toluca

TOLUCA, Mexico. — Chrysler de Mexico has begun business in 1984 with "optimism and confidence," according to managing director Jerome B. York.

The firm's 15-year-old assembly plant here has turned out car number 500,000. York said that passing the half-million mark in car production and the production of the 1.5-millionth engine last November strengthens Chrysler goals for this year.

Export plans call for shipment of 4,400 vehicles to the Caribbean, Asia and the Middle East, with total exports, including engines, to generate an income of $430 million.

The Toluca assembly plant has the capacity to produce a complete unit every two minutes.

factories list auction dates

American Motors

Feb. 14—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Feb. 15—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

Feb. 16—Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Feb. 17—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Feb. 21—Aptco Auto Auction, Taylor, Mich.

Model breakdown
Auction Averages

	FEBRUARY TO DATE	JANUARY	DECEMBER
1984	$10,473	$10,118	
1983	8,743	8,110	$ 9,683
1982	6,269	6,338	6,445
1981	4,831	5,279	5,414
1980	4,495	4,239	4,734
1979	3,012	3,902	3,995
1978	2,458	2,589	2,959
1977	1,767	1,999	1,895
Overall Average	$4,967	$ 5,359	$ 4,308

Feb. 22—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

Feb. 23—Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Feb. 24—Concord Auto Auction, Acton, Mass.

Feb. 28—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Feb. 29—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

Ford Motor Co.

Feb. 14—Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Dallas, Tex.

Feb. 15—Brasher's Southern California Auto Auction, Fontana, Calif., and Northway Exchange, Clifton Park, N. Y.

Feb. 21 — Harrisonburg Auto Auction, Harrisonburg, Va.

Feb. 22—Concord Auto Auction, Acton, Mass.

Feb. 23—Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

Feb. 28—Aptco Auto Auction, Taylor, Mich.

Feb. 29 — Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

March 1—Skyline Auto Exchane, Fairfield, N. J.

General Motors

Feb. 14—Southern Auto Auction, East Windsor, Conn.

Feb. 15—Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

Feb. 16—Nashville Auto Auction, Nashville, Tenn.

Feb. 22—Metro Auto Auction, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S. C.

Feb. 23 — Indianapolis Auto Auction, Indianapolis, Ind.

Feb. 29—Arena Auto Auction, Chicago, Ill., and Atlanta Auto Auction, Red Oak, Ga.

March 5—Florida Auto Auction of Orlando, Orlando, Fla.

March 7—Brasher's Auto Auction, Fontana, Calif.

March 8—Aptco Auto Auction, Taylor, Mich., and Dallas Auto Auction, Dallas, Tex.

March 13—South Seattle Auto Auction, Kent, Wash., and Ohio Auto Auction, Columbus, O.

March 14—Hatfield Auto Auction, Hatfield, Pa., and Northstar Auto Auction, Shakopee, Minn.

March 15 — Nashville Auto Auction, Nashville, Tenn.

March 20 — Southern Auto Auction, E. Windsor, Conn.

March 21—Metro Auto Auction, Kansas City, Mo., and Golden Gate Auto Auction, Fremont, Calif.

March 28—Arena Auto Auction, Chicago, Ill., and Clanton's Auto Auction, Darlinton, S. C.

March 29—Butler Auto Auction, Gibsonia, Pa.

Used Car Sales
Auction Averages

February to date	$4,967
Month ago	$5,244
Year ago	$4,744

Winner of Subaru in sweepstakes

James McCreadie, second from right, of Downey, Calif., won a new 1984 Subaru in the St. Jude Foundation's California Fall Sweepstakes. Presenting the car are Nicholas Shammas, left, of Downtown L.A. Subaru, and James C. Welsh, general manager of Subaru of Southern California, donors of the car, and John Kelleher, Los Angeles area director of St. Jude Children's Research Hospital.

used-car auction directory

Display Rates: $68.50 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $21.50; 13 times, $20.00; 26 times, $18.00; 52 times, $15.00. For Frequency Display Rates contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 12 days in advance. Next closing: Feb. 15 for Feb. 27 issue.

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January's industry total pass 583,000

Domestics lead new-car sales surge

Continued from Page 6

standards, 9.75 percent, and luxury models, 8.11 percent.

Late-January domestic sales, up 64.26 percent, were a combination of increases for all the major auto makers. Chrysler paced the group with its 74.83-percent climb. Ford was up 67.66 percent, GM was up 59.15 percent, VW was up 48.26 percent, AMC was up 36.58 percent and Honda had no year-ago 10-day report.

Ford captured 23.51 percent of the Jan. 21-31 domestic market, Chrysler had 12.26 percent, GM had 59.98 percent, AMC had 2.44 percent, VW had 1.48 percent and Honda had 1.33 percent.

DOMESTIC CAR SALES

	Jan. 21 to Jan. 31, 1984	Same Period, 1983	January, 1984	Same Month, 1983
Alliance	.....	.....	7,480	9,348
Encore	.....	.....	4,843	.....
Renault	.....	.....	12,323	9,348
Spirit	.....	.....	.....	635
Concord	.....	.....	.....	1,636
Eagle	.....	.....	1,948	2,346
AMC	.....	.....	1,948	.....
AMERICAN MOTORS*	6,146	4,500	14,271	13,965
Horizon	2,622	795	6,229	2,369
Turismo/TC3	1,241	630	2,977	1,690
Reliant	5,331	3,760	12,188	10,302
Plymouth	311	526	643	976
Total Plymouth	9,505	5,711	22,037	15,337
Laser	1,893	.....	3,947	.....
LeBaron K	2,855	1,760	6,358	4,451
Cordoba	31	346	85	744
New Yorker Fifth Avenue	2,098	1,905	4,814	4,843
E-Class	1,269	786	2,548	3,302
Chrysler	1,653	199	3,904	318
Total Chrysler	9,799	4,996	21,656	13,658
Total Imperial	.....	56	.....	118
Omni	2,410	670	5,514	2,012
Charger/024	1,498	688	3,359	1,925
Daytona	1,534	.....	3,221	.....
Aries	3,950	3,145	8,997	8,665
600 Coupe/400	666	781	1,419	1,667
Diplomat	238	792	540	1,548
Mirada	67	149	159	311
Dodge 600	1,216	677	2,489	1,864
Total Dodge	11,579	6,902	25,698	17,992
CHRYSLER CORP.	30,883	17,665	69,391	47,105
EXP	600	465	1,408	1,238
Escort	10,802	9,128	25,388	21,218
Mustang	4,937	3,056	10,561	7,751
Tempo	8,316	.....	18,666	.....
Fairmont	.....	3,095	.....	9,812
Granada	.....	316	.....	983
Thunderbird	4,783	144	11,808	466
LTD '83	6,159	3,963	14,366	11,312
Ford Crown Victoria	4,179	3,283	10,352	8,708
Ford Division	39,776	23,450	93,549	61,488
LN7	.....	169	.....	416
Lynx	2,099	2,377	4,939	5,449
Topaz	2,353	.....	5,394	.....
Zephyr	.....	944	.....	2,813
Cougar/Monarch	.....	122	.....	324
XR-7	3,257	67	7,842	188
Capri	918	677	1,726	1,706
Marquis '83	3,264	1,542	7,275	4,128
Mercury Grand Marquis	3,573	3,228	8,655	7,931
Total Mercury	15,464	9,126	35,831	22,955
Continental	708	633	1,726	1,638
Lincoln	1,610	1,393	3,608	3,757
Mark VII	1,697	740	4,508	1,951
Total Lincoln	4,015	2,766	9,842	7,346
L-M Division	19,479	11,892	45,673	30,301
FORD MOTOR	59,255	35,342	139,222	91,789
Skyhawk	3,171	1,608	6,484	4,512
Skylark	3,038	2,418	7,139	6,469
Century FD	7,109	3,047	15,091	8,174
Regal Sedan/Coupe	7,062	6,663	16,098	15,798
LeSabre	5,727	3,538	12,568	8,750
Electra	3,041	1,793	6,676	4,681
Riviera	2,057	1,285	4,494	3,533
Buick Division	31,205	20,352	68,550	51,917
Cimarron	634	444	1,578	1,393
Seville	985	645	2,753	1,817
Cadillac	4,968	4,240	14,332	11,083
Eldorado	1,912	1,612	5,340	4,337
Cadillac Division	8,499	6,941	24,003	18,630
Chevette	7,079	4,182	15,248	12,988
Cavalier	11,572	4,341	24,963	11,641
Citation	2,801	3,046	6,013	9,266
Camaro	5,665	3,993	12,979	11,142
Celebrity	10,438	3,726	22,506	9,915
Malibu	136	2,804	329	7,802
Monte Carlo	4,445	2,405	10,650	7,157
Chevrolet	8,718	5,153	19,423	14,333
Corvette	1,090	341	2,218	998
Chevrolet Division	51,944	29,991	114,329	85,242
Firenza	1,638	1,006	4,159	2,837
Omega	1,295	1,235	3,243	3,570
Cutlass Ciera	7,691	3,573	19,258	10,496
Cutlass/Supreme	12,207	8,451	28,358	23,653
Olds 88	7,555	5,945	19,789	16,356
Olds 98	4,092	2,750	10,279	8,168
Toronado	1,429	889	3,299	2,725
Oldsmobile Division	35,907	23,849	88,385	68,005
Fiero	3,747	.....	8,043	.....
1000	851	1,040	2,142	2,590
2000/Sunbird	3,162	1,648	7,766	4,221
Phoenix	457	902	1,128	2,311
Firebird	2,793	2,455	6,556	6,256
6000	3,982	1,763	9,055	4,626
Bonneville	2,248	2,106	5,474	5,125
Grand Prix	2,291	2,352	5,590	5,547
Parisienne	1,560	.....	3,658	.....
Pontiac Division	21,091	12,266	49,412	30,676
GENERAL MOTORS	148,646	93,399	344,679	254,470
VOLKSWAGEN	3,739	2,522	7,219	5,564
HONDA	3,351	.....	8,647	1,247
DOMESTIC TOTAL	252,020	153,428	583,429	414,140
IMPORT TOTAL	.....	.....	195,129	181,585
INDUSTRY TOTAL	.....	.....	788,558	595,725

*—AMC does not issue a nameplate breakdown for 18-day periods.

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Chrysler, Ford spark gain

U.S. dealer total rises for first time since '55

Continued from Page 1

jumps of 99 for Mercury, 81 for Ford and 74 for Lincoln. Renault (Alliance/Encore) added 34 franchises.

Four of the five GM car divisions showed gains: 40 for Oldsmobile, 35 apiece for Buick and Pontiac and 20 for Cadillac.

Only three domestic lines reported declines. Chevrolet was off 40, Volkswagen dipped 28 and AMC (Eagle) was down 17. Imperial is no longer being produced, so its 425 franchises faded away.

The huge gain in franchises and the small gain in dealerships means that there is a lot more dualing in the industry — both intracorporate and intercorporate.

Intracorporate duals are those which combine car lines produced by the same manufacturer, like Chevrolet-Oldsmobile or Ford-Mercury.

Intercorporate duals are those involving cars made by different corporations, i.e., AMC-Pontiac.

• Although GM's car-dealer total dipped 120 last year, the corporation could find considerable solace in the figure. It was GM's smallest drop since 1978, and it compared with a drop of 495 outlets in 1982.

GM lost 75 dealers in the first half of 1983 and 45 in the second half. The fourth-quarter slip of 20 was GM's smallest since the second quarter of 1979.

Franchise totals for the five makes at the beginning of this year were: Chevrolet, 5,155; Oldsmobile, 3,175; Pontiac, 2,980; Buick, 2,945, and Cadillac, 1,595. Chevrolet's total is the highest in the industry.

The GM dealership count of 10,040 includes only car outlets. Adding GMC Truck, the corporate total is 10,685.

Chrysler Corp. had a lot to do with the industry's overall rise in 1983 as it posted a net gain of 227 outlets. The company opened this year with 3,864 car dealers, up from 3,637 at the beginning of 1983.

As noted, it was Chrysler's best showing since 1965, and it capped three years of improvement after 1980's horrendous loss of 596 retail outlets. Chrysler trimmed the falloff to 139 in 1981 and to 47 in 1982.

The 1983 gain was a full-year affair with quarterly upturns of 27-61-73-66 for the total of 227.

Franchise totals at the beginning of this year were Chrysler, 2,888; Plymouth, 2,831, and Dodge, 2,744.

In addition to its 3,864 car dealerships, Chrysler has eight others that handle only Dodge trucks. They are not included in the corporate car-dealership total or the Dodge car-franchise total.

Ford Motor Co. opened this year with 5,508 car dealerships, up 94 from the year-earlier total of 5,414. The gain was a pleasantly sharp contrast to losses of 553 in 1980, 276 in 1981 and 271 in 1982.

Ford had a decline of 11 outlets in the first quarter and then posted advances of 21-30-54 in the next three periods.

The company registered modest gains in its dealer count in 1973 (37) and 1977 (6), but the 1983 upswing was the biggest since the Edsel buildup of 1957. Edsel, incidentally, brought a net increase of some 700 outlets that year.

The company's franchise figures on Jan. 1, 1984, were Ford, 4,677; Mercury, 2,680, and Lincoln, 1,552.

In addition to its 5,508 car dealerships, Ford Motor has 106 that handle only Ford heavy-duty trucks. They are not included in the corporate car-dealership total or Ford Division's car-franchise total.

American Motors-Renault opened this year with 1,526 dealerships, down 63 from 1,589 at the beginning of 1983. The decline was the result of increased dualing between the two makes, since franchise totals were reasonably steady.

The Renault franchise count rose 34 to 1,356, while AMC's dipped 17 to 1,440.

An estimated 1,270 of the 1,526 dealerships handle both AMC and Renault. The dual figure is up from a year ago when it was 1,190 of 1,589.

There are 764 AMC duals with Big Three makes. Some 85 to 90 percent of them also handle Renault.

Volkswagen had 906 dealers on Jan. 1, down 28 from 934 a year earlier. VW has an estimated 135 duals with other domestic makes.

In the table accompanying this article, all VW dealerships are listed as "exclusives within corp." That's because Volkswagen of America produces only one line of domestic cars. The dealerships also handle VW imports and many have Audi and/or Porsche, which are imported by VWoA. But this is a census of domestic dealers.

RETAIL OUTLETS

U. S. CARS, 1947-1984

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.66
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79
Jan. 1, 1981	21,772	−6.87
Jan. 1, 1982	21,680*	−0.41
Jan. 1, 1983	20,799**	−4.06
Jan. 1, 1984	20,841**	+0.20

*—Jan. 1, 1982 and subsequent totals include Volkswagen.

**—Jan. 1, 1983, and subsequent totals include Renault.

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RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS 1984 VS. 1983

	Jan. 1, 1984				Jan. 1, 1983			
	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS-RENAULT	256	2,540	2,796	1,526	399	2,380	2,779	1,589
AMC	170	1,270	1,440		267	1,190	1,457	
Renault	86	1,270	1,356		132	1,190	1,322	
CHRYSLER CORP.	976	7,487	8,463	3,864	970	7,199	8,169	3,637
Chrysler	0	2,888	2,888		0	2,665	2,665	
Dodge	963	1,781	2,744		955	1,537	2,492	
Imperial	0	0	0		0	425	425	
Plymouth	13	2,818	2,831		15	2,572	2,587	
FORD MOTOR CO.	2,846	6,063	8,909	5,508	2,853	5,802	8,655	5,414
Ford	2,827	1,850	4,677		2,832	1,764	4,596	
Lincoln	0	1,552	1,552		0	1,478	1,478	
Mercury	19	2,661	2,680		21	2,560	2,581	
GENERAL MOTORS	5,310	10,540	15,850	10,040	5,500	10,260	15,760	10,160
Buick	745	2,200	2,945		780	2,130	2,910	
Cadillac	255	1,340	1,595		260	1,315	1,575	
Chevrolet	3,090	2,065	5,155		3,185	2,010	5,195	
Oldsmobile	640	2,535	3,175		660	2,475	3,135	
Pontiac	580	2,400	2,980		615	2,330	2,945	
VOLKSWAGEN	906	0	906	906	934	0	934	934
TOTALS	10,294	26,630	36,924	21,840	10,656	25,641	36,297	21,734
Minus Intercorporate Duals				1,003				935
NET DEALERS				20,841				20,799

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Attendance up, workshops jammed, optimism abounds

NADA parley: Boomtime in Dallas

Continued from Page 1

the association. James P. Jennings, the incoming president, assigned top priority to H.R. 1415, the anti-fleet subsidy measure.

"We have nearly 200 co-sponsors for this bill, nearly half of the House of Representatives," Jennings said. NADA will lead the fight to get the bill passed, he said, "but it will take the active support of all dealers to make it law."

The bill, he said, is good for dealers and consumers alike.

"It stands for fairness and it deserves to be passed," he said.

• Other goals for 1984 as listed by Jennings included a continuing fight against domestic-content legislation, support for the Dingell odometer bill as well as another Dingell bill which would provide federal incentives to states which enact mandatory belt-use laws.

Domestic-content laws are bad for everyone, Jennings said. Dealers, manufacturers, importers and customers all would suffer, he said.

Such laws, he said, "lead to higher prices and reduced product availability."

"Domestic-content requirements are all cost and no benefit," Jennings said.

The odometer proposal backed by NADA would provide incentives for states to create a series of cross-checks in the titling process. These cross-checks would allow the authorities to trace vehicle odometer readings, identify violators and prosecute more easily.

"We need this bill if we are to succeed in improving our credibility in the used-car market," Jennings said.

• In promising support for seat-belt legislation, Jennings said NADA will launch a program for dealers to become actively involved at the local level in the effort to increase seat-belt usage.

Dealers, he said, should have a leadership role in promoting seat-belt use.

Turning to factory-dealer relations, Jennings said the era of "shouting and table-pounding" has passed and there is "a new feeling of mutual respect."

"As the marketplace continues to improve," Jennings said, "we must be certain not to repeat mistakes of the past."

He singled out overdealering as a target and said NADA will continue to press for dealer input in the market planning process.

NADA will "work harder than ever before" at listening, he said. Officers, regional vice presidents and directors have already been asked to attend more state conventions and dealer meetings, he said.

"We are going to make a real effort to strengthen our communications with individual members," he said. Communications, he said, would be this year's watchword at NADA.

In the convention's opening session, Transportation Secretary Elizabeth Dole thanked dealers for their efforts to revive the national economy and to improve highway safety.

Dole, the highest ranking woman in the Reagan administration, said, "We realize your industry is at the heart of our economy.

"We will work with you to enhance safety while remaining sensitive to the burdens of regulation."

Outlining her department's 1985 fiscal request, she said it included an increase to $238 million for NHTSA. At the same time, she said that new regulations requiring high-mounted stoplights (similar to those in use on some cars prior to World War II) are the first car regulations in some time.

"They work and they are cost-effective," she said.

Dole reminded many here of a person who is running for office. She is, indeed, politically aware and skilled at replying to questions in a way that seems to be an answer but really isn't.

In the best political tradition, she brought news of federal money for the local area. Dallas, she said, will receive a transit grant of more than $5 million to "rehabilitate" 104 transit buses. Neighboring Fort Worth, she said, will get a grant for $425,000 to help finance the purchase of three buses to provide service between downtown and the airport.

In the closing session, NADA's new slate was installed along with Jennings. They are: William Symes, first vice president; Robert Burd, secretary, and Anthony Ursomarso, treasurer.

• An interesting survey of dealers was conducted on the convention's opening day by Market Facts, Inc. The survey found that 96 percent of dealers questioned expected profits this year. Some 71 percent said they believed the trend to larger cars will continue.

Of those surveyed, 89 percent had fewer than 100 employes and 81 percent have been in business more than 10 years.

The closing session was addressed by James Kilpatrick, the conservative syndicated newspaper columnist.

Kilpatrick predicted that Republicans will lose the Senate by one or two seats this fall.

The public's perception of the recovery will play a big role in determining who wins elections, he said.

If the perception is that inflation is under control, unemployment is down and auto sales are up, President Reagan will be reelected. If the economy appears to be getting worse, "almost any Democrat" could win, he said.

The convention was capped Tuesday evening by the DEAC Diamond Dinner. The $85-a-ticket affair was entertained by the Tex Beneke orchestra.

State recognition awards were presented during the banquet.

Said William Hancock Jr., DEAC chairman, "Our state DEAC teams are the key to our success. Our purpose is to elect the best people — those with open minds.

"The campaign funds we give are simply an effective calling card which only helps ensure that dealer concerns are heard.

"But you must have money to give. And that's where our state teams do such a super job."

It's the 14th floor for Reuss, Stempel

DALLAS. — The more things change, the more they stay the same.

Robert C. Stempel and Lloyd E. Reuss, key figures in the General Motors reorganization plan, have moved out of the GM building to offices in Detroit's Renaissance Center.

The new offices are on the 14th floor.

Month's total of 661,841 tops 1983 by 52 pct.

January car output is 5-year high

By Joe Wilssens
Staff Writer

Domestic auto makers wrapped up the first month of 1984 with their best total for the period in five years.

U. S. manufacturers produced 661,841 autos, the most for January since 786,839 were assembled in 1979. Last month's total was up 51.99 percent from 435,455 built in the comparable month last year.

January breakdown by company was: General Motors, 60.10 percent; Ford Motor, 19.60 percent; Chrysler Corp., 15.17 percent; American Motors, 2.18 percent; Volkswagen of America, 1.50 percent, and Honda, 1.45 percent.

Last week, auto makers scheduled 160,978 units, down 7.02 percent from 172,272 assembled in the previous week, but 36.40 percent better than the year-ago output of 118,025.

To date this year, 946,490 cars have been completed, leading the year-ago output of 642,927 for the period by 47.22 percent.

Ford's Kansas City facility was idle last week to adjust inventory.

GM scheduled overtime at six assembly plants last week. GM's Detroit plant added extra daily hours while plants at Fairfax (Ga.), Flint, Framingham (Mass.), Janesville (Wis.) and Oklahoma City worked two additional shifts Saturday (Feb. 11).

Chrysler scheduled overtime at four plants last week. The company's Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 plants were scheduled for two daily 9-hour shifts while the Newark facility's schedule also included two 8-hour Saturday shifts. Chrysler's Jefferson point was scheduled for two 8½-hour daily shifts.

Domestic new-car inventory grows, but holds at 63 days

Continued from Page 8

figures by market class were: Subcompact, 65; compact, 69; intermediate, 64; standard, 51, and luxury, 39.

The Feb. 1 domestic inventory was divided this way among the market segments: Subcompact, 19.21 percent; compact, 27.36 percent; intermediate, 34.50 percent; standard, 11.32 percent, and luxury, 7.61 percent.

The Feb. 1 days-supply figures by market class were:

Subcompact — Fiero, 18; Accord, 19; Horizon, 54; Escort, 60; Chevette, 63; Rabbit, 72; Turismo, 79; Laser, 79; Omni, 82; Lynx, 84; Daytona, 92; EXP, 94; Pontiac 1000, 96; Alliance, 97; Encore, 97, and Charger, 101.

Compact — Cavalier, 60; LeBaron, 65; Reliant, 67; Mustang, 67; Tempo, 76; Eagle, 76; Aries, 78; Camaro, 79; Firebird, 85; Dodge 400, 90; Pontiac 2000 Sunbird, 91; Skyhawk, 93; Topaz, 93; Cimarron, 98; Firenza, 99½, and Capri, 104.

Intermediate — Cutlass Ciera, 40; Century, 49; Pontiac 6000, 50; Marquis, 50; Malibu, 50; Cutlass Supreme, 51; Regal, 55; E Class, 55½; Celebrity, 56; LTD, 57; New Yorker E, 79; Bonneville, 84; Thunderbird, 85; Citation, 91; Cougar, 93; Grand Prix, 94; Omega, 96; Skylark, 98; Monte Carlo, 98; Dodge 600, 100; and Phoenix, 116.

Standard — Olds 88, 37; Gran Fury, 49; LeSabre, 52; Diplomat, 57; Grand Marquis, 58; Chevrolet, 63; Crown Victoria, 65, and Parisienne, 86½.

Luxury—Olds 98, 31; Lincoln, 35; Eldorado, 37; Electra, 42; Cadillac, 43; Corvette, 49; Seville, 51; Continental, 51; Toronado, 53; Riviera, 58, and Mark VII, 61.

NADA rolls post gain of 204 in '83

DALLAS. — NADA increased membership by 204 last year, the first annual gain since 1978, outgoing president William Turnbull told the winter meeting of the Automotive Trade Assn. Managers here.

In January alone, he said, 184 dealers joined NADA. Goal for this year, he said, is for NADA to reach 19,000 members.

Leading ATAM in 1984 are William F. Morie, Georgia, president; Richard K. Welte, Buffalo, vice president; B. Wade Isaacs, North Carolina, secretary-treasurer, and Keith W. Howard, North Dakota, immediate past president.

Truck producers have best month since June, 1979

Truck production in the U. S. climbed to 257,386 units for January, double the 128,563 produced in the year-ago month and the best monthly output since 292,897 trucks were assembled in June, 1979.

Truck manufacturers slated production of 60,849 units last week, 103 units above the previous week's 60,746 and 51.60 percent better than the 40,140 assembled in the comparable 1983 week.

Year-to-date, there have been 350,286 trucks produced, up a substantial 70.11 percent from 205,922 produced during the same period last year.

General Motors scheduled one shift of Saturday (Feb. 11) overtime at Detroit and two shifts at Janesville (Wis.) and Pontiac.

Ford Motor scheduled Saturday overtime at its Kansas City plant.

Output climbs to 5-year peak in Canadian plants

Canadian auto and truck producers completed the first month of assembly in 1984 with the highest totals for January since 1979.

Last month, auto makers posted production at 90,437, a gain of 23.30 percent over the 1983 total of 73,345 and the best January total since 99,731 autos were completed in the first month of 1979.

Last week, auto makers slated production of 23,570 units, 17.01 percent better than the prior week's 20,143 and 72.22 percent ahead of 13,686 produced in the year-ago week.

To date this year, the manufacturers have built 122,769 autos, 20.57 percent higher than the 1983 total of 101,825 produced during the same period.

Truck output in Canada climbed to 66,340 units for January, 88.16 percent greater than the 35,257 trucks built in January, 1983, and the best first-month total since 75,002 trucks were built in 1979.

Truck assembly last week was estimated at 16,727, down 252 units from the previous week's 16,979 but 64.21 percent better than 10,186 produced in the year-ago week.

So far this year, truck assembly has reached 92,717, an impressive 82.41 percent improvement from 50,827 units completed in the first six weeks of 1983.

Chrysler Corp. estimated assembly of 2,201 Dodge Caravans and 2071 Plymouth Voyagers at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 20,296. No Mini Ram Vans were scheduled at the plant last week.

U. S. CAR PRODUCTION

	Week Ended Feb. 11, 1984	Week Ended Feb. 12, 1983	Week Ended Feb. 4, 1984	Jan. Total	Jan. 1 to Feb. 12, 1983	Jan. 1 to Feb. 11, 1984
AMERICAN MOTORS	4,800	3,914	4,837	14,411	20,691	22,103
AMC Total	.....	834	.....	.....	2,457	.....
Eagle	.....	834	.....	.....	2,457	.....
Renault Total	4,800	3,080	4,837	14,411	18,234	22,103
Alliance	2,400	3,080	2,466	7,291	18,234	11,022
Encore	2,400	.....	2,371	7,120	.....	11,081
CHRYSLER CORP.	23,900	15,422	28,591	100,385	71,124	142,296
Plymouth Total	7,400	5,729	8,793	30,538	25,592	43,695
Horizon	3,000	2,081	3,565	11,469	7,420	16,807
Reliant	3,800	3,592	4,594	17,148	17,891	24,031
Caravelle†	100	56	114	764	281	919
Gran Fury	500	.....	520	1,157	.....	1,938
Chrysler Total	7,800	3,311	9,068	32,196	17,802	44,973
LeBaron	2,500	1,530	2,977	9,627	9,486	14,146
Laser	1,400	.....	1,820	7,333	.....	8,964
Chrysler E-Class	1,900	1,781	2,297	8,473	8,316	11,904
Fifth Avenue	2,000	.....	1,974	6,763	.....	9,959
Dodge Total	8,700	6,382	10,730	37,651	27,730	53,628
Omni	2,600	2,101	3,362	10,175	8,060	15,107
Aries	3,200	2,861	3,717	13,508	13,081	19,179
Daytona	1,100	.....	1,310	5,942	.....	7,934
Dodge 400	.....	523	.....	.....	3,015	.....
Dodge 600	1,500	897	1,890	6,743	3,574	9,512
Diplomat	300	.....	451	1,283	.....	1,896
FORD MOTOR	25,734	32,057	30,197	129,747	141,359	176,454
Ford Division	16,862	21,834	20,288	85,151	87,550	116,618
Escort	6,913	5,954	7,363	25,561	20,430	37,062
Fairmont	.....	2,845	.....	.....	18,108	.....
Mustang	.....	3,367	2,005	9,278	11,363	11,283
LTD	4,879	4,178	4,923	20,011	20,339	28,023
Thunderbird	357	3,599	3,972	10,937	10,540	15,154
Crown Victoria	3,623	1,891	1,446	7,237	6,452	11,718
EXP	1,090	.....	579	3,544	318	4,795
Tempo	.....	.....	.....	8,583	.....	8,583
L-M Division	8,872	10,223	9,909	44,596	53,809	59,836
Mercury Total	6,044	8,141	7,309	31,863	41,438	42,781
Lynx	1,316	1,464	1,425	5,452	5,426	7,626
Capri	.....	785	236	1,646	2,772	1,882
Zephyr	.....	1,256	.....	.....	6,298	.....
Marquis	2,189	1,141	1,964	7,913	7,025	11,185
Cougar	357	1,417	1,510	5,886	4,631	7,647
Grand Marquis	2,182	2,075	2,174	7,875	15,142	11,350
LN7	.....	.....	.....	.....	144	.....
Topaz	.....	.....	.....	3,091	.....	3,091
Lincoln Total	2,828	2,082	2,600	12,733	12,371	17,055
Continental	522	416	487	2,386	2,470	3,188
Lincoln	1,769	893	1,589	4,732	5,460	7,497
Mark VI/VII	537	773	424	5,615	4,441	6,370
GENERAL MOTORS	101,944	65,282	104,063	197,757	396,064	578,739
Buick Division	23,155	13,719	22,745	88,615	96,319	126,535
Skylark	2,690	261	2,770	8,113	9,761	12,471
Skyhawk	3,075	1,382	3,041	14,344	8,719	19,226
Century	4,827	3,130	4,976	17,569	16,605	25,796
Regal	4,770	4,066	4,814	19,273	31,629	27,247
Buick	5,844	4,313	5,588	23,013	25,411	32,627
Riviera	1,125	567	1,220	5,565	4,194	7,381
Electra (fwd)	824	.....	336	738	.....	1,787
Cadillac Division	7,135	6,276	7,118	28,146	41,007	39,886
Cimarron	515	578	422	1,931	3,049	2,701
Seville	740	812	753	3,119	3,993	4,314
Eldorado	1,425	1,303	1,443	5,982	9,563	8,281
Cadillac	3,572	3,583	4,071	16,493	24,402	22,800
DeVille (fwd)	883	.....	429	621	.....	1,790
Chevrolet Division	35,624	20,775	36,159	139,552	112,097	198,303
Chevette	4,360	4,151	4,236	16,916	21,382	23,863
Cavalier	8,386	4,103	8,604	35,481	18,460	49,427
Celebrity	7,568	812	7,253	22,190	7,745	34,828
Camaro	5,184	3,625	5,620	23,554	22,265	32,041
Citation	2,107	2,410	2,126	7,460	13,538	10,862
Malibu/El Camino	652	2,474	768	2,310	13,892	3,465
Monte Carlo	3,951	1,769	4,445	18,245	9,895	25,070
Chevrolet	2,641	1,316	2,202	10,266	4,484	14,279
Corvette	775	115	905	3,100	436	4,468
Oldsmobile Division	24,628	17,339	26,961	94,798	106,423	149,158
Omega	1,320	.....	1,286	3,969	6,548	6,061
Firenza	1,265	782	1,334	6,742	4,337	8,817
Cutlass Supreme	6,660	5,110	7,911	31,596	32,521	43,482
Cutlass Ciera	4,882	4,294	5,718	21,515	17,295	30,145
Oldsmobile	8,715	6,497	9,444	26,377	40,857	53,710
Olds 98 (fwd)	886	.....	368	904*	.....	1,798
Toronado	900	656	900	3,695	4,865	5,145
Pontiac Division	11,402	7,173	11,080	46,646	40,218	64,857
Acadian†	350	839	356	1,346	1,217	1,900
2000 Sunbird	3,019	1,552	2,705	12,152	9,718	17,030
1000	864	841	920	3,436	4,530	4,822
Firebird	2,333	1,793	2,304	9,931	9,460	13,646
Phoenix	281	761	321	1,522	3,785	1,996
G. Prix/Bonneville	1,405	1,387	1,447	5,221	11,508	8,489
Parisienne	520	.....	441	2,010	.....	2,801
Fiero	2,630	.....	2,586	11,028	.....	14,173
HONDA	2,250	440	2,195	8,608	1,895	13,177
VOLKSWAGEN	2,350	910	2,389	9,933	11,794	13,721
Total Cars, U.S.	160,978	118,025	172,272	661,841	642,927	946,490
Total Cars, Canada	23,570	13,686	20,143	90,437	101,825	122,769
N. American Cars	184,548	131,711	192,415	752,278	744,752	1,069,259
N. American Trucks	77,576	50,326	77,725	323,726	256,749	443,003
North American Cars and Trucks	262,124	182,037	270,140	1,076,004	1,001,501	1,512,262

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 11, 1984	Week Ended Feb. 12, 1983	Week Ended Feb. 4, 1984	Jan. Total	Jan. 1 to Feb. 12, 1983	Jan. 1 to Feb. 11, 1984
AMERICAN MOTORS	600	.....	608	2,556	3,875	3,522
CHRYSLER CORP.	.....	3,831	.....	.....	24,843	.....
FORD MOTOR	9,650	480	6,174	29,340	20,658	41,278
GENERAL MOTORS	13,095	9,150	13,136	57,607	51,099	76,727
VOLVO	225	225	225	934	1,350	1,242
Total Cars, Canada	23,570	13,686	20,143	90,437	101,825	122,769

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 11, 1984	Week Ended Feb. 12, 1983	Week Ended Feb. 4, 1984	Jan. Total	Jan. 1 to Feb. 12, 1983	Jan. 1 to Feb. 11, 1984
CHEVROLET	19,313	14,927	19,200	85,826	75,480	114,429
DODGE	4,200	2,803	4,289	17,475	10,230	24,220
FORD	23,105	13,413	23,009	93,944	75,325	130,751
GMC	6,255	4,762	6,358	26,805	25,513	36,101
INTERNATIONAL	1,426	1,026	1,412	5,492	5,401	7,773
JEEP	3,500	2,159	3,537	15,725	7,673	20,109
NISSAN	2,000	.....	1,882	7,699	.....	10,813
AM GENERAL	50*	50*	50*	220*	300*	290*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,200*	6,000*	5,800*
Total Trucks, U.S.	60,849	40,140	60,746	257,386	205,922	350,286

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 11, 1984	Week Ended Feb. 12, 1983	Week Ended Feb. 4, 1984	Jan. Total	Jan. 1 to Feb. 12, 1983	Jan. 1 to Feb. 11, 1984
CHRYSLER CORP.	6,934	2,690	7,131	24,511	15,714	35,885
FORD MOTOR	3,400	2,993	3,352	13,981	9,791	19,391
GENERAL MOTORS	6,248	4,477	6,350	27,277	24,520	36,637
INTERNATIONAL	145	26	146	571	802	804
Total Trucks, Canada	16,727	10,186	16,979	66,340	50,827	92,717
N. American Trucks	77,576	50,326	77,725	323,726	256,749	443,003

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Dealers will no longer stock or deliver cars

Porsche casts a pall on franchise system

By Matt DeLorenzo
Los Angeles Reporter

RENO, Nev. — A three-tier distribution network that dramatically alters the traditional role of the franchised dealer was unveiled by Porsche executives here last week in anticipation of the company's Aug. 31 split from Volkswagen of America.

Peter Schutz, president and chief executive officer of Porsche AG, and John A. Cook, president of newly incorporated Porsche Cars North America, announced the changes to more than 290 dealers.

Reno is to become the headquarters city of Porsche's distribution network in the U. S.

In addition to the new U. S. distributing arm, the company will establish 40 Porsche Centers nationally that will take over many of the functions, such as new-car preparation and delivery, traditionally performed by dealers.

The third tier will be Porsche agencies and Cook said every existing Porsche dealer will be offered the opportunity to become one.

"You can obtain orders for cars and be paid a commission for doing it, will all orders channeled through your servicing Porsche Center," Cook told the dealers.

Schutz and Cook discuss changes, Page 54.

"You may do service and wholesale parts business as in the past, or work with your Porsche Center if your organization is confronted by a special service problem."

However, the key difference between current dealerships and the planned agencies, according to Cook, "is that a Porsche agency does not buy cars for resale. And it does not inventory new Porsches."

• Both Schutz and Cook emphasized that the increasingly competitive nature of the high-performance sports-car market dictated the radical departure in distribution, rather than any deficiencies in VW's or the dealers' performance in the past.

Schutz said exhaustive studies of the market, as well as surveys of the dealer body and customers, were undertaken before the distribution plan was drawn up.

"It is our firm belief that Porsche cannot hope to be viable as a manufacturer of high technology, high-performance sports cars that are distributed by a traditional automotive marketing organization that is basically structured to serve a volume market with traditional service and sales activities," Schutz said.

He predicted that both Japanese and American car companies will be offering luxury and high-performance cars through exclusive networks outside the traditional franchise system in the next several years.

"It is increasingly evident today that the competition is fully awake and in full flight to participate in our market," he said.

"It has been clear to Porsche management for some time that we are living in a transition period and that in the not-too-distant future will be faced with extremely tough competition in virtually all our major market segments."

Schutz predicted that "within two to three years, several American and Japanese manufacturers will be fully committed and engaged in this activity."

"It is our firm conviction that the existing marketing concept for Porsche in North America will be 'meat on the table' within a few years," he said.

• Cook said, "The choice is clear. We can sit on our hands, enjoy the next few years in short-term profits, do nothing different and gradually disappear altogether.

"Or we can address the problem and opportunities now . . . go through change, some of which will be awkward, some of it even painful. But by doing it now, together, we'll have a stronger business in the years ahead."

Schutz said the customer is one of the primary considerations in making the changes.

"It must be as much fun to acquire a Porsche as it is to drive one," Schutz said of the company's goal.

By streamlining and taking greater control of the distribution process, Schutz said the company will be able to offer the customer a chance to custom order vehicles, a three-year full-maintenance lease program

Continued on Page 57, Col. 1

Dealer groups assail changes by Porsche

WASHINGTON. — Porsche's announcement last week that it plans to establish factory-owned retail outlets in the U. S. and turn its former dealers into "agents" stirred a furore at both the American International Automobile Dealers Assn. and NADA.

James P. Jennings, NADA president, said, "NADA will take whatever actions (are) necessary to preserve legitimate interests of our Porsche dealers."

Robert McElwaine, president of AIADA, said, "The scheme is a frontal assault on the entire automotive franchise system and must be resisted by all automobile dealers."

He said AIADA is conferring with legal counsel regarding the rights of the more than 300 Porsche dealers and he warned dealers against signing applications for agency status.

Jennings said, "NADA is alarmed about the decision of Porsche AG to form a new distribution company which will abandon the Porsche dealer network as it currently exists.

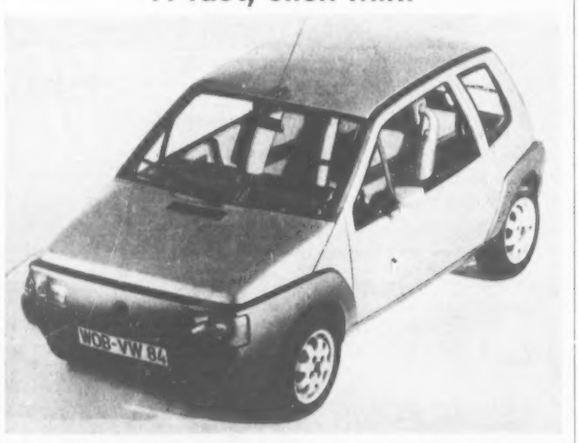
"The success which Porsche has enjoyed in this country is due in large part to work of its franchised dealers over many years. They have worked hard to assure that consumers are served and that Porsche is well represented.

"To end such an effective working relationship at this time ignores the value of this contribution to the company by its dealers. It abandons a relationship that has effectively served mutual interests of both parties. We are shocked about this decision, since it strikes to the heart of the franchise system."

McElwaine warned dealers

Continued on Page 54, Col. 2

A fast, slick mini



VW unveils the Student

Volkswagen AG gave the motor press a glimpse of some of its advanced vehicle research that had previously been under wraps. Star of the show was this 123-inch-long Student, which is more than 20 inches shorter than VW's smallest production car. Its light weight (1,300 pounds) and superior aerodynamics (0.31 drag co-efficient) allow it to hit 102 MPH with a 49-HP engine while achieving 47 MPG. Story on Page 38.

breaking news

Nissan dealers to offer service contracts

CARSON, Calif.—Nissan Motor Corp. in U.S.A. has developed an extended service contract program, called Security Plus, for its dealers. Details of the program will be presented to dealers at regional meetings beginning March 5 in Denver and extending to other sites through the month. The program will be administered by Adesco, Inc., Tulsa.

Triumph name to be discarded

COVENTRY, England. — Austin Rover is going to drop the Triumph name later this year. Triumph, one of the most famous car names in the UK, is currently used only on the Honda-based Acclaim model.

Rochester Products plans high-tech facility

TUSCALOOSA, Ala. — Rochester Products Division of General Motors announced a $13.9-million project to develop a highly flexible, world-class manufacturing facility at its plant here. The Flexible Machining and Assembly Project will occupy about half of the Tuscaloosa plant when it becomes operational early in 1986.

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Would hamper marketing efforts, McDonald tells dealers

GM blasts bill to ban fleet subsidies

By John A. Russell
New York Staff Writer

NEW YORK. — A letter outlining General Motors' opposition to a bill banning fleet subsidies was sent to all GM dealers last week by GM President F. James McDonald.

This marks the first time any domestic manufacturer has written its dealers on this measure, H.R. 1415.

A copy of the McDonald letter was obtained by Automotive News last week.

In the letter, McDonald termed the bill a "very anti-competitive proposal" which he claimed would "hamper our efforts to provide you and all other GM dealers with innovative marketing programs."

McDonald went on to say that arguments for passage of the measure were not true. He claimed "fleet incentives" do not cause higher dealer or consumer prices.

"Prices to dealers are not increased to cover the cost of these incentives," McDonald said.

He explained that production uniformity made possible by major fleet orders keeps factory costs down.

McDonald said this bill also is contrary to the free-enterprise system. He argued that GM should have the freedom to price its products competitively and provide whatever marketing incentives necessary.

He told dealers that if this measure had been law in 1981, 1982 and 1983, many retail incentives to consumers the corporation funded would have been eliminated or reduced. During this time frame all manufacturers were offering incentives to increase retail sales.

McDonald claimed that "H.R. 1415 requires all incentives paid to customers or dealers for individual sales must also be paid

Continued on Page 59, Col. 1

Smith points to electronics, chemicals

Non-auto business due for bigger GM share

By Marjorie Sorge
Labor Editor

An increasing amount of General Motors' business will be non automotive by the end of the decade, according to GM Chairman Roger B. Smith.

Smith has said GM plans to diversify into non automotive areas such as electronic, chemical and metallurgical products and that much of that change will be completed by 1990. Currently, 5.58 percent of GM's worldwide business is nonautomotive.

The diversification is the second part of what will be the new General Motors by the end of this decade. The first part, announced earlier this year, was the reorganization of the car divisions into the big and small-car "super groups."

GM is taking its time making the transition from five seemingly decentralized car divisions to centralized super groups. The move will be made step by step and at times GM will be running parallel organization systems, Smith said.

GM is prepared for either a slow or fast transition, Smith said.

"Say this goes like greased lightning and we can say, 'boy, this is so good that we ought to take the 1985 W-car or something and move it over right now because look how well this is going,'" he said.

"Or I'd say, 'This isn't going as well as we want it to. Let's keep the '85 W, the '86 X and the '87 Y running on the project center basis where we know they are doing OK until we get this thing turned around.'

"But I have a hunch it is going to happen the first way. The ability to have complete engineering control of a single model and platform in one group of engineers is very important to us. The other factor is that the product is pushing us that way too."

The product Smith refers to is the Saturn project, a new car developed jointly by management and workers from the ground up. According to Smith, Saturn absolutely could not be developed under the old GM system. He said it has to have centralized engineering and production control to achieve its goals.

"The manufacturing engineer and the design engineer have to be sitting at the same drawing board out there to make Saturn work," he said.

Currently, Lloyd E. Reuss and Robert C. Stempel, the vice presidents and group executives who will run the small-car and big-car groups, respectively, are working toward getting the reorganization in place as quickly as possible.

According to Smith, Reuss and Stempel will not take over their total assignments until they come to him and say they're ready. Currently, they are housed at the Renaissance Center in Detroit, rather than at GM headquarters.

Said Smith, "We don't want them running in here and saying, 'boy, I think I'm ready. I got it done in six weeks or six months.' We want them to say, 'Look, we've thought this over very carefully and all bases are

Continued on Page 57, Col. 3

Volvo 740 heading for U. S. this fall

Closing the gap between the new Volvo 760 Series and the old 240 Series is this new Volvo 740-GLE, designated for the U. S. market in the fall of 1984. The new model combines the 760 body suspension with the 240 2.3-liter, four-cylinder injection engine and driveline. It replaces the 240 GLE on the domestic market and in some export markets. Transmission is either 5-speed manual or 4-speed automatic. Production of the new Volvo 740-GLE is somewhat hampered by the limited capacity of the engine plant at Skovde, Sweden, and until August, 1984, only 10,000 units will be produced.

Court blocks DeLorean bid for $800,000

DETROIT.—A U.S. bankruptcy judge last week blocked an attempt by John Z. DeLorean to take about $800,000 out of his Logan Mfg. Co. in Logan, Utah. Judge Ray Reynolds Graves ruled the company could not pay DeLorean rent or "affiliate" payments the former auto maker claimed were due him.

DeLorean acquired Logan in 1979. The creditors' committee of bankrupt DeLorean Motor Co. believed DeLorean may have used company funds to acquire Logan, which manufactures ski-slope grooming equipment and other tracked vehicles.

DeLorean has tried to sell Logan to raise money, but the court has tied up the company's assets and the proceeds of any sale pending the outcome of creditors' committee litigation. DeLorean would need court permission to sell Logan.

DeLorean has tentative plans to sell Logan to a company believed to be headed by longtime associate Roy S. Nesseth in a seller-financed scheme which would involve notes to be due only if and when Logan is profitable. Several attempts to sell Logan last year fell through.

The court also ruled last week that Logan could borrow $3 million from National Acceptance Corp. to pay off outstanding loans.

In another matter, the hearing on DeLorean's "secured" claim that he is entitled to about $700,000 from remaining DMC assets is scheduled to continue tomorrow (Feb. 21).

U. S. cars up 32 pct.; Ford climbs 65 pct.

Early-Feb. sales highest since '79

By Jenny L. King
Staff Writer

Sales of new domestic cars were up nearly 45,000 units in early February compared with Feb. 1-10, 1983, making it the best first period for that month since 1979.

Volkswagen was the only major auto maker to fall behind year-ago sales. Its sales were more than 1,000 units behind Honda, which has been beating VW with more and more regularity.

Feb. 1-10 sales were up 32.74 percent from the previous year, climbing to 181,694 from 136,878. With nine selling days in the period both years, the daily rate likewise was up 32.74 percent, to 20,188 from 15,209.

Ford Motor Co. announced the greatest sales growth, its numbers up 65.45 percent, to 51,166 from 30,925 last year.

Chrysler Corp. was up 35.18 percent, to 22,772 from 16,846. General Motors reported sales of 99,353 new cars in the period, up 18.92 percent from 83,544.

American Motors' estimated sales for the first 10 days of February were up 15.00 percent from the year-ago estimate: To 4,600 from 4,000. Honda announced sales of 2,474 Ohio-built Accords — the company did not report period sales in February, 1983. VW was down 14.97 percent, to 1,329 from 1,563.

• Ford increased its share of the domestic market to 28.16 percent from 22.59 percent in the 1983 period. Chrysler was up to 12.53 percent from 12.31 percent. GM tumbled more than six percentage points, to 54.68 percent from 61.04 percent. AMC had 2.53 percent, down from 2.92 percent; Honda earned 1.36 percent, and VW dropped to 0.74 percent from 1.14 period.

The three Chrysler makes still being produced all reported sales gains in the early February period. Plymouth was up 32.11 percent, Dodge was up 28.57 percent and Chrysler was up 47.83 percent. Imperial sales were zero compared with 49 a year earlier.

At Ford Motor Co., Ford was up 58.10 percent, Mercury was up 85.74 percent and Lincoln was up 60.69 percent.

Buick was up 5.29 percent, Cadillac was up 16.71 percent, Chevrolet was up 1.98 percent, Oldsmobile was up 29.04 percent and Pontiac was up 68.66 percent.

American Motors' AMC line —Eagle—had estimated sales of 700 units, down 30.00 percent from 1,000 Eagles, Spirits and Concords a year ago. Renault sales were gauged at 3,900, up 30.00 percent from 3,000.

Domestic sales Jan. 1 through Feb. 10 totaled 765,123, up 39.17 percent from 549,771 in 1983.

Slumping sales of imported cars stemmed in Japan

TOKYO. — Imports seem to have stemmed their slumping sales in Japan. In 1983, sales totaled 35,286 units, compared with 35,516 in 1982, to record a loss of only 0.65 percent — a great improvement over results of the last couple of years.

Over the past few years, the market has changed significantly. Sales of U. S. cars have fallen off, while European cars have recovered a lot of ground.

Nevertheless, Volkswagen, which is still the biggest-selling import in Japan, saw sales slump by 18 percent to 9,664 in 1983, while sales of U. S. autos fell 25 percent to only 2,646 units. Mercedes-Benz autos accounted for 6,612 sales (up 15 percent), ahead of BMW with 6,298 (up 19 percent).

Audi increased sales by 8.5 percent to 3,568. Volvo, Jaguar, Citroen and Saab also increased sales, albeit from a small base.

Nevertheless, with so many companies making gains, the outlook for 1984 is good, especially since Renault cars are now to be imported on a regular basis and Austin Rover Japan is to increase its model range.

DOMESTIC SALES

	Feb. 1-10, 1984	Feb. 1-10, 1983
Renault Alliance/Encore	3,900†	3,000†
AMC	700†	1,000†
AMERICAN MOTORS	4,600†	4,000†
Chrysler	7,606	5,145
Imperial	.....	49
Plymouth	6,900	5,223
Dodge	8,266	6,429
CHRYSLER CORP.	22,772	16,846
Ford	32,909	20,815
Mercury	14,913	8,029
Lincoln	3,344	2,081
FORD MOTOR CO.	51,166	30,925
Buick	18,285	17,367
Cadillac	7,676	6,577
Chevrolet	27,279	26,749
Oldsmobile	30,271	23,458
Pontiac	15,842	9,393
GENERAL MOTORS	99,353	83,544
VOLKSWAGEN	1,329	1,563
HONDA	2,474	.....
U.S. INDUSTRY TOTAL	181,694	136,878

† Estimated.

Canadian parts group endorses World Expo

The Automotive Parts Manufacturers Assn. of Canada has endorsed the third annual Automotive News World Expo, which will be held Aug. 28-30 in Detroit's Cobo Hall.

The backing of the 320-member parts group ensures that Canada will be well represented among international automotive parts exhibitors who will be seeking customers for their products at World Expo, according to Patrick Lavelle, president of APMA.

Canadian firms planning to exhibit at the World Expo are eligible for financial assistance under a Canadian government program that encourages companies to seek new business outside the country.

Exhibitors from around the world will display automotive components, materials, machinery and services at the buy-sell trade fair.

With the presence of many of the world's major vehicle manufacturers, who will staff business offices on the show floor, all aspects of the automotive original equipment business will be together under one roof at World Expo.

"We are encouraging all of our association's member companies to participate, either as exhibitors or attendees," said Lavelle.

Other Canadian firms not affiliated with APMA are also encouraged to be involved in World Expo, Lavelle said.

• Products entering the U. S. from Canada and other nations may be brought into Detroit under minimal customs procedures in accordance with Cobo Hall's designation as an international free trade zone during the show.

Tony Merpi, managing director of World Expo, said that increased participation by Canadian manufacturers of OEM and aftermarket products is a major factor in the decision to add 10,000 square feet to this year's exhibition space.

World Expo will run in conjunction with the ninth annual Automotive News World Congress, an automotive seminar to be held Aug. 26-29 at the Westin Hotel, near Cobo Hall in downtown Detroit. Together, the two events make up Automotive News Week.

For World Expo and World Congress information, write to 965 E. Jefferson Ave., Detroit, MI 48207. Telephone number: (313) 567-9520. Cable address: TWX 810-221-5122 AUTNEW.

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59th year — No. 5009

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But market penetration declines a bit

Import registrations post monthly gain

By Jenny L. King
Staff Writer

New imported-car registrations climbed slightly in numbers November, 1983, compared with the same month of 1982, but market penetration continued to drop as the domestic market moved ahead more quickly.

According to statistics gathered by R. L. Polk & Co., import registrations totaled 175,902 during the 11th month, up 1.59 percent from 173,147 the preceding year. Imports accounted for 25.08 percent of the November market, down 0.47 percentage points from 25.55 percent in 1982.

Honda, Volvo and BMC were the only imports to increase their shares of the import market in November. Honda, including Accords built in Marysville, O., was up to 31,901 units, surpassing Nissan to gain second place and going up 2.37 percentage points to 18.14 percent from 15.77 percent of the market.

Top import Toyota slipped 0.45 percentage points, to 21.89 percent from 22.34 percent. Nissan was off 2.97 percentage points, to 18.00 percent from 20.97 percent. Mazda dropped 0.37 percentage points in November, VW was off 0.39 percentage points and Subaru slipped 1.37 percentage points.

Volvo, growing to registrations of 7,028 from 4,724 for the month, was up 1.26 percentage points. Mercedes-Benz dipped 0.25 percentage points and BMW gained 0.21 percentage points. The Dodge Colt/Vista from Mitsubishi claimed 10th place among imports, pushing Audi into the category of "others." Colt/Vista cornered 2.21 percent of the November import market.

The top 10 makes captured 88.44 percent of the import market last November, compared with 90.26 percent a year earlier.

Imported cars claimed 27.68 percent of the U.S. market for the first 11 months of 1983, a decline of 1.76 percentage points from 29.44 percent in 1982.

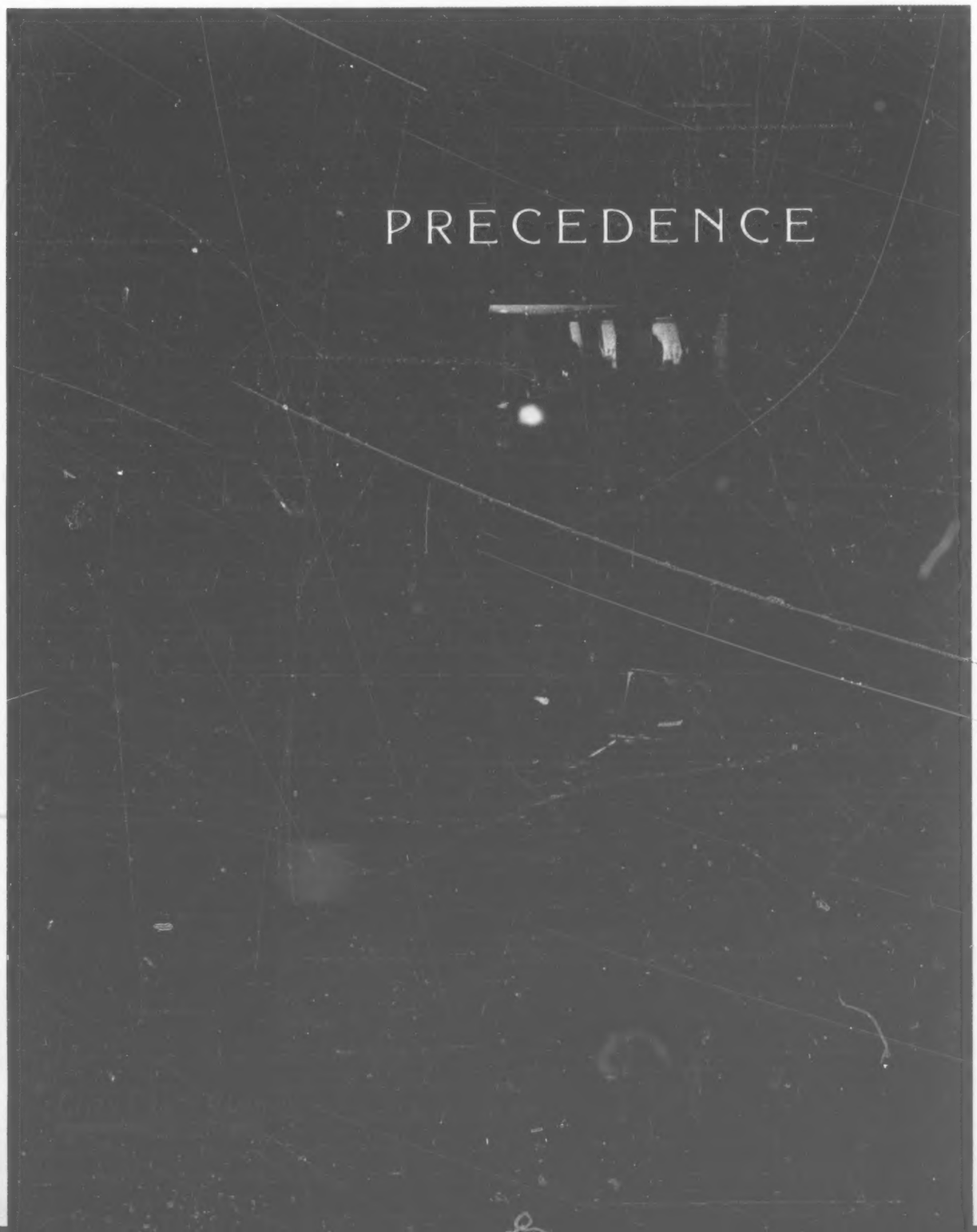
During that period, Toyota

Continued on Page 45, Col. 1

IMPORT REGISTRATION SHARES IN U. S.

	NOVEMBER					11 MONTHS				
	Regis., Nov., 1983	Percent Share of Market	Regis., Nov., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 11 mos., 1983	Percent Share of Market	Regis., 11 mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Toyota	38,506	21.89	38,676	22.34	− 0.45	490,866	22.12	481,594	23.40	− 1.28
Honda	31,901	18.14	27,309	15.77	+ 2.37	469,201	21.15	416,019	20.22	+ 0.93
Nissan	31,661	18.00	36,317	20.97	− 2.97	357,447	16.11	333,861	16.23	− 0.12
Mazda	12,519	7.12	12,963	7.49	− 0.37	155,372	7.00	144,172	7.01	− 0.01
VW	10,873	6.18	11,371	6.57	− 0.39	133,484	6.02	127,813	6.21	− 0.19
Subaru	9,749	5.54	11,969	6.91	− 1.37	127,678	5.75	136,097	6.61	− 0.86
Volvo	7,028	3.99	4,724	2.73	+ 1.26	82,522	3.72	66,870	3.25	+ 0.47
Mercedes	5,064	2.88	5,425	3.13	− 0.25	63,954	2.88	58,449	2.84	+ 0.04
BMW	4,388	2.49	3,941	2.28	+ 0.21	52,041	2.35	45,557	2.21	+ 0.14
Colt/Vista	3,886	2.21	.....	.....	.....	40,734	1.84	41,127	2.00	− 0.16
Audi	.....	.....	3,578	2.07	.....	245,477	11.06	206,239	10.02	+ 1.04
Others	20,327	11.56	16,874	9.74	+ 1.82					
TOTAL	175,902		173,147			2,218,776		2,057,798		
Share of U. S. total		25.08		22.55	− 0.47		27.68		29.44	− 1.76

Registrations not available for Oklahoma, delayed for New York.



MARKET SHARES

11 MONTHS
1983 VS. 1982

Make	1983 Market Share	1982 Market Share	Pct. Pt. Change '83 vs. '82
Chevrolet	14.65	15.82	−1.17
Ford	11.52	11.48	+0.04
Oldsmobile	10.88	10.00	+0.88
Buick	9.21	9.18	+0.03
Toyota	6.12	6.89	−0.77
Pontiac	5.93	5.92	+0.01
Nissan	5.85	5.95	−0.10
Honda	4.46	4.78	−0.32
Mercury	4.43	4.09	+0.34
Dodge	3.46	3.21	+0.25
Cadillac	3.24	3.04	+0.20
Plymouth	2.92	3.16	−0.24
Chrysler	2.85	2.20	+0.65
AMC	2.12	1.33	+0.79
Mazda	1.94	2.06	−0.12
Subaru	1.67	1.83	−0.16
VW	1.59	1.95	−0.36
Lincoln	1.10	1.10	.....
Volvo	1.03	0.95	+0.08
Mercedes	0.08	0.84	−0.04
BMW	0.65	0.65	.....
Audi	0.51	0.59	−0.0[illegible]
Other Imports	3.06	2.95	+0.[illegible]
Misc. Dom.	0.01	0.03	−0.0[illegible]
TOTAL	8,014,526	6,988,889	

TOP CARS

U. S. registrations for the first 11 months, 1983 vs. 1982. Registrations not available for Oklahoma, delayed for New York.

1983 Position		Make	1982	1982 Position
1—	1,174,081	Chevrolet	1,105,833	—1
2—	923,101	Ford	802,559	—2
3—	872,159	Oldsmobile	698,664	—3
4—	738,350	Buick	641,419	—4
5—	490,866	Toyota	481,594	—5
6—	475,189	Pontiac	414,225	—7
7—	469,201	Nissan	416,019	—6
8—	357,447	Honda	333,861	—8
9—	355,258	Mercury	285,469	—9
10—	277,197	Dodge	224,117	—10
11—	259,475	Cadillac	212,303	—12
12—	233,933	Plymouth	220,518	—11
13—	228,755	Chrysler	154,051	—13
14—	169,758	AMC	92,788	—17
15—	155,372	Mazda	144,172	—14
16—	133,484	Subaru	127,813	—16
17—	127,678	VW	136,097	—15
18—	87,900	Lincoln	76,827	—18
19—	82,522	Volvo	66,870	—19
20—	63,954	Mercedes	58,449	—20
21—	52,041	BMW	45,557	—21
22—	40,734	Audi	41,127	—22
	245,477	Other Imports	206,239	
	594	Misc. Domestic	2,318	
	8,014,526	TOTAL	6,988,889	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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truck industry news

Good gains reported in all market segments

January sales top 1983 by 44 pct.

Retail sales of new trucks of all types in January in the U. S. were the highest for the month in five years, according to preliminary reports, with significant increases over a year ago in all three market segments.

During the month, franchised dealers and factory outlets retailed 278,966 units, an increase of 44.1 percent over last year's 193,592. In January, 1979, retailers sold 293,800 new trucks.

Light-truck sales in the first month of 1984 totaled 262,605 units, with gains in all three weight classifications. The count was 45.8 percent higher than the year-earlier 180,077.

In January, 117,312 Class I trucks were retailed in the U. S., up 38.1 percent over last year's 84,575. The Class 2 total was 109,337, a gain of 54.1 percent over the year ago 70,982. Sixteen Class 3 units were sold during the month, compared with seven in 1983.

January sales of medium trucks were up 8.7 percent to 3,723 units, compared with 3,424 a year ago.

There were no Class 4 sales this year or last. Class 5 was up from 35 units in 1983 to 263, and the 3,460 Class 6 sales were 2.1 percent higher than last year's 3,389.

Heavy-truck sales were up for the sixth straight month in January, although only one of the two weight classes showed a gain over 1983.

During the month, 12,638 heavies were retailed, an increase of 25.2 percent over the year-ago 10,091. The Class 7 count was off 2.2 percent, from 4,529 units in 1983 to 4,430. But the Class 8 total was up 47.6 percent to 8,208 units, compared with 5,562 last year.

January sales of compact trucks accounted for almost 40 percent of the industry total. The count was 108,046, an increase of 59.1 percent over the year-earlier 67,912.

Sales of the domestic small trucks during the month were 66.3 percent higher than a year ago, from 43,399 units in 1983 to 72,156. The non-captive imports were up 46.4 percent to 35,890 units, compared with 24,513 last year.

The imported compacts' share of January small-truck sales was down 10.8 percentage points from a year ago. This year they accounted for 36.1 percent of the total with 38,991 sales, compared with 46.9 percent a year ago on 31,844 units.

With the addition of the small Chrysler vans and wagons, the downsized Jeep wagons and Nissan/Datsun pickups built in the U. S., the domestic compacts accounted for 63.9 percent of the January count with 69,055 sales. A year ago, they took 53.1 percent with 36,068 units.

• Big Three truck outlets started the new year with impressive increases over last year. During the month, they retailed 217,014 units, a gain of 38.8 percent over the year-earlier 156,347.

Chevrolet said its dealers sold 80,683 vehicles in January, up 23.7 percent over last year's 65,200 units. Ford sales were 24.6 percent higher, from 62,492

Continued on Page 22, Col. 1

Mack's Curcio blasts fleet anti-subsidy bill

By Jack Walsh
Truck Editor

SAN FRANCISCO. — Passage of the fleet anti-subsidy bill (HR 1415) now before Congress will result in higher vehicle prices for everyone, in the opinion of John B. Curcio, president, Mack Trucks, Inc.

In his keynote address at the sixth annual convention of the Truck Renting & Leasing Assn. here, Curcio said the bill is based on "an incredible and false premise" that individual customers pay more for vehicles to offset incentives offered to fleet buyers.

John B. Curcio

He called the bill "anti-competitive" and said a ban on fleet incentives will "inhibit a manufacturer's ability to provide merchandising programs to its own dealers."

NADA and its American Truck Dealers Division are fighting vigorously for passage of the legislation.

Curcio noted that he began and spent the first third of his career as a truck dealer, and added that "throughout the subsequent years I have been heavily involved in sales, marketing and distribution."

• "This entire issue," he said, "can be better served, as it has been in the past, through agreements between manufacturers and their dealers."

Curcio contended that fleet sales programs assist in holding down the price of vehicles to both the dealers and their customers.

He said "volume orders allow the manufacturers to better plan production, add consistency and predictability to our line schedules, permit large-scale parts and components purchases and help us keep our plants operating during periods of reduced demands."

Curcio said many Mack dealers with whom he has discussed the issue "not only recognize these facts, but also recognize that a highly visible and respected fleet or leasing company using our product has a positive effect on their customers and, in

Continued on Page 26, Col. 3

Advisory board for Rockwell gets new leader

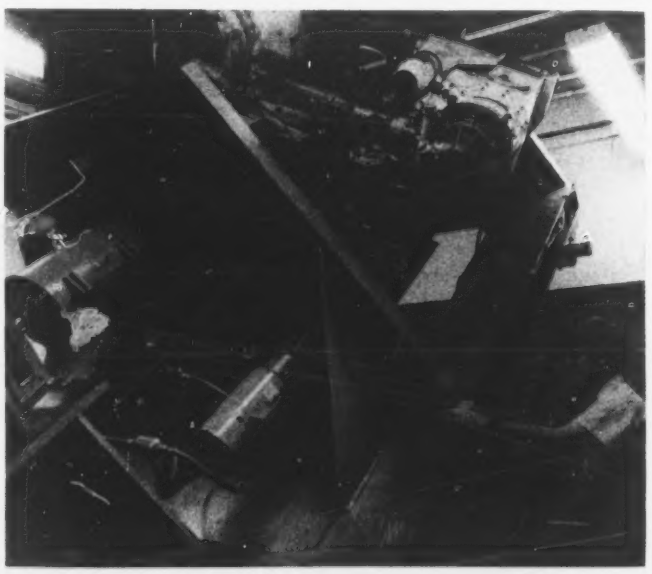
TROY, Mich. — The 17-member Dealer Advisory Board for Rockwell International's Heavy Vehicles Components Operations has elected C. L. (Tom) Lane Jr., president, General GMC, Inc., Phoenix, as its new chairman.

Lane succeeds Vic Salvino, president, Texas Kenworth Co., Dallas, who hosted the group's semi-annual meeting in Dallas recently.

The board was formed by Rockwell in 1981 to serve as a sounding board for new ideas, suggestions and opinions relating to Rockwell's performance as a supplier to the trucking industry.

Members completing their two-year board term at the Dallas meeting included: Vernon Porter Jr., Fort Worth Truck

Continued on Page 26, Col. 4



Testing Army tank transmission

A Detroit Diesel Allison X1100 transmission used in the Army's M1 main battle tank is being tested at various inclines and angles to monitor oil pressure and flow under simulated field conditions.

Toyota expands '84 van line

The Toyota Cargo Van, a commercial version of the Toyota Van introduced in the fall of 1983 as a 1984 model, will be available at Toyota dealerships in March. The vehicle is powered by a 90-HP, 2-liter engine which Toyota said requires no major scheduled maintenance for 60,000 miles.

March debut is slated for Toyota Cargo Van

A commercial version of the Toyota Van introduced in the U. S. last fall will be available at Toyota dealerships in March.

The two-seat Cargo Van shares its basic sheet metal and powertrain with the Van, which is marketed and registered as a passenger car. It has 149.8 cubic feet of capacity and a payload capability of 1,660 pounds for models with automatic transmission and 1,680 pounds for those with the five-speed manual.

The rear-floor area of the utility van, which Toyota said "caters to the needs of small businesses," is carpeted and hardboard panels protect the side walls.

"The Cargo Van's 88-inch wheelbase adds to its excellent maneuverability in tight parking situations and its side windows provide for better all-around visibility than the solid-walled vans of the past," a spokesman said.

"The aerodynamically sloped front end minimizes air resistance for fuel efficiency and a quieter ride," he added. "Like the passenger van, it has the lowest drag coefficient of any van sold in the U. S."

• The Cargo Van is powered by a 2-liter, overhead-valve four-cylinder engine which develops 90 HP at 4,400 RPM. It has electronic fuel injection which Toyota said is equipped with a diagnostic system to speed up troubleshooting.

"The engine offers virtually four years operation (60,000 miles) without scheduled major maintenance," the spokesman said.

Other maintenance-saving features, he added, include hydraulic valve lifters, an adjustment-free alternator belt, 60,000-mile platinum-tipped spark plugs, 60,000-mile coolant, air and oil filters that last 30,000 miles, transistorized ignition for simplified tuneups and a low-maintenance battery.

The five-speed manual overdrive transmission is standard on the vehicle, with the four-speed automatic with torque-converter lockup as an option.

The Cargo Van has an EPA estimate of 25 MPG in city operation for the five-speed transmission, and 24 MPG for vehicles with the automatic. The highway estimate for both is 31 MPG.

"A special load-sensing proportioning valve automatically adjusts brake balance front-to-rear for predictable braking under the broad range of normal load conditions," the spokesman said.

• Tilt steering is standard on the Cargo Van as are front vinyl seats and fixed, tinted windows in the rear compartment.

Overall length of the rear-wheel-drive vehicle is 175.4 inches, the overall height is 70.1 inches and the overall width is 65.7 inches. Curb weight of the unit with manual transmission

Continued on Page 26, Col. 4

Ford reports steady gains for 6.9-liter diesel

DEARBORN. — Ford Division has reported that counter to industry trends, its 6.9-liter V-8 diesel engine is gaining popularity among truck and van buyers.

Offered in light trucks and vans with gross vehicle weight ratings of more than 8,500 pounds, the 6.9-liter diesel — which is built by International Harvester — currently accounts for about 35 percent of total engines in Ford F-250 and F-350 pickups. Installations have increased steadily from about 8 percent of total production in November, 1982, its first month on the market, a spokesman said.

In comparison, he added, installation rates for the Chevrolet 6.2-liter diesel have declined since the first quarter of 1982 from 38 percent for the C-20 pickup and 27 percent for the C-30 to a current rate of about 15 percent in both trucks.

Through December of the 1984 model year, the spokesman noted, Ford had produced 21,097 light conventional trucks powered by the 6.9-liter diesel, an installation rate of 12.7 percent, double the 6 percent in the 1983 model year.

The installation rate for 1984 Econoline vans and Club Wagons is 2.8 percent.

Total is 278,966, highest since 1979

January truck sales show gain of 44 pct.

Continued from Page 16

units in the first month of 1983 to 77,877.

Dodge and Chrysler-Plymouth dealers retailed 31,888 trucks during the month, an increase of 164.1 percent over the previous year's 12,076 units. The new small vans and wagons accounted for almost 26 percent of the total.

Sales of GMC trucks in January were up 60.2 percent to a record 26,566 units, compared with 16,579 a year ago. The previous January high of 24,199 sales was established in 1979.

With the downsized Cherokee and Wagoneer accounting for 56 percent of the total, Jeep dealers retailed 10,869 four-wheel-drive vehicles in January, an increase of 23.1 percent over last year's 4,872 units.

January sales of the discontinued Volkswagen compact front-drive pickup totaled only 110 units, a decline of 79.8 percent from the 544 retailed in the first month of 1983.

Toyota dealers retailed a record 16,235 trucks in January, an increase of 68 percent over last year's 9,664. Nissan/Datsun sales totaled 12,989, including 4,864 trucks built in the U. S., a gain of 45.4 percent over the year-earlier 8,934 units.

Mazda reported that its dealers retailed 8,549 vehicles during the month, an increase of 120.9 percent over last year's 3,870.

Isuzu sales in January were up 11.4 percent to 1,691 units, compared with 1,518 in the same month a year ago. Mitsubishi dealers sold 1,290 vehicles during the month, a gain of 144.8 percent over the year-earlier 527 units.

Big Three January sales

	1984	1983
Ford		
Vans	11,172	10,478
Club Wagon	2,474	1,889
Ranger	13,084	11,699
Courier	.....	4,852
Bronco	3,373	2,807
Bronco II	6,329	15
Pickups	38,902	27,702
Mediums	1,999	2,337
Heavies	544	763
Chevrolet		
Vans	12,190	10,242
Sportvan	1,740	1,453
S-10	13,415	13,334
S-10 Blazer	9,704	5,807
LUV	.....	847
El Camino	1,823	1,455
Blazer	3,899	1,825
Suburban	3,147	2,418
Pickups	33,709	26,741
Mediums	1,056	1,078
Chrysler		
Vans	5,426	3,396
Ram Wagon	2,868	1,576
Voyager	4,118	.....
Caravan	4,072	.....
Mini Ram Van	12	.....
Ram 50	3,103	1,533
Other Plymouth Trucks	400	544
Ramcharger	2,017	910
Rampage	622	538
Pickups	9,250	3,579
GMC		
Vans	4,544	2,341
S-15	3,320	2,748
S-15 Jimmy	2,769	838
Jimmy	905	369
Caballero	194	123
Suburbans	1,258	699
Pickups	10,512	7,303
P Models	521	137
Mediums	1,595	1,514
Heavies	948	507

Dupont leaves AMC to join dealership

FORT WORTH. — George E. Dupont is the new general manager of Holiday AMC-Jeep-Renault-Saab here.

Dupont came to the dealership after having been assistant zone manager in Denver for American Motors. Prior to that, he was with AMC's Dallas zone office as a field sales manager.

Behm's 10th with Saab

Mark Behm, center, vice president of Behm Datsun-Saab, Appleton, Wis., was honored by Saab-Scania of America on his 10th anniversary as a Saab dealer. Presenting the award are Howard Smith, right, Saab Central region manager, and Norman DeFusco, district sales manager.

Nissan-Mexico accepts union's cutback proposal

CUERNAVACA, Mexico.— Nissan Mexicana's assembly plant here agreed to accept an alternate union proposal for a work cutback.

Originally, the firm had ordered a one-day-per-week shutdown to avoid the layoff of 1,800 workers. Under the labor-management agreement, only two days a month will be reduced from the normal work schedule.

But workers will still not receive pay for the cutback time.

The schedule is expected to be maintained throughout the year, with management holding the option of reducing the work week by one day, as originally planned, if the automotive industry's situation does not improve.

CONSOLIDATED LEISURE INDUSTRIES

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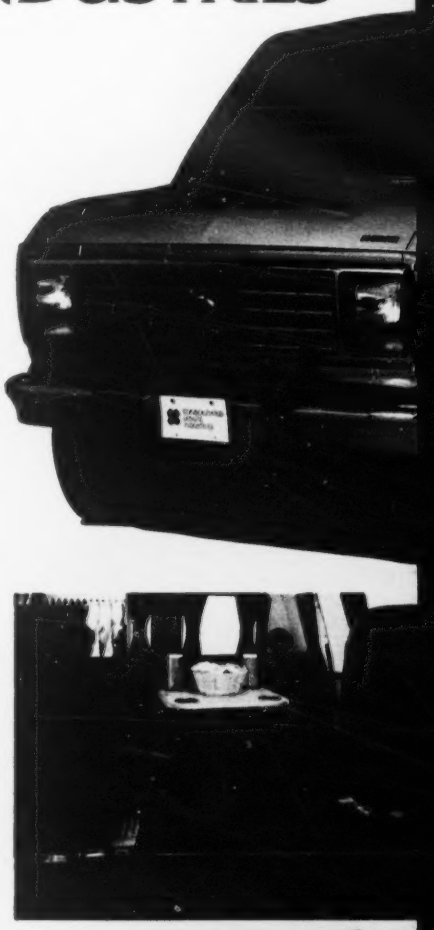

From left to right: SPORT, ELITE, CONVERSE II, and VAN CAMPER, all available on CHEVY, FORD, or GMC Chassis, as is the new LIMITED.

But market penetration declines a bit

Import registrations post monthly gain

Continued from Page 12

lost 1.28 percentage points, Nissan was up 0.93 percentage points and Honda dropped 0.12 percentage points. Mazda was off 0.01 percentage points, Subaru lost 0.19 percentage points and VW was down 0.86 percentage points.

Seventh-place Volvo was up 0.47 percentage points, Mercedes was up 0.04 percentage points, BMW was up 0.14 percentage points and Audi slipped 0.16 percentage points.

The current 1983-1982 import comparisons exclude Renault Alliance which a year ago was numbered among imports by R. L. Polk & Co. Ohio-built Accords and U. S. Rabbits still fall into Polk's import category.

Ten imports drove off with 88.94 percent of the import market for the 11 months, down from 89.98 percent in 1982.

Japanese-built cars represented 75.45 percent of the November total in 1983, down from 78.01 percent in '82. German cars claimed 10.57 percent in '83, U. S. cars had 6.30 percent and cars from Sweden had 5.16 percent.

November registrations by country of origin were:

	Nov., 1983	Nov., 1982
Japan	132,711	135,077
West Germany	18,588	18,358
United States	11,085	7,150
Sweden	9,085	6,394
France	2,880	4,026
Great Britain	1,071	966
Italy	402	810
Ireland	80	366
TOTAL	175,902	173,147

Registrations for the 11 months by country of origin were:

	11 mos., 1983	11 mos., 1982
Japan	1,705,702	1,608,226
West Germany	229,102	204,888
United States	111,354	88,604
Sweden	105,812	83,794
France	43,700	45,858
Great Britain	13,867	9,077
Italy	8,315	14,169
Ireland	924	3,182
TOTAL	2,218,776	2,057,798

Japanese cars represented 76.88 percent of the 11-month import market in 1983, down from 78.15 percent a year earlier. German cars increased their share to 10.33 percent from 9.96 percent, while the U. S. grew to 5.02 percent from 4.31 percent. Cars from Sweden claimed 4.77 percent of the year-to-date, 1983, market, up from 4.07 percent.

Imported truck registrations fell 8.19 percent in November, to 37,589 from 40,942. Registrations for the major companies, 1983 vs. 1982, follows:

	Nov., 1983	Nov., 1982
Toyota	12,236	12,906
Nissan	8,746	13,099
Mazda	6,473	3,332
Dodge Ram 50	3,052	2,816
Others	7,082	8,789
TOTAL	37,589	40,942

Registrations year-to-date for imported trucks were 12.46 percent above 1982 levels: 443,830 compared with 394,661. The breakout per importer included:

	11 mos., 1983	11 mos., 1982
Toyota	156,110	134,091
Nissan	120,194	92,803
Mazda	62,199	33,885
Dodge Ram 50	29,360	29,340
Others	75,967	104,542
TOTAL	443,830	394,661

Model breakdown
Auction Averages

	FEBRUARY TO DATE	JANUARY	DECEMBER
1984	$10,622	$10,118	
1983	8,758	8,110	$ 9,683
1982	6,247	6,338	6,445
1981	5,141	5,279	5,414
1980	4,555	4,239	4,734
1979	3,506	3,902	3,995
1978	2,543	2,589	2,959
1977	1,928	1,999	1,895
Overall Average	$ 5,296	$ 5,359	$ 4,308

Used Car Sales
Auction Averages

February to date	$5,296
Month ago	$5,652
Year ago	$4,693

factories list auction dates

Chrysler Corp.

Feb. 22—Concord Auto Auction, Acton, Mass., and South Seattle Auto Auction, Kent, Wash.

Feb. 23—Clanton's Auto Auction, Darlington, S. C.; St. Pete Auto Auction, Clearwater, Fla., and 166 Auto Auction, Springfield, Mo.

Ford Motor Co.

Feb. 21 — Harrisonburg Auto Auction, Harrisonburg, Va.

Feb. 22—Concord Auto Auction, Acton, Mass.

Feb. 23—Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

Feb. 28—Aptco Auto Auction, Taylor, Mich.

Feb. 29 — Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

March 1—Skyline Auto Exchange, Fairfield, N. J.

American Motors

Feb. 21—Aptco Auto Auction, Taylor, Mich.

Feb. 22—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

Feb. 23—Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Feb. 24—Concord Auto Auction, Acton, Mass.

Feb. 28—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Feb. 29—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

General Motors

Feb. 22—Metro Auto Auction, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S. C.

Feb. 23 — Indianapolis Auto Auction, Indianapolis, Ind.

Feb. 29—Arena Auto Auction, Chicago, Ill., and Atlanta Auto Auction, Red Oak, Ga.

March 5—Florida Auto Auction of Orlando, Orlando, Fla.

March 7—Brasher's Auto Auction, Fontana, Calif.

March 8—Aptco Auto Auction, Taylor, Mich., and Dallas Auto Auction, Dallas, Tex.

March 13—South Seattle Auto Auction, Kent, Wash., and Ohio Auto Auction, Columbus, O.

March 14—Hatfield Auto Auction, Hatfield, Pa., and Northstar Auto Auction, Shakopee, Minn.

March 15 — Nashville Auto Auction, Nashville, Tenn.

March 20 — Southern Auto Auction, E. Windsor, Conn.

March 21—Metro Auto Auction, Kansas City, Mo., and Golden Gate Auto Auction, Fremont, Calif.

March 28—Arena Auto Auction, Chicago, Ill., and Clanton's Auto Auction, Darlington, S. C.

March 29—Butler Auto Auction, Gibsonia, Pa.

used-car auction directory

Display Rates: $68.50 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $21.50; 13 times, $20.00; 26 times, $18.00; 52 times, $15.00. For Frequency Display Rates contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 12 days in advance. Next closing: February 22 for March 5 issue.

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Plaza Auto Auction, Jct. Hwys. 30 & 1, Mt. Vernon, IA 52314. Fleet/lease accts. served completely. Every Weds., 7:00 P.M. since 1963. 319-895-6232.

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UPCOMING EVENTS: Fleet & Lease Sale February 29th . . . 30 major lease companies represented

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Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon 371-7800. Northeast's Finest — Every Thursday 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

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Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday—11 A.M. Pickup service.

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Three weeks ahead of last year

1984 car output reaches one million

By Joe Wilssens
Staff Writer

Domestic auto makers marked a 1984 milestone as the one-millionth car was assembled last Tuesday (Feb. 14), nearly three weeks earlier than in 1983. Last year, the million mark was reached March 4.

So far this year, the manufacturers have built 1,127,173 cars, a 46.13 percent gain over 771,331 built during the same period last year.

Breakdown for the year-to-date total by company is: General Motors, 60.07 percent; Ford Motor Co., 19.47 percent; Chrysler Corp., 15.27 percent; American Motors, 2.39 percent; Volkswagen of America, 1.43 percent, and Honda, 1.37 percent.

With 18 facilities working extra hours, last week's estimated production was 177,639 units, 8.30 percent better than the previous week's 164,022. The tally was 36.04 percent ahead of 130,572 produced in the year-ago week.

GM's assembly facilities at Wentzville (Mo.) and Orion (Mich.) did not operate last week and are down again this week due to parts shortages. The plants build the front-wheel-drive C-cars.

Working Saturday (Feb. 18) were GM plants at: Arlington (Tex.), Bowling Green (Ky.), Detroit, Doraville (Ga.), Flint (B-D and G lines), Lansing (B-D and G lines), Linden (N. J.) and Lordstown (O.).

Ford scheduled daily overtime at six plants and extra Saturday (Feb. 18) hours at three assembly facilities. Ford's Atlanta, Wayne (Mich.) and Wixom (Mich.) plants worked both daily and Saturday overtime, while Chicago, Edison (N. J.) and St. Louis were scheduled for daily overtime only.

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 put in two daily 9-hour shifts. Jefferson (Detroit) worked two daily 8½-hour shifts.

McDonald dealer letter tells of opposition to H.R. 1415

Continued from Page 1

to fleet customers or dealers selling to fleets."

The GM president said government interference in dictating pricing policies at any level was not in the best interest of the industry.

Reaction to the letter came swiftly last week as Ed Mullane, president of the Ford Dealers Alliance, charged that McDonald was throwing up "a smoke screen" to confuse the dealer body.

Mullane said the letter "contains misrepresentation, intimidation and it in no way addresses the central issue, which is discriminatory or two-tier pricing."

Mullane argued that McDonald was wrong when he said prices are not increased.

"Who then does absorb the $1.4 billion-per-year cost of the current subsidies? The Tooth Fairy?"

According to Mullane, H.R. 1415 is neither anti-competitive nor an attack on the free-enterprise system since it only abolishes the two-tier pricing and treats all segments of the industry fairly.

Mullane charged that McDonald and the manufacturers "are merely attempting to use their father image posture to scare the dealer body into acquiescence."

Mullane said dealers have, over the years, attempted through negotiations with manufacturers, to abolish fleet subsidies. He said that only because the manufacturers would not respond did dealers turn to the government for relief.

• Mullane went on to say that "if the government can be used to restrict imports, what is wrong with the government being used to correct discriminatory pricing?"

Informed sources said the McDonald letter was scheduled to be mailed before the recent NADA convention in Dallas two weeks ago. Pressure was brought on GM by NADA not to send the letter until after the convention to avoid controversy there.

A draft NADA response to this letter also was obtained by Automotive News. In that draft, NADA paragraph by paragraph argued against McDonald and for passage of H.R. 1415.

The draft response argues that the bill only prohibits manufacturers from establishing fleets as a preferred class of customers and prohibits price discrimination between dealers and fleets.

When the final response will be released was unknown at press time.

Canadian output edges upward to 23,075 for week

Canadian auto makers slated production of 23,075 cars last week, 3.27 percent more than the prior week's 22,344 but down 5.63 percent from 24,451 assembled in the year-ago week.

To date this year, the manufacturers have built 144,618 autos, 15.62 percent better than the 1983 total at this point of 125,083.

Truck assembly last week was targeted at 16,935 down 270 units from the previous week's 17,205 but an impressive 66.13 percent ahead of 10,194 trucks assembled in the year-ago week.

So far this year, truck production has climbed to 110,130, an 80.66 percent improvement over the 60,961 units which were assembled in the first seven weeks of 1983.

Chrysler Corp. estimated production of 2,054 Dodge Caravans, 1,926 Plymouth Voyagers and 509 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 25,107.

Truck production slips to 58,623 as Chevy dips

U. S. truck producers targeted production of 58,623 units last week. The total was down 7.34 percent from the prior week's output of 63,267, due to a dip at Chevrolet, but it remained 31.19 percent better than the 44,685 produced in the year-ago week.

Year-to-date, 411,327 trucks have been assembled, leading the year-ago total of 250,270 by 64.35 percent.

Nine truck facilities worked additional hours last week.

All six of Ford Motor Co.'s assembly plants were scheduled for additional daily hours, while Louisville also worked Saturday (Feb. 18).

At General Motors, Lordstown (O.), Pontiac No. 2 and St. Louis worked Saturday.

American Motors announced that it will boost production of Jeep Wagoneer and Cherokee by 1,000 units a month at its Toledo plant beginning this week. The scheduled increase will lift output of these models from 350 to 395 units per day.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 18, 1984	Week Ended Feb. 19, 1983	Week Ended Feb. 11, 1984	Feb. to Date	Jan. 1 to Feb. 19, 1983	Jan. 1 to Feb. 18, 1984
AMERICAN MOTORS	600	978	610	1,575	4,835	4,132
CHRYSLER CORP.	.....	4,608	.....	.....	28,674	.....
FORD MOTOR	8,400	8,161	8,329	20,433	28,730	48,357
GENERAL MOTORS	13,851	10,524	13,181	34,913	61,269	90,664
VOLVO	224	180	224	583	1,575	1,465
Total Cars, Canada	23,075	24,451	22,344	57,504	125,083	144,618

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 18, 1984	Week Ended Feb. 19, 1983	Week Ended Feb. 11, 1984	Feb. to Date	Jan. 1 to Feb. 19, 1983	Jan. 1 to Feb. 18, 1984
CHEVROLET	16,871	15,273	20,261	48,652	91,062	132,248
DODGE	4,000	2,784	4,214	10,787	13,133	28,234
FORD	23,414	18,930	24,354	61,573	94,206	155,414
GMC	6,062	4,734	6,457	16,334	29,500	42,365
INTERNATIONAL	1,422	651	1,443	3,718	6,057	9,212
JEEP	3,500	1,263	3,568	9,190	8,962	23,677
NISSAN	2,304	.....	1,920	5,353	.....	13,037
AM GENERAL	50*	50*	50*	130*	350*	340*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,600*	7,000*	6,800*
Total Trucks, U.S.	58,623	44,685	63,267	158,337	250,270	411,327

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 18, 1984	Week Ended Feb. 19, 1983	Week Ended Feb. 11, 1984	Feb. to Date	Jan. 1 to Feb. 19, 1983	Jan. 1 to Feb. 18, 1984
CHRYSLER CORP.	7,141	2,713	7,322	18,742	18,404	43,414
FORD MOTOR	3,400	3,042	3,432	8,843	12,732	22,823
GENERAL MOTORS	6,248	4,439	6,306	16,364	28,997	42,943
INTERNATIONAL	146	.....	145	379	828	950
Total Trucks, Canada	16,935	10,194	17,205	44,328	60,961	110,130
N. American Trucks	75,558	54,879	80,472	202,665	311,231	521,457

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Feb. 18, 1984	Week Ended Feb. 19, 1983	Week Ended Feb. 11, 1984	Feb. to Date	Jan. 1 to Feb. 19, 1983	Jan. 1 to Feb. 18, 1984
AMERICAN MOTORS	4,800	3,065	4,842	12,544	23,805	26,945
AMC Total	.....	.....	.....	.....	2,491	.....
Eagle	.....	.....	.....	.....	2,491	.....
Renault Total	4,800	3,065	4,842	12,544	21,314	26,945
Alliance	2,400	3,065	2,492	6,372	21,314	13,514
Encore	2,400	.....	2,350	6,172	.....	13,431
CHRYSLER CORP.	28,200	16,037	25,574	70,931	86,546	172,170
Plymouth Total	7,700	6,126	7,677	20,654	31,221	51,672
Horizon	3,400	1,955	3,018	8,557	9,501	20,225
Reliant	4,000	4,102	4,102	10,859	21,383	28,333
Caravelle†	150	69	86	305	337	1,055
Gran Fury	150	.....	471	933	.....	2,059
Chrysler Total	9,600	3,272	8,376	23,418	20,813	55,149
LeBaron	2,700	1,583	2,886	7,373	10,816	17,232
Laser	1,800	.....	1,489	4,381	.....	10,853
Chrysler E-Class	2,100	1,689	1,929	5,407	9,997	14,033
Fifth Avenue	3,000	.....	2,072	6,257	.....	13,031
Dodge Total	10,900	6,639	9,521	26,359	34,512	65,349
Omni	3,400	2,373	2,773	8,190	10,561	18,680
Aries	3,600	2,813	3,477	9,307	15,742	23,056
Daytona	1,100	.....	1,227	3,113	.....	9,161
Dodge 400	.....	535	.....	.....	3,538	.....
Dodge 600	1,800	918	1,542	4,476	4,671	11,354
Diplomat	1,000	.....	502	1,773	.....	3,098
FORD MOTOR	38,068	34,686	30,651	86,836	176,186	219,439
Ford Division	24,932	24,733	20,777	57,881	111,409	145,465
Escort	7,947	7,356	7,478	19,842	27,805	45,574
Fairmont	.....	2,849	.....	.....	20,889	.....
Mustang	2,799	3,805	2,182	6,184	15,000	16,264
LTD	5,146	3,516	4,988	13,088	24,239	33,278
Thunderbird	4,144	3,963	4,093	10,620	14,477	23,034
Crown Victoria	1,451	2,049	1,450	3,769	8,488	10,996
EXP	643	195	586	1,576	511	4,934
Tempo	2,802	.....	.....	2,802	.....	11,385
L-M Division	13,136	10,953	9,874	28,955	64,777	73,974
Mercury Total	9,017	8,536	7,134	20,536	49,995	52,888
Lynx	1,798	1,923	1,356	4,009	7,312	9,464
Capri	289	355	227	658	3,295	2,398
Zephyr	.....	1,146	.....	.....	7,512	.....
Marquis	2,045	1,357	1,903	5,126	8,151	12,944
Cougar	1,443	1,490	1,478	3,827	6,149	10,211
Grand Marquis	2,178	2,209	2,170	5,652	17,370	13,516
LN7	.....	56	.....	.....	206	.....
Topaz	1,264	.....	.....	1,264	.....	4,355
Lincoln Total	4,119	2,417	2,740	8,419	14,782	21,086
Continental	748	483	493	1,533	2,947	3,907
Lincoln	2,574	1,038	1,714	5,301	6,496	10,016
Mark VI/VII	797	896	533	1,585	5,339	7,163
GENERAL MOTORS	101,971	74,351	98,325	262,734	470,091	677,091
Buick Division	22,041	17,778	22,727	58,415	113,555	148,148
Skylark	2,690	2,875	2,670	7,022	12,492	15,141
Skyhawk	3,076	1,391	3,122	8,023	10,101	22,349
Century	4,659	2,922	4,650	12,294	19,432	30,278
Regal	4,770	5,032	4,850	12,508	36,415	32,097
Buick	5,657	4,893	5,861	14,871	30,354	38,301
Riviera	1,189	665	1,130	3,051	4,761	8,575
Electra (fwd)	.....	.....	444	646	.....	1,407
Cadillac Division	7,336	6,649	6,527	18,134	47,193	46,614
Cimarron	435	499	515	1,203	3,537	3,136
Seville	982	970	741	2,175	4,805	5,297
Eldorado	1,701	1,537	1,428	3,995	10,866	9,985
Cadillac	4,218	3,643	3,466	10,126	27,985	26,912
DeVille (fwd)	.....	.....	377	635	.....	1,284
Chevrolet Division	34,474	22,191	35,026	91,195	134,321	232,179
Chevette	4,545	4,849	4,071	11,157	26,175	28,119
Cavalier	8,113	4,127	8,430	21,705	23,136	57,584
Celebrity	6,388	795	7,484	18,224	8,230	41,132
Camaro	5,180	3,706	5,162	13,714	25,874	37,199
Citation	2,107	2,495	2,086	5,469	15,927	12,948
Malibu/El Camino	785	3,053	614	1,860	17,014	4,212
Monte Carlo	4,119	1,554	3,815	10,601	11,308	29,053
Chevrolet	2,337	1,301	2,614	6,272	5,950	16,589
Corvette	900	311	750	2,193	707	5,343
Oldsmobile Division	26,584	20,679	23,586	66,347	127,157	174,700
Omega	1,310	2,549	1,392	3,474	9,138	7,443
Firenza	1,264	802	1,200	3,264	5,119	10,016
Cutlass Supreme	8,218	5,731	6,493	19,458	38,351	51,533
Cutlass Ciera	5,338	3,594	4,564	13,333	20,950	35,165
Oldsmobile	9,506	7,240	8,608	23,780	48,074	63,109
Olds 98 (fwd)	.....	.....	424	645	.....	1,336
Toronado	948	763	905	2,393	5,525	6,098
Pontiac Division	11,536	7,054	10,459	28,643	47,865	75,450
Acadian†	300	311	326	840	2,056	2,176
2000 Sunbird	3,580	1,584	2,303	7,506	11,564	19,894
1000	705	748	860	2,117	5,231	5,523
Firebird	2,200	1,765	2,211	5,793	11,253	15,724
Phoenix	279	770	283	755	4,546	2,277
G. Prix/Bonneville	1,402	1,876	1,422	3,692	13,215	9,908
Parisienne	440	.....	517	1,221	.....	3,238
Fiero	2,630	.....	2,537	6,719	.....	16,710
HONDA	2,250	473	2,247	5,814	2,395	15,424
VOLKSWAGEN	2,350	1,960	2,383	6,165	12,308	16,104
Total Cars, U.S.	177,639	130,572	164,022	445,024	771,331	1,127,173
Total Cars, Canada	23,075	24,451	22,344	57,504	125,083	144,618
N. American Cars	200,714	155,023	186,366	502,528	896,414	1,271,791
N. American Trucks	75,558	54,879	80,472	202,655	311,231	521,457
North American Cars and Trucks	276,272	209,902	266,838	705,183	1,207,645	1,793,248

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

2/28/83
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Automotive News®

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85 import dealers added during 1983; 1st gain since 1977

By Kathleen Hamilton
Financial Editor

The number of dealers in the U.S. carrying imported cars rose by 85 last year—a gain of just one percent, to be sure, but the first full-year gain since 1977.

At first glance, even that small improvement would seem good. But it was the strength of domestic dealers taking on import lines that made the import-dealer number swell.

The number of dealers carrying only imports actually declined during the year. And that decline was more than enough to offset gains in the domestic-dealer population in 1983.

When everything was tallied, the latest AUTOMOTIVE NEWS dealer census found eight fewer dealers in the U.S. on Jan. 1, 1984, than one year earlier. The totals were 24,721 vs. 24,729.

Breaking that down, 10,096 dealers carried import lines on Jan. 1, 1984. Of those, 3,880 carried only imports. Another 20,841 were domestic dealers — with or without an import line (AUTOMOTIVE NEWS, Feb. 13).

One year earlier, 10,011 dealers carried imports; 3,930 carried only imports, and 20,799 were domestic dealers.

The overall loss of eight dealerships was the smallest loss recorded since AUTOMOTIVE NEWS began keeping records of import and domestic dealer populations in 1957. The only year in which the total rose was 1964.

Like all numbers used in this census, the loss of eight refers only to the change in the total dealer population; no change would be recorded if one dealer closed and another opened in the same category, for example. This census also counts only car dealers; Isuzu's extensive truck-only network, for example, is not included.

• The import declines came in the categories of import-only duals (down 12 percent to 1,130) and domestic dealers dualed with non-captive imports (down 4 percent to 2,352).

Those declines were offset by gains in the numbers of import exclusives (up 4 percent to 2,750) and Chrysler Corp. dealers handling the Mitsubishi-built captive imports (up 6 percent to 3,864).

Because of dualing, there are, of course, more import franchises than dealerships. The import-franchise total rose 3 percent during 1983, to 13,707.

And the gains were widespread: 17 makes increased their dealer numbers, including Lotus and TVR, which reentered the U.S. market in 1983, and International Automobile Importers, which brought back the Bertone and Pininfarina, two sports cars that previously wore the Fiat badge.

Nine makes lost dealers. The only big loss was in dealers handling DeLoreans through Consolidated International. Because there are only a few DeLoreans left to sell — none of them from the current model year—the estimated 250 DeLorean dealers that began the year weren't included at year-end.

Franchise gainers in 1983:

Continued on Page 58, Col. 3

IMPORT FRANCHISES

	Jan. 1, 1984	Jan. 1, 1983
JAPAN	10,434	9,884
Plymouth captives	2,831	2,587
Dodge captives	2,744	2,492
Nissan	1,101	1,083
Toyota	1,081	1,093
Honda	822	806
Subaru	798	784
Mazda	757	766
Isuzu	217	206
Mitsubishi	83	67
WEST GERMANY	1,573	1,565
Mercedes-Benz	416	413
BMW	414	403
Audi	413	421
Porsche	330	328
SWEDEN	730	723
Volvo	405	404
Saab	325	319
ITALY	334	199
Bertone/Pininfarina	141	0
Alfa Romeo	106	117
Ferrari	46	48
Maserati	41	34
FRANCE	316	330
Peugeot	316	330
UK	305	536
Jaguar	189	205
Rolls-Royce	65	69
Lotus	25	0
Aston Martin Lagonda	14	12
TVR	12	0
DeLorean	0	250
MISCELLANEOUS	15	15
TOTAL	13,707	13,252

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Justy one-liter auto

Something small from Fuji

Broadening its product range, Fuji Heavy Industries has unveiled the one-liter Justy, which is available in two- or four-door hatchback form and rides on a 90-inch wheelbase. Overall length is 139 inches, width 60.4 inches and height 54.7 inches. Fuji plans to start exports to Europe in late summer, but no shipments to the U.S. are planned. Story on Page 44.

FTC opposes proposal to ban fleet subsidies

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The FTC has recorded its strong opposition to the NADA anti-fleet subsidy bill (H.R. 1415).

Commission Chairman James C. Miller III and Commissioner Michael Pertschuk made their views known in testimony before the House Commerce Subcommittee, chaired by Rep. James C. Florio, New Jersey Democrat.

NADA bolsters support for H.R. 1415. Page 58.

Reasons for FTC opposition are spelled out in a letter sent by Miller to Rep. Peter W. Rodino Jr., New Jersey Democrat, whose Judiciary Committee has jurisdiction over the bill.

The FTC thinks the NADA bill "would restrict the ability of manufacturers to adopt a variety of business practices that are presently lawful and procompetitive."

It would "impose unnecessary rigidity on the distribution of automobiles and would probably injure, not help, competition, consumers and, in the long run, dealers," FTC said.

"To the extent that discrimination in sales, whether in terms of price, service or other dimensions of competition, is causing competitive injury, the Robinson-Patman and the Federal Trade Commission Acts provide adequate means of addressing such problems," the FTC letter said.

Pertschuk added to that letter by noting that a necessary premise to that final statement is that the Robinson-Patman Act will be enforced.

While Pertschuk agrees that H.R. 1415 is not a "desirable substitute for" Robinson-Patman principals, he said that the Reagan Administration "has shown a consistent pattern of criticizing the statute as anti-competitive, professing a commitment to enforce it and refusing to bring any cases" involving it.

He added, the only Robinson-Patman orders issued by the

Continued on Page 58, Col. 2

Sales explode, add 100,000 to make period best in 8 years

By Jenny L. King
Staff Writer

It seemed too good to be true: U.S. new-car sales were up close to 100,000 units above those of a year earlier, notching a 75-percent increase and claiming a total that was best for mid-February in eight years.

Sales have been up every period this year, extending the unbroken string of pluses to nine, running back to last November.

Feb. 11-20 domestic sales in 1983 were among the worst on record and threatened to spoil the weak momentum of the then-young auto-sales recovery. A year ago, only 129,096 retail sales were reported, worst since 1961.

This year's mid-month total of 225,260 surpassed '83 by 74.49 percent and bested similar periods going back to 1976 when 233,701 was the total. Record for the period was set in 1973: 272,784.

Sales were running at a 9.2-million rate based on the mid-month performance.

With eight selling days in the period both this year and last, the daily rate was up 74.49 percent, to 28,158 from 16,137. It was the best rate so far in the new calendar year.

Chrysler Corp. boasted the greatest sales increase for the period among the domestic auto makers. Its sales were up 85.08 percent, to 27,461 from 14,837 a year earlier. General Motors was second best with a gain of

Continued on Page 4, Col. 4

breaking news

Saab ragtop

TROLLHATTEN, Sweden. — Saab will introduce a convertible in the U.S. in the 1986 model year. It will be designed on the new two-door sedan (called the 900 GLI in Sweden) which is scheduled to be introduced in the U.S. in the 1985 model year. The car will have a fuel-injected engine with turbo and intercooler. Convertible parts will be provided by American Sunroof. Saab plans to sell 1,000 to 1,500 a year, or about one or 2 percent of the U.S. convertible market.

Callbacks at GM

DETROIT.—General Motors will recall 1,000 workers

See BREAKING NEWS, Page 8, Col. 1

Separate franchise network, second marketing unit to be formed

Honda to sell new car line in U.S.

By Matt De Lorenzo
Los Angeles Reporter

LOS ANGELES. — American Honda will sell a new line of cars through a franchise organization separate from its existing dealer body in 1986 and is setting up a second division internally to market the cars.

Honda's existing dealers were told of the move in a series of meetings held around the country. Honda said all its dealers, as well as others outside the organization, will be given the opportunity to apply for the new dealerships.

The company plans to start the new division in early 1986 and sales are projected at 45,000 vehicles during that calendar year. Approximately 120 new dealers will be named in that timeframe as a starting base for the division.

Honda said the new vehicles sold by this separate franchise group "will appeal to a different group of buyers which Honda has not previously sought. The product will have different styling, sportier features,and reflect a different image and concept from current Honda cars."

The new arrangement will be along the lines of the traditional franchise agreements Honda has with its current dealer body.

American Honda President Tetsuo Chino gave a clue to one of the new division's products when he talked to reporters at NADA's convention in Dallas several weeks ago.

During an informal press conference, Chino said both Honda and British Leyland plan to import a front-wheel-drive execu-

Continued on Page 4, Col. 1

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Record earnings for 1983 cap incredible comeback

Chrysler reports $701 million net

By Kathleen Hamilton
Financial Editor

Chrysler Corp. reported record profits of $700.9 million for 1983 even after a paper loss of $224 million caused by devaluing its holdings in Peugeot and a loss of $89 million caused by the strike at its Twinsburg Stamping plant.

Chrysler's year-end net profits of $700.9 million ($5.79 a share), quadrupled the $170.1 million ($1.84 a share) it made in 1982 — and 1982 profits included the sale of Chrysler Defense.

Chrysler's comeback is even more impressive when compared to its last record sales and profits year, 1976. Chrysler netted $422.6 million that year. Last year's profits beat the old record by 66 percent.

Even better, those record profits came in a year when unit sales trailed 1976 by 52 percent and dollar sales were 15 percent lower.

Last year, Chrysler sold 1.49 million vehicles and reported net sales of $13.24 billion. Sales were $10.04 billion in 1982.

In announcing the profits, Chrysler Chairman Lee A. Iacocca was cautious in his prediction on how long the boom may continue for Chrysler.

"The first quarter is starting off strongly," he said. "It's a barn burner. I hope it will continue . . . I think it will continue for at least two quarters, I hope six."

Huge federal deficits — larger than the Reagan Administration is projecting — will send the economy downward if they are not trimmed, he said.

In anticipation of another downturn, Chrysler will expand production from 1.4 million units this year to 1.8 million next year, then remain near that level, Iacocca said.

"We can make a lot of money at 8 million" annual industry-wide sales, he said.

Chrysler needs to keep its breakeven point at about 1.1 million to avoid disaster in cyclical downturns, he said.

Chrysler is considering adding capacity for 100,000 to 150,000 more minivans — "half a plant," in Iacocca's words. Chrysler now has 100,000 back orders for the vans. Trades for Voyager and Caravan are running 95 percent cars, he said.

He ruled out a brand new plant.

Chrysler President Harold Sperlich pegged the cost of minivan capacity expansion at about $250 million. Robot welders will take at least 16 months to obtain, so expansion is out of the question for the rest of this model year, Iacocca said.

"The market is there for maybe a million" minivans a year, Iacocca said. But next model year, General Motors and Ford Motor Co. are due to introduce competitive models.

Chrysler spent about $1.7 billion on product last year, double what it spent in 1981 and 1982. Spending this year and next will be $1.7 billion or $1.8 billion each year, Iacocca said.

He expressed nervousness about spending "peak" sums during years that could be bad ones for the auto industry.

"Yet you have to stay competitive," he said.

Engineering is continuing on the subcompact P-car program — the 1986 model sized between the Mitsubishi-built Colt and Omni/Horizon. Chrysler will have to decide by September whether and how to proceed with the car, and make some decisions soon on the Omni/Horizon replacement, Iacocca said.

Sperlich is due to leave soon with a six-person Chrysler team to negotiate with Mitsubishi in Japan. Mitsubishi's interest seems to have picked up in the last six months, he said.

Vehicles, components and joint ventures are within the realm of possibility, Iacocca said. Production of vehicles or components in Mexico, Korea or elsewhere is receiving more attention at Chrysler because of competition from the General Motors Japanese strategy, he said.

"I don't think it's right for the country, what we're doing, but if you can't lick 'em, join 'em," Iacocca said.

Chrysler paid virtually no taxes on its income last year, thanks to credits racked up during four years of losses.

It still has credits enough to offset earnings of $1.5 billion to $2 billion — just about what outside analysts are predicting Chrysler will make next year, said Robert S. Miller, Chrysler executive vice president - finance.

Sales of $13.24 billion were 32 percent higher than 1982's $10.04 billion (restated to eliminate sales of Chrysler Defense, which was sold early in 1982).

Continued on Page 58, Col. 1

Chrysler offers cash for sales of subcompacts

Chrysler has a new "Shift in Cash" incentive program for salesmen and sales managers.

It began Feb. 21 and runs to May 30. Eligible vehicles are the subcompact '83/'84 Horizon, Turismo / Duster, Omni / GLH and Charger/Shelby equipped with manual transmission.

Salespeople earn a flat $75 per unit for each one they sell, with no qualification, on all models except Shelby Charger which pays $150.

Managers earn $25 for each unit they retail, except Shelby Charger which pays $50.

Joe Wilssens

Happy day for Iacocca

No, Lee Iacocca isn't claiming first place in the industry. But the Chrysler chairman was all smiles as he announced record profits for his company for 1983.

Auto profits for 1983 are record $6 billion

By Kathleen Hamilton
Financial Editor

The Big Four reported record profits in 1983 of $6.15 billion—nineteen times the $322 million the U. S. makers made in 1982 on a sales increase of only 23 percent.

Dollar sales for the year also set a record, at $135.71 billion, compared with $110.03 billion in 1982.

(Both sales figures include sales of the defense subsidiaries of Chrysler Corp. and American Motors. Chrysler sold its subsidiary early in 1982; AMC sold its late in 1983.)

General Motors, Ford Motor Co. and Chrysler Corp. each reported individual profits records last year. Previous records had been set in 1978, 1977 and 1976, respectively. AMC lost money last year.

The old profits record for the industry was set in 1977, when profits reached $5.18 billion. Last year's combined profits were 19 percent higher than the old record, but dollar sales rose 25 percent compared with 1977, when they were $108.21 billion.

The old sales record was set in 1979, when the Big Four total was $125.02 billion and both Ford and GM set records for themselves, as well.

The auto makers' giant profits leap of nearly $6 billion over 1982 is evidence of the high profits made per unit once their production breakeven point is reached.

Peter Zaglio, analyst at Lehman Brothers Kuhn Loeb Research, estimates last year's breakeven point was 8½ million units. Combined, the Big Four wholesaled 14.58 million cars and trucks last year and 11.98 million in 1982.

• In 1977, year of the old profits record, the Big Four sold more than 18 million cars and trucks; last year, they wholesaled 14½ million, or 20 percent fewer.

But before hoisting the banner of victory, industry-watchers should account for the erosion caused by inflation since 1977, warned Earl R. Krecher, of MVMA's Policy Analysis Department.

Figuring in constant (1967) dollars, Kreher said 1983's industry profit would have been only $2.1 billion, compared with $2.9 billion in 1977. In constant dollars, 1965 would have set the real profits record at $3.3 billions, according to the MVMA figures.

European makers expect to miss '84 CAFE mark

WASHINGTON. — Pre-model-year fuel-economy reports for '84 models show that both Swedish auto makers expect to miss the fuel-economy standard of 27 MPG.

Saab thinks its CAFE will be 25.3 MPG. Volvo expects somewhere between 26.4 MPG and 26.5 MPG, but it added that that "sufficiently represents average fuel economy for purposes of the act."

The law does contain administrative waiver authority to as low as 26 MPG, but the occasion and its application are not entirely clear.

Jaguar expects a 1984 19.0 MPG CAFE and added that by midyear it plans to launch a new fuel-efficient 6-cylinder engine. Peugeot anticipates 24.5 MPG for its '84 CAFE — with mostly gasoline versions and some turbodiesels.

Ferrari said it will get 14.1 MPG on sales of some 1,100 cars for both its 308 and its Mondial. Lotus expects 17.6 MPG and expects to sell 318 Esprit Turbo models.

Sales records spur first earnings in 15 periods

AMC posts profit in 4th quarter

By Kathleen Hamilton
Financial Editor

American Motors turned its first profit in 15 quarters, set two sales records, predicted a "significantly" profitable but dividend-less 1984 and leaked a few more hints about its product plans.

AMC's fourth-quarter profit of $7.37 million (6 cents a share) wasn't enough to offset three quarters of losses, however. The No. 4 U. S. auto maker ended the year with a loss of $146.73 million, only 4 percent better than 1982's loss of $153.47 million ($2.85 a share).

And 1983's results benefited from the sale of AM General, which generated a gain of $90 million during the third quarter, and from the sale of its American Center headquarters building in the fourth quarter.

AMC officials declined to specify the exact gain realized from the latter sale, but Chairman Paul Tippett indicated the gain was less than $2 million. That means AMC's fourth-quarter profit was generated from cars and Jeeps.

AMC reported 1983 sales totaled a record $3.27 billion, up 37 percent from 1982's $2.39 billion. But if AM General sales were included for both years, AMC's sales last year would have been $3.56 billion, or 24 percent better than 1982 sales of $2.88 billion.

Meanwhile, its wholesale vehicle sales — including Renault but excluding AM General — rose 34 percent, from 286,520 to 383,462.

Tippett predicted 1984 sales of 450,000 vehicles, based on the launch of another Alliance-based car with new engine options (a 1.7-liter engine is in the works), a small pickup based on the Cherokee/Wagoneer and a stronger year for four-wheel-drive vehicles.

Beijing Jeep production in China should be about 20,000 units this year, rising to two or three times that number eventually, as the product is modernized and brought closer to

Continued on Page 62, Col. 1

Joe Wilssens

Into the black at AMC

After 14 quarters of red ink, American Motors proudly reported a profit for the final three months of 1983. Telling the story are President Jose J. Dedeurwaerder, left, and Chairman Paul W. Tippett.

BIG FOUR FINANCIAL RESULTS
(In millions)

	Year Sales* 1983	Sales* 1982	Net Income (Loss) 1983	Net Income (Loss) 1982
American Motors	$ 3,428	$ 2,878	($ 147)	($153)
Chrysler Corp.	13,240	10,057	701	170
Ford Motor Co.	44,455	37,067	1,867	(658)
General Motors	74,582	60,026	3,730	963
TOTAL	$135,705	$110,028	$6,151	$322

*AMC sales include AM General, which was sold in 1983. If sales were restated to eliminate AM General, 1983 total would be $3.272 billion; 1982, $2,393 billion. Chrysler 1982 sales include Chrysler Defense, which was sold in 1982. If sales were restated to eliminate Chrysler Defense, 1982 total would be $10.045 billion

GSA to pay $35 million for air-bag Fords

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — Ford Motor Co. and the General Services Adminstration (GSA) have settled on $35 million as the price for a 1985 fleet of 5,000 air-bag-equipped Ford Tempos.

The cars will include a driver-side air bag housed on a non-tilt, stepped, four-spoke steering wheel.

Half of the fleet cars will be equipped with anti-lacerative windshields, coated with an extra sheet of clear plastic bonded to the inner surface.

High-mounted center stop lights will also be fitted on the cars, which are equipped with Ford's standard 5-MPH bumper system. Electronic crash sensors will be used.

The company said the extra safety equipment will add $3,000 to the price of each vehicle, with the air bag running $1,000. Coincidentally, Ford sources said the company is selling the cars at $3,000 under the retail price.

The government Tempos will have automatic transmission and air conditioning. Base models with manual transmission retail at $6,928.

The contract stemmed from a 1983 agreement between former NHTSA administrator Raymond A. Peck Jr. and Gerald P. Carmen, outgoing GSA director. The agreement called for government procurement of 5,000 compact sedans equipped with driver-side air bags.

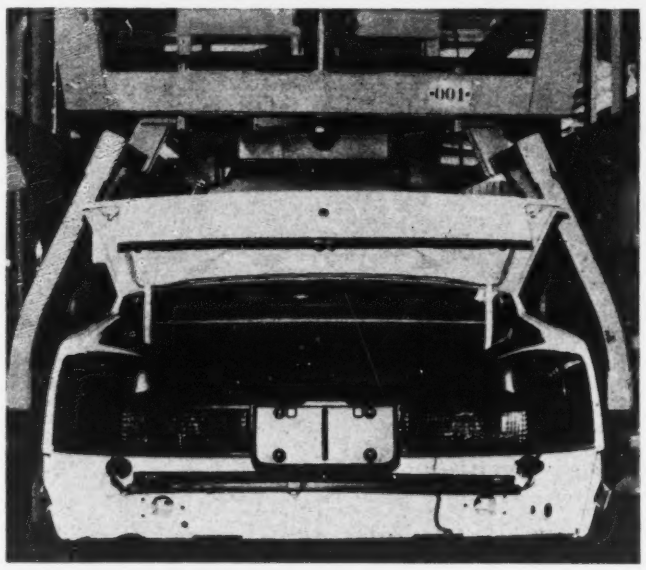
• Carmen said that "unfortunately" Ford was the only auto maker to bid on the contract and that "if the auto industry really wants to get government off its back, it had better start offering competitive safety equipment at prices which people can afford."

Carmen also said he thought the "air bag is an idea whose time has come" and that the public owed consumer advocate Ralph Nader "a vote of thanks" for prodding NHTSA and GSA into procuring the Ford air-bagged fleet.

Both Carmen and current NHTSA administrator Diane Steed said the government purchased the air-bagged vehicles to test the system on a large group of cars and to "assist the marketplace in making better safety equipment available to the public."

When asked whether NHTSA

Continued on Page 4, Col. 5



Oldsmobile Calais on the move

The body for the first Oldsmobile Calais moves down a pilot assembly line at the division's Lansing plant. The new front-wheel-drive coupe, which had been codenamed GM20, will be introduced this fall.

Porsche situation gets 'top priority' at NADA

By John A. Russell
New York Staff Writer

WASHINGTON.—Terming the action by Porsche in terminating its dealers "the damndest thing I ever heard of," James Jennings, NADA president, said this issue has become the number one priority for the association.

Frank McCarthy, NADA executive vice president, outlined the course of action the association will be taking in the coming weeks.

The first wave of action will be at the state level, he said, since there are laws in many states which would stop the terminations.

NADA is coordinating with state associations to determine whether the actions will be complaints filed before motor vehicle commissions or actions taken in court.

Also, McCarthy said, many states have laws forbidding factory stores and brokers.

The 40 centers being contemplated by Porsche "sound like factory stores," he said, and an effort will be made to stop Porsche on this level as well as the broker level because of the "agency" factor.

NADA will also move on the state legislative level to get laws passed in states which do not

Continued on Page 59, Col. 5

Porsche retailers start war chest to fight new system

Porsche dealers on both coasts were gearing for action last week to fight Porsche Cars North America's plans for a new distribution system in the U. S.

In New Jersey, the 14 Porsche dealers have formed a Porsche Dealers Alliance and have set up a legal defense fund, while in California some 40 Porsche dealers have met and agreed to start a legal war chest to protect their interests.

Informed sources said other meetings are being held by Porsche dealers throughout the country as dealers in various areas study and plan courses of action.

The distribution plan outlined by Porsche two weeks ago would effectively abolish the traditional franchise system for Porsche.

At press time, the Porsche-Audi Dealer Council was meeting and a topic was the new distribution system.

The dealers in New Jersey have the backing of the New Jersey Automobile Dealers Assn. and Charles Walton, president of the association, said flatly that while Porsche dealers throughout the nation are up in arms, "We in New Jersey believe it (the system) is a violation of New Jersey law."

New Jersey has one of the strongest franchise laws in the country and Walton said it forbids termination except for failure to comply with the requirements set up by the francisor.

Walton said the Porsche dealers would not "meekly acquiesce" to the dictates of Porsche.

The dealers have established a Porsche Dealers Alliance and a legal defense fund and the state association will support them in their fight. Now, Walton said, attorneys are studying the Porsche plan and deciding on a response.

But Walton made it plain that the Porsche dealers, and the New Jersey dealers association will fight.

In Southern California, more than 40 dealers met last Monday to discuss their options in face of the Porsche announcement. According to dealers attending the meeting, a legal fund was established with initial pledges over $1 million.

"We're going to get involved in every level of jurisdiction available to us," said a dealer who declined to be identified. He predicted that the legal action will cause problems not only for Porsche, but for Volkswagen of America as well.

"I have a contract with VW-oA to buy Porsches," the dealer said, adding that VW's only response has been to send dealers a letter stating that the company will be unable to obtain the sports cars after Aug. 31.

George Follmer, who recently opened a new $1.5 million Porsche-Audi outlet in Orange County, Calif., said the upshot of the meeting was the dealers agreeing that "we need to stay together."

Referring to his investment, Follmer said, "You make a commitment on the basis of a franchise that's going to pay for it. Now what am I supposed to do?"

Also attending the California meeting were representatives of Porsche outlets in the Midwest and Southwest.

Follmer said it appears that the national suits challenging the move on federal antitrust grounds will be filed in California. He added that the fight would also be carried on in state courts as well under local franchise laws.

"Everybody is alarmed," said Bob Smith, a long-time Hollywood Porsche-Audi dealer. He said he thinks he may be the only dealer not going to court over the matter.

"I'm waiting for the dust to settle, I've been around a long time," he said. "I'm kinda sitting here on the sidelines waiting to see what they're (Porsche) really going to do. I don't think that thing will work. It's pretty hard to sell cars over the phone."

But even Smith said there's a limit on how long he will wait. "In the next 30 days, things better start to happen," he said.

Both sides must win, leaked document says

GM outlines '84 bargaining goals

By Marjorie Sorge
Labor Editor

General Motors' wishbook for 1984 bargaining includes the elimination of annual wage increases (AIF) and cost-of-living-adjustments (COLA) in favor of profit sharing. But it emphasizes that negotiations must be a "win-win" situation for both GM and the UAW.

In a report last October to company personnel directors, entitled "Actions to Influence the Outcome of Bargaining," Alfred S. Warren Jr., GM labor relations vice president, said either both sides win in 1984 or "it won't work." The report became public last week.

Besides outlining GM's preliminary bargaining strategy, Warren also emphasized the need for company union jointness in problem-solving and indicated that the UAW-GM national bargaining teams should conduct joint workshops to provide a common information base before bargaining starts in July.

But the UAW was most concerned with the strategy of eliminating AIF and COLA.

"We intend to go into negotiations this summer as we always have before: United and determined to address the needs of our members, not the deluded desires of General Motors," said UAW President Owen Bieber and UAW Vice President Donald F. Ephlin, head of the GM department.

The union last week labeled GM's collective bargaining strategy "wishful thinking."

"This document supports many of our worst suspicions about the motives and intentions of General Motors where the UAW is concerned," Bieber said.

• Some observers have said that the document, which is both damaging and reflective, will push the two sides closer

Continued on Page 59, Col. 3

New Ice Age feared for GM and UAW

By Marjorie Sorge
Labor Editor

News Analysis

The next Ice Age of industrial relations could be moving in on General Motors and the UAW.

The warming relationship that has been developing over the past years between the two natural adversaries is being chilled by a leaked internal company document outlining GM's bargaining strategy for 1984. The document is moving over the relationship like a glacier, chilling the buds of the future.

Those buds include profit sharing, the Quality of Worklife programs and other joint UAW/GM ventures that were just beginning to bloom. Now, because of a document meant only for the eyes and ears of GM industrial relations people, the highly touted profit-sharing and Quality of Worklife programs are undermined and mutual trust has suffered.

It's on those things that the future relationship of the UAW and GM are built.

The glacier may have been triggered by a very parochial

Continued on Page 59, Col. 1

Salesroom in mall doubles Kelly sales

FORT WAYNE, Ind. — Opening a salesroom on a temporary basis inside a Fort Wayne Mall has paid off for Jim Kelly Buick. Kelly reports that his car sales are averaging 10 a day in the mall, double the average on the outside lot in another part of the city.

Kelly said he is considering leasing a spot inside the mall on a permanent basis. Customers are more inclined to buy in the mall salesroom where conditions are much more comfortable, he said.

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59th year — No. 5010

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New rule designed to protect consumers

FTC limits creditors' recourse acts

WASHINGTON. — The FTC has approved 4-0 a new rule limiting the remedies which auto dealers, finance companies and other lenders and retail installment sellers may use against delinquent or defaulting consumers in consumer credit contracts.

But the rule, which is designed to protect consumers from unfair or deceptive practices by creditors, does not go into effect for another year.

At the end of 1981, consumers owed about $90 billion on the kinds of contracts covered under the new rule, according to the FTC.

Among the practices prohibited by the FTC rule are:

1. Confessions of judgment, under which consumers forfeit their right to be notified of a court hearing on their debts and the opportunity to present their side of the case.

2. Waivers of exemption, under which consumers give up their state law rights to keep certain essential items, such as clothing or cooking utensils, in the event of property seizure.

3. Wage assignments, which permit creditors to garnish a consumer's wages without going to court or honoring federal laws limiting such actions.

Under the rule, creditors must also warn cosigners that they are responsible for the debts if the debtors default and must not assess more than one late charge if the debtor has missed only one payment.

Not all of these actions are prohibited under all circumstances, however. Creditors may garnish wages if the consumer authorizes the arrangement and is allowed to cancel it and creditors may repossess household goods if the consumer borrowed money to buy them and used them as collateral for the loan.

The FTC rule does not cover most banks or savings and loan institutions, the regulation of which is the responsibility of other government agencies.

Individual states may also apply for exemption from the rule if they have consumer protection laws substantially equivalent to any of the FTC rule's provisions.

Bankrupt firm can cancel union pacts, high court says

WASHINGTON.—A company can throw out its union contracts immediately after filing for Chapter 11 bankruptcy reorganization, according to a Supreme Court decision last week.

The court ruled 5-4 that a financially strapped company can get a bankruptcy judge to reject a labor contract as long as the company can prove that bargaining would not produce a satisfactory solution.

The test case was the National Labor Relations Board vs. Bildisco & Bildisco, a New Jersey building supply firm.

UAW President Owen Bieber said the decision "will discourage efforts by unions to aid employers threatened by bankruptcy.

"In many cases, it won't make much sense for the union to grant adjustments to an ailing employer on Monday, merely to have that revised agreement torn up on Tuesday on the grounds that contract costs are 'burdensome,'" he said.

Bieber also said the UAW "believes it is a subversion of the bankruptcy laws to allow employers seeking financial reorganization to get out of union contracts, especially when collective bargaining contracts are encouraged and protected under federal law."

The union intends to lobby in Congress to have the law amended. Rep. Peter W. Rodino Jr., New Jersey Democrat and head of the House Judiciary Committee, has said he will introduce a bill that would negate the Supreme Court decision. Paul Simon, Illinois Democrat, will also sponsor a similar bill.

In another matter, the UAW has announced it will appeal a decision by the NLRB which permits companies to move work from a unionized shop to a non-unionized shop unless contractually prohibited from doing so. This can be done when negotiations have been exhausted.

The ruling dismissed a case against Milwaukee Spring Division of Illinois Coil Spring Co. for moving about 100 unionized jobs to a non-union plant in McHenry, Ill. The UAW represented the Milwaukee plant. The company sought concessions from the union before it moved the jobs.

Honda to add second line of cars for U.S. market

Continued from Page 1

tive class sedan during the 1986 model year into the U.S.

The car, which is being jointly developed by BL and Honda, will be built in each company's respective home country, with BL selling its models through its own network, and Honda selling Japanese-produced versions apparently through this new division being formed. BL has codenamed the car XX, while Honda calls its version the HX.

Chino stressed that although the cars share the same design, "they will be quite different." He said each company will use its own powertrains. Chino said his company's car will be powered by a V-6.

Other cars will most likely be sold alongside the HX in the new dealer organization, such as a two-seat mid-engine sports car that is under development and other models not sold by Honda in this market. The new division appears to be considerably upmarket from the traditional car lines offered by the existing organization.

While this new division marks a change in Honda's corporate structure in the U.S., Chino said at the Dallas press conference that the company has no plans to reorganize the company along strict car and motorcycle lines.

Motorcycles are the foundation of the company and much of what Honda does in the U.S. car market evolves from motorcycles activities, he said.

American Honda also plans a new headquarters building in Torrance, Calif., having acquired 80 acres in the Los Angeles suburb for $30 million. Facilities for Honda Research & Development, the company's design studio and a parts warehouse will be built first, with the general headquarters moving over from Gardena later.

GM plant wipes out unemployment office

ST. LOUIS.—The new General Motors plant in Wentzville has put a Missouri unemployment office out of busines.

Because of the resurgence in the automotive industry, nearly 3,000 persons are working at the plant. However, there was nothing for staffers to do at the state Employment Security office and it is closing.

GM to recall 77,000 vehicles to fix seat locks

DETROIT. — General Motors is recalling about 77,000 1984-model two-door passenger cars and light trucks equipped with certain bucket seats to inspect for seat-back inertia locks which may not meet federal safety requirements.

An estimated 10 percent of the seat-back locks on these vehicles may need to be replaced, GM said.

In the event of a vehicle collision, the inertia locks on these vehicles may not function, allowing the seat back to fold forward. This could result in an injury to an unbelted seat occupant. GM said it is not aware of any accidents or injuries resulting from this condition.

Some vehicles with bucket seats from all domestic GM car and truck divisions are included in the recall. Owners are being notified and parts will be available at GM dealerships March 1.

Swig's salesmen to vote on decertification

SAN FRANCISCO.—New-car salesmen for the six dealerships in the San Francisco Autocenter headed by Martin Swig have filed a petition with the National Labor Relations Board (NLRB) to supervise an election proposed to decertify Teamsters Union Local 960 as their bargaining agent.

The decertification, if it occurs, would be another defeat for the local. After a month-long strike, its members returned to their jobs pretty much on management's terms.

The NLRB also has been asked to establish whether contracts agreed to by salesmen at three other dealerships here are valid.

Local 960 members voted to accept a contract offered by European Motors (Mercedes-Benz), California Porsche-Audi and San Francisco Lincoln-Mercury.

Contempo Vans customizes Camaros

Contempo Vans, North Hollywood, Calif., unveiled a customized Camaro at the NADA convention in Dallas. The company will convert drop-shipped Camaros from dealers within 10 days of receipt of the car. The package includes a modified rear deck instead of the factory-installed glass hatch, lower rocker panel extensions and wheel flares, custom paint and 16-inch alloy wheels with high-performance tires.

Mid-month sales explode; total is best in eight years

Continued from Page 1

76.17 percent, climbing to 135,118 from 76,697.

Ford Motor Co. was up 64.78 percent, to 53,383 from 32,396. American Motors reported estimated sales of 5,125 AMC and U.S.-built Renault products, up 34.87 percent from 3,800 a year ago.

Honda nudged Volkswagen from fourth place for the fourth time this year with sales of 2,334. VW reported sales of 1,839, up 34.63 percent from 1,366. Honda had no 10-day report a year earlier although its products were on the U.S. market.

GM earned 59.98 percent of the mid-month market, up from 59.41 percent. Ford slipped to 23.70 percent from 25.09 percent. Chrysler claimed 12.19 percent, up from 11.49 percent. AMC dropped to 2.28 percent from 2.95 percent, and VW was down to 0.82 percent from 1.06 percent, while Honda held the remaining 1.03 percent of the current year's market.

Two GM divisions reported record sales mid-month. Cadillac had its best-ever Feb. 11-20 with sales of 9,669 units. The previous record was 9,569 set in 1979. Oldsmobile splintered its 1976 record of 25,702 sales with the 35,110 its dealers retailed this year. Oldsmobile also surpassed Ford Division sales as it pursued its goal of second place in the sales lineup.

GM's Chevrolet reported doubled sales, up 101.97 percent, to 47,761 from 23,647. Buick was up 16.12 percent, to 20,338 from 17,515, and Pontiac announced a sales explosion of 149.72 percent, to 22,240 from 8,906. Pontiac sales exceeded Buick for the first time in recent history.

At Ford Motor Co., Ford sales were up 65.66 percent, to 34,940 from 21,092; Mercury was up 58.95 percent, to 14,159 from 8,908, and Lincoln was up 78.80 percent, to 4,284 from 2,396.

Plymouth was up 74.61 percent, Dodge was up 79.82 percent and Chrysler was up 106.37 percent in mid-February.

AMC was down 1.32 percent while Renault was up 50.38 percent, VW was up 34.63 percent and Honda had no year-ago benchmark.

Sales so far this calendar year totaled 990,383, up 31.45 percent from 678,867 in 1983.

DOMESTIC SALES

	Feb. 11-20, 1984	Feb. 11-20, 1983
Renault Alliance/Encore	4,000†	2,660†
AMC	1,125†	1,140†
AMERICAN MOTORS	5,125†	3,800†
Chrysler	8,818	4,273
Imperial	.....	62
Plymouth	8,095	4,636
Dodge	10,548	5,866
CHRYSLER CORP.	27,461	14,837
Ford	34,940	21,092
Mercury	14,159	8,908
Lincoln	4,284	2,396
FORD MOTOR CO.	53,383	32,396
Buick	20,338	17,515
Cadillac	9,669	5,491
Chevrolet	47,761	23,647
Oldsmobile	35,110	21,143
Pontiac	22,240	8,906
GENERAL MOTORS	135,118	76,697
VOLKSWAGEN	1,839	1,366
HONDA	2,334	.....
U.S. INDUSTRY TOTAL	225,260	129,096

† estimated

Ford air-bag fleet to cost $35 million

Continued from Page 3

would settle for the "availability" of air bags, in place of a safety standard mandating their installation, Steed said NHTSA was still reviewing the docket on the passive restraint rulemaking and that no decision had been made.

A Ford spokesman said Ford hoped to make the air-bag option available to other fleet buyers as a result of the government contract and that Ford expected to sell as many as 30,000 air-bagged vehicles in 1985

He said Ford hoped to see demand increase for air bags as an option when more air-bag-equipped fleet vehicles are on the road.

German auto fans like Saab Turbo

ORANGE, Conn.—The readers of Auto Motor und Sport, a West German magazine, have chosen the Saab Turbo as "the best imported car in Germany under 2.5-liters" for the fourth consecutive year, Saab has announced.

In the overall vote for best car, the Saab Turbo took sixth place. Overall winner was the Mercedes-Benz 500-SEL, followed by Porsche 911 Cabriolet, the four-wheel-drive Mercedes G, Ferrari BB 512i and Fiat Uno.

PRODUCTION OVERSEAS

FRANCE
Cars

	12 mos., 1983	12 mos., 1982
Peugeot SA	1,321,418	1,285,272
Citroen	542,481	522,317
Peugeot	605,566	536,500
Talbot	173,371	226,455
Renault	1,639,405	1,491,853
Total	2,960,823	2,777,125

Vans, trucks, buses

CBM	89	108
Peugeot SA	128,304	138,412
Citroen	27,956	29,946
Peugeot	81,927	92,889
Talbot	18,421	15,577
Renault	240,456	227,965
Sovam	79	103
Unic	6,111	5,094
Total	375,039	371,682
Total vehicles	3,335,862	3,148,807

UNITED KINGDOM
Cars

	12 mos., 1983	12 mos., 1982
BL	473,341	405,116
Austin Rover	433,183	369,839
Jaguar	27,977	22,042
Range Rover	12,181	13,235
Carbodies	2,171	1,864
DeLorean	0	1,333
Ford	318,674	306,635
Lotus	642	572
Reliant	105	87
Rolls-Royce	1,568	2,489
Talbot	120,503	56,235
TVR	291	121
Vauxhall	126,524	112,669
Others	778	558
Total	1,044,597	887,679

Vans, trucks, buses

Bedford	51,478	51,733
BL	86,202	88,925
Austin Rover	25,147	20,995
Land Rover	30,093	39,903
Freight Rover	18,152	13,767
Leyland Veh.	12,810	14,260
ERF	1,536	1,736
Foden	630	746
Ford	96,843	115,637
Hestair Dennis	788	746
Karrier	4,707	6,395
MCW	402	375
Reliant	214	3
Seddon Atkinson	1,264	1,821
Volvo	1,788	1,455
Others	299	503
Total	244,514	268,798
Total vehicles	1,289,111	1,156,477

REGISTRATIONS OVERSEAS

WEST GERMANY
Cars

	12 mos., 1983	12 mos., 1982
Alfa Romeo	12,062	11,221
Bertone	839	510
BL Cars	5,772	4,156
BMW	155,683	127,315
Daihatsu	6,290	5,870
Fiat Auto	101,517	93,343
Ford	287,999	242,712
General Motors	448,637	392,853
Honda	30,766	32,072
Isuzu	1,488	0
Lada	8,281	6,585
Mazda	58,567	40,573
Mercedes-Benz	246,160	233,645
Mitsubishi	37,516	33,530
Nissan	46,038	42,490
Peugeot SA	92,011	86,810
Citroen	41,749	38,699
Peugeot	29,285	23,353
Talbot	20,977	24,758
Pininfarina	614	190
Porsche	12,176	10,327
Renault	89,652	83,927
Saab	3,718	3,037
Seat	981	0
Skoda	1,578	1,330
Subaru	5,604	4,700
Suzuki	14,120	11,942
Toyota	56,000	40,037
VW-Audi Group	686,052	631,942
Audi	169,204	125,590
Volkswagen	516,848	506,352
Volvo	15,261	12,511
Others	1,392	1,435
Total	2,426,774	2,155,537

UNITED KINGDOM
Cars

	12 mos., 1983	12 mos., 1982
Alfa Romeo	7,763	8,928
BL Cars	332,725	227,260
Austin Rover	322,665	268,124
Jaguar	7,069	6,440
Range Rover	2,991	2,696
BMW	25,178	22,977
Daihatsu	5,198	4,743
Fiat Auto	49,715	48,808
Ford	518,048	474,192
FSO	4,439	3,105
General Motors	262,141	181,737
Honda	18,796	16,333
Hyundai	3,412	2,993
Lada	19,225	16,752
Lotus	383	410
Mazda	17,638	15,139
Mercedes-Benz	13,506	12,164
Mitsubishi	9,145	8,640
Nissan	104,684	93,213
Panther	119	26
Peugeot SA	105,246	99,932
Citroen	25,751	24,149
Peugeot	21,342	19,636
Talbot	58,153	56,147
Porsche	3,333	2,700
Reliant	93	114
Renault	62,923	64,147
Rolls-Royce	633	805
Saab	9,490	9,474
Skoda	11,059	9,272
Subaru	3,627	2,700
Suzuki	3,356	2,763
Toyota	31,683	27,590
VW-Audi Group	100,727	92,435
Volvo	61,250	51,707
Zastava	4,634	3,101
Others	1,530	863
Total	1,791,699	1,555,027

Vans, trucks, buses

BL	55,510	41,912
Austin Rover	25,256	18,385
Freight Rover	14,209	9,617
Land Rover	6,768	6,004
Leyland Veh.	9,277	7,906
Daf	2,580	1,975
Daihatsu	3,683	3,691
ERF	1,237	1,348
Fiat Auto	3,616	2,306
Foden	602	522
Ford	86,546	84,204
General Motors	36,672	32,827
Hestair Dennis	622	610
Honda	2,653	2,296
Hyundai	1,151	517
IVECO	2,802	2,269
Karrier	4,802	4,785
Mazda	2,900	1,878
MCW	415	214
Mercedes-Benz	10,004	7,979
Mitsubishi	2,319	1,218
Nissan	5,842	4,756
Peugeot-Talbot	9,155	5,798
Polski	633	454
Renault	6,371	4,338
Scania	1,913	1,504
Seddon Atkinson	1,538	1,731
Subaru	1,738	1,537
Suzuki	1,731	887
Toyota	5,349	4,041
VW/VW-MAN	9,997	10,538
Volvo	4,362	3,832
Zastava	24	0
Others	91,485	68,046
Total	267,837	231,010

HOLLAND
Cars

	12 mos., 1983	12 mos., 1982
Alfa Romeo	4,465	4,053
American Motors	28	51
BL	7,976	6,558
BMW	14,833	14,270
Chrysler	42	45
Daihatsu	4,827	2,622
Fiat Auto	30,061	22,276
Ford	49,696	42,451
FSO	108	38
General Motors	74,873	65,646
Honda	10,815	14,193
Hyundai	3,276	2,276
Lada	2,593	2,637
Mazda	19,952	15,052
Mercedes-Benz	8,905	8,065
Mitsubishi	14,075	14,051
Nissan	23,382	18,800
Peugeot SA	48,617	48,510
Citroen	23,333	22,085
Peugeot/Talbot	25,284	26,425
Porsche	213	160
Renault	29,196	32,487
Saab	3,677	3,371
Seat	1,142	0
Skoda	2,997	1,219
Subaru	3,598	1,070
Suzuki	11,355	7,424
Toyota	19,837	17,846
VW-Audi Group	38,059	37,142
Volvo	22,101	17,059
Zastava	1,726	949
Total	459,131	406,991

ITALY
(sales)
Cars

	12 mos., 1983	12 mos., 1982
Alfa Romeo	104,182	106,655
BL	27,093	31,630
BMW	28,237	26,232
Fiat Auto	876,130	869,787
Fiat	744,268	750,873
Lancia/ Autobianchi	131,862	118,914
Ford	72,276	84,916
General Motors	55,371	62,445
Innocenti	13,723	19,767
Mercedes-Benz	13,350	13,158
Peugeot SA	100,931	142,607
Citroen	57,921	74,529
Peugeot/Talbot	43,010	68,078
Renault	161,642	185,871
VW-Audi Group	91,147	115,530
Audi/Porsche	22,644	26,341
Volkswagen	68,503	89,189
Volvo	17,299	14,762
Others	20,155	11,220
Total	1,582,027	1,684,580

BELGIUM
Cars

	12 mos., 1983	12 mos., 1982
Alfa Romeo	4,291	4,171
BL	5,120	5,511
BMW	10,026	11,374
Daihatsu	1,895	1,644
Fiat Auto	21,005	19,318
Ford	26,403	29,563
General Motors	37,966	35,386
Honda	8,999	11,440
Hyundai	919	887
Lada	14,925	16,426
Mazda	11,559	12,563
Mercedes-Benz	8,456	8,433
Mitsubishi	9,993	11,548
Nissan	17,433	12,909
Peugeot SA	45,659	47,041
Citroen	22,648	22,636
Peugeot/Talbot	23,011	24,405
Porsche	516	521
Renault	27,687	32,376
Saab	1,165	1,021
Seat	826	0
Skoda	2,881	2,349
Subaru	2,309	1,080
Suzuki	3,150	1,793
Toyota	22,342	21,082
VW-Audi Group	44,368	46,166
Audi	12,217	10,394
Volkswagen	32,151	35,772
Volvo	6,961	7,082
Wartburg	994	858
Total	338,933	344,318

SWEDEN
Cars

	12 mos., 1983	12 mos., 1982
Alfa Romeo	810	557
BMW	4,113	3,644
Daihatsu	1,065	1,396
Fiat Auto	5,571	4,094
Ford	21,556	22,407
General Motors	20,934	22,352
Honda	2,986	4,459
Lada	2,244	2,948
Mazda	12,269	10,800
Mercedes-Benz	5,854	6,300
Mitsubishi	1,614	1,504
Nissan	5,862	6,282
Peugeot SA	6,721	5,483
Citroen	2,816	2,300
Peugeot/Talbot	3,905	3,183
Porsche	209	163
Renault	2,222	2,480
Saab	29,270	30,562
Skoda	375	405
Subaru	638	476
Toyota	8,646	3,288
VW-Audi Group	22,125	26,270
Audi	4,616	4,901
Volkswagen	17,509	21,369
Volvo	62,012	57,522
Others	27	36
Total	217,123	218,428

AUSTRIA
Cars

	12 mos., 1983	12 mos., 1982
Alfa Romeo	2,880	2,594
BL	462	631
BMW	8,522	7,037
Daihatsu	1,041	350
Fiat Auto	14,568	11,919
Ford	21,681	16,679
General Motors	33,961	27,594
Honda	4,146	3,020
Lada	1,639	2,059
Mazda	27,228	18,787
Mercedes-Benz	7,926	4,896
Mitsubishi	4,582	3,953
Nissan	16,368	12,522
Peugeot SA	13,299	14,114
Citroen	6,892	6,037
Peugeot/Talbot	8,717	8,077
Porsche	538	405
Renault	12,051	11,827
Saab	516	479
Seat	284	0
Skoda	867	376
Subaru	3,808	3,127
Suzuki	1,068	817
Toyota	12,017	7,440
VW-Audi Group	52,099	40,344
Audi	10,976	7,682
Volkswagen	41,123	32,662
Volvo	3,877	3,045
Others	107	134
Total	247,847	194,150

NORWAY
Cars

	12 mos., 1983	12 mos., 1982
Alfa Romeo	70	89
BMW	2,083	2,534
Dacia	11	0
Daihatsu	1,047	869
Dodge	70	90
Fiat Auto	2,733	1,888
Ford	16,216	17,591
General Motors	14,579	15,302
Honda	3,277	4,443
Lada	3,208	3,970
Mazda	14,043	14,765
Mercedes-Benz	1,714	1,555
Mitsubishi	3,765	3,721
Nissan	7,552	8,715
Peugeot SA	5,614	6,271
Citroen	2,070	1,896
Peugeot/Talbot	3,544	4,375
Renault	483	523
Saab	2,178	2,331
Skoda	494	662
Subaru	1,225	1,020
Toyota	8,419	8,963
VW-Audi Group	12,206	13,819
Volvo	8,344	7,295
Total	109,672	115,573

Australian connection

Multi-company production links formed

By Pedr Davis
Staff Correspondent

Mitsubishi Motors Australia has begun assembling 90 Mercedes-Benz bus chassis for Adelaide's new O-Bahn track-guided busway due for completion in 1986. A division of the former Leyland Australia organization has started on the vehicles.

In the first link between the three companies, two South Australian-based firms have been awarded contracts to build 50 articulated and 40 rigid buses. Bodies will be built in Adelaide by coach builder P.M.C., a division of J.R.A., formerly Leyland Australia.

The agreement is the latest in a series of moves which has forged some unusual links. Nissan Australia has renewed its contract to assemble Volvo cars. The former Leyland operation now distributes Peugeot models and the Honda-built Quintet. Ford assembles and markets Mazda-built 323 and 626 models under Ford nameplates. General Motors-Holden's assembles the Isuzu Gemini sedan and markets Isuzu commercial vehicles. Toyota distributes Hino trucks but not Daihatsu, despite the Japanese affiliation between the companies.

The agreement between Mercedes and Mitsubishi is said to be initially worth $18.8 million.

The work involves assembly of the chassis to driveaway condition and includes six-cylinder diesel engine, powertrain, antiskid braking system, suspensions, track-guiding systems and cab. Locally made tires, batteries and fuel tanks are used.

Adelaide's Northeast Busway already incorporates the longest completed section of O-Bahn guided track in the world and involves use of buses guided without driver steering on a concrete trackway at speeds up to 100 KMH. Off the 12 kilometer-long guideway, vehicles will operate as normal buses with full driver control.

The completed Northeast Busway will provide a rapid, scenic connection between the city of Adelaide and its northeast suburbs.

News briefs

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Mercedes plays it cool

To most other auto makers, the results would be outstanding; to Daimler-Benz, the 1983 showing is "satisfactory." The company's consolidated sales rose 1 percent to DM 39.3 billion ($14.2 billion). Auto production was up (458,000 to 475,000), but commercial vehicle output declined as a result of lower export demand; German output was down 7 percent to 173,000 and overseas production down 15 percent to 48,000. Employment remained at around 150,000 and investments stood at $1.1 billion.

Old empire links for BL

Pakistan will produce the old Ital sedan when production in the UK ceases to make way for the new LM11 (Geneva show debut). The $30 million deal initially involves exports from the UK, but within three years will involve local production at a plant 150 miles from Islamabad. BL's second pending deal involves local assembly in India of KD Rover sedans. BL's Austin Rover agreement with Standard Motors of Madras calls for full local production after the joint Project XX between A-R and Honda is launched next year.

Men on the move

Hans Merkle, 71, chief executive of Robert Bosch in Stuttgart, is to be replaced by Dr. Marcus Bierich, from the Allianz insurance group. Jeffrey Wilkinson, joint managing director of the UK's Lucas Industries, has left the company. Tony Gill, the other managing director, will assume responsibilities.

Brian Weedon is the new director of sales and business development at Perkins Engines. He has been director of business ventures with Massey Ferguson in Toronto for the past two years.

Rolls-Royce Motors has created a special post to tackle one of its most pressing problems—recovering lost sales in the domestic market. The job will be handled by Tom Purves, director, UK sales operation. He is a life-long Rolls-Royce employe.

Volvo for Gulf Stream

WEST PALM BEACH, Fla.—Gulf Stream Motors, Inc., has been franchised by Volvo. Ernest A. Bastin is president.

BEST COPY AVAILABLE

Directors write to dealers

NADA letter answers GM on fleet subsidies

WASHINGTON.—NADA expressed its strong support for the anti-fleet-subsidy bill (H.R. 1415) in a letter to NADA members under signatures of area directors.

The FTC, on the other hand, puts its opposition to the bill on the record when Chairman James C. Miller III and Commissioner Michael Pertschuk testified before the House Commerce Subcommittee.

Miller also spelled out the FTC's view in a letter to Rep. Peter W. Rodino Jr., New Jersey Democrat, whose Judiciary Committee has jurisdiction over the bill.

NADA explained H.R. 1415 to its members as a bill "which would require vehicle manufacturers to pay dealers the same subsidies which are paid to fleet purchasers."

"There is no justification for current practices which allow fleet operators to purchase vehicles for hundreds of dollars less than the price charged to dealers," the letter said. "A fleet operator which registers only 10 vehicles in any combination of brands can generally receive subsidies if only a single unit is purchased from an individual manufacturer."

NADA's letter was in answer to a letter which General Motors President F. James McDonald sent to GM dealers about the bill.

• In its letter, NADA said, "GM and others have claimed that the bill would prohibit them from using innovative marketing programs to stimulate sales of new cars and trucks. This is not true.

"The bill would only require that incentive programs be made available to all customers on an equal basis. Fleets could not be favored, but the manufacturer would be free to use whatever marketing incentives it might deem most effective," the letter said.

"It has been asserted," it continued, "that all retail incentives would have to be paid to fleet operators and that this would be prohibitive in cost. It is true that all incentives would have to be equal, however, fleets today receive a disproportionate share of incentive money."

As for claims that H.R. 1415 would control prices of vehicles, the NADA letter explained that makers would be free to set prices and offer incentives. "They would only be prevented from offering preferential prices to only one class of purchaser."

The letter also answered the charge that fleet subsidies do not result in higher consumer prices, but actually hold factory costs down by saying, "Fleet subsidies, in the aggregate, amount to hundreds of millions of dollars each year and the pricing decisions of the manufacturers clearly reflect these enormously expensive subsidies."

Chrysler profits soar to record of $701 million

Continued from Page 2

If sales of Chrysler Defense were included, Chrysler's 1982 sales would have been $10.06 billion.

Unit sales for 1983 rose 26 percent, from 1.18 million to 1.49 million.

• Chrysler Financial Corp. contributed $47.4 million to Chrysler's profit last year. That was down 9 percent from 1982's reported net earnings of $52.2 million.

But in 1982, Chrysler contributed $32 million to Chrysler Financial. It contributed nothing last year. So the subsidiary's actual net income doubled last year.

After paying off its government-guaranteed loans, paying dividend arrearages to preferred-stock holders, buying back stock warrants and paying off $40 million in loans to Peugeot, Chrysler had $1.07 billion in the bank at year-end.

That was 19 percent more than the $897 million it held at the end of 1982. That cash balance has increased during the first quarter of 1984, Miller said.

Chrysler contributed $52 million to its executive bonus fund for 1,300 executives.

Forty million dollars was contributed to the employe stock plan. At the time of the announcement last Thursday, Iacocca said each Chrysler hourly worker had about $5,325 in retirement benefits from the three-year-old stock plan.

Miller estimated workers would have received $2,000 in profit sharing last year had they not traded the program away in favor of a cash settlement and benefits. For 1983, the package they received in return ended up with a value of about the same amount as that traded away, he said.

From a low of 42,300 hourly workers in January, 1982, Chrysler hourly employment has risen to 70,500, Iacocca said.

Fourth-quarter profits totaled $118.3 million (91 cents a share) — not a record, but a $214 million turnaround from the loss of $96.1 million ($1.30 a share) in the fourth quarter of 1982.

It was Chrysler's first profitable fourth quarter in five years.

Sales for the fourth quarter were $3.78 billion, up 71 percent from $2.21 billion.

The Peugeot write-down took $223.9 million off fourth-quarter net earnings.

IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1984		Jan. 1, 1983	
Imported cars only				
Exclusives	2,750		2,643	
Duals	1,130		1,287	
		3,880		3,930
Import-domestic duals				
Domestics with captive imports	3,864		3,637	
Domestics with other imports	2,352		2,444	
		6,216		6,081
Total imported-car dealers		10,096		10,011

Notes: Renault and Volkswagen are counted as domestics
Captive imports are Dodge—Colt, Conquest (Challenger in 1983) and Vista; Plymouth—Colt, Conquest (Sapporo in 1983) and Vista.

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But change in mix cuts combined U. S.-foreign count

Import dealer total up 85 for year

Continued from Page 1

Dodge, up 252; Plymouth, up 244; Bertone/Pininfarina, up 141; Lotus, up 25; Nissan, up 18; Mitsubishi and Honda, each up 16; Subaru, up 14; TVR, up 12; Isuzu and BMW, each up 11; Maserati, up 7; Saab, up 6; Mercedes-Benz, up 3; Aston Martin Lagonda and Porsche, each up 2, and Volvo, up 1.

The losers: DeLorean, down 250; Jaguar, down 16; Peugeot, down 14; Toyota, down 12; Alfa Romeo, down 11; Mazda, down 9; Audi, down 8; Rolls-Royce, down 4, and Ferrari, down 2.

Ten makes were at record levels on Jan. 1, each of them breaking or tieing an old record set July 1, 1983.

The 10: Plymouth captives, with 2,831 franchises, up 174 from its previous record; Dodge captives, 2,744, up 167; Honda, 822, up 14; Subaru, 798, up 5; Mercedes-Benz, 416, up 2; BMW, 414, up 7; Porsche, 330, a tie; Isuzu, 217, up 1; Mitsubishi, 83, up 8, and Maserati, 41, up 5.

Honda continued to increase its share of exclusive dealers during the year while decreasing its dualed dealers. Honda exclusives rose by 47 to 444, meaning 54 percent of its network is now exclusive, compared to 49 percent in 1982.

Other makes with large numbers of exclusive dealers were Toyota, 661 exclusives or 61 percent of its total; Nissan, 541 exclusives, 58 percent; Subaru, 302 exclusives, 38 percent; Mazda, 111 exclusives, 15 percent; Volvo and BMW, each 110 exclusives and 27 percent, and Mercedes-Benz, 95 exclusives, 23 percent.

Mitsubishi had 83 exclusives, or all of its dealers. Saab had 62 exclusives, 19 percent of its network.

Eighty-one percent of the single-line import dealerships carried Japanese cars. The Japanese franchise total rose 6 percent during the year, but most of the gain belonged to Chrysler Corp. dealers carrying captive imports. Non-captive Japanese lines were up a modest 1 percent — a smaller percentage increase than that of the franchise total.

Nissan dealers outnumbered Toyota dealers for the first semiannual census since July, 1982.

The number of Italian-car franchises rose 68 percent to 334, thanks to the new Pininfarina / Bertone network. German franchise totals remained relatively unchanged at 1,573. (Volkswagen is counted as a domestic and was included in the Feb. 13 Automotive News dealer census.)

French-car franchises fell 4 percent to 316, but that includes only Peugeot; Renault, too, is counted as a domestic because of its American Motors production link.

British-car franchises plummeted 43 percent to 305 because DeLorean had been included in the UK total.

IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1984

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	11,270**
Jan. 1, 1983	10,011***
Jan. 1, 1984	10,096

*—Alltime high
**—VW counted as domestic in 1982 and subsequent years.
***—Renault counted as domestic in 1983 and subsequent years.

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Agency says it could hurt competition, consumers, dealers

FTC opposes anti-fleet-subsidy bill

Continued from Page 1

FTC since Chairman Miller arrived came from complaints issued before his arrival and that the FTC's senior staff recently recommended closing two "major" Robinson-Patman investigations "despite good indications that violations have occurred."

FTC noted that while the purpose of H.R. 1415 is to protect franchised car dealers from unfair price discrimination, it really goes far beyond the prohibitions of the Robinson-Patman Act.

For example, there need not be any showing of injury to competition and the bill would ban price differences to buyers who are not even competing. Further, there are no defenses such as showing price differences occurred because of cost savings or to meet a competitor's low price.

FTC said that the bill—which seems to require a uniform nationwide price — might even entitle a dealer in Hawaii to sue a Michigan auto maker "for charging a higher price to that dealer than to one located a mile from the factory."

FTC added, "By failing to take into account cost differences or competitive conditions, this section of the bill would restrict the ability of the manufacturers to compete with one another and could lead to distortions in the competitive process without any countervailing benefits."

Moreover, said FTC, the bill — in banning any restriction on a dealer not imposed on any other direct buyer — might affect prices charged to the Federal Government, the American Red Cross, etc. — even though these buyers should not have restrictions such as floor space, servicing provisions or use of trademarks.

Yet another section of the NADA bill, said FTC, would seem to bar auto makers from developing alternatives to the current distribution system although there would seem to be no "valid reason" to prevent makers from selling directly to fleet buyers if that would be more efficient for them.

The NADA bill, FTC continues, goes far beyond the Robinson-Patman Act in banning price discrimination and would mean the factories could not pass along savings in selling or delivery costs to large-volume purchasers.

Even though the bill would seem to allow factories to sell to dealers (or others) for resale to government entities at a lower price, the price would have to be uniform for all similarly equipped models — and this would be the same whether it's one car or hundreds.

Even though NADA has incorporated an exemption in this section, the FTC contended that it is so limited that it suggests if the bill were to become law, it "could well result in substantially increased costs to all levels of government."

obituaries

Garrett R. Ramsey

BIXBY, Okla.—Garrett R. Ramsey, 80, owner of Ramsey Chevrolet Co., died here. He opened the dealership in 1957.

Alfa Romeo added

NORTH MIAMI BEACH, Fla. — Prestige Motorcar Imports, Inc., has added Alfa Romeo to its Peugeot line. Irv David is president of the dealership.

NEW-CAR OUTLETS

U. S. and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,138	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34,803	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.4%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	+0.2%
Jan. 1, 1966	33,114	−0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	27,744	−1.9%
Jan. 1, 1976	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,891	−2.2%
Jan. 1, 1981	26,333	−5.6%
Jan. 1, 1982	25,703	−2.4%
Jan. 1, 1983	24,729	−3.8%
Jan. 1, 1984	24,721	−0.0%

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Leaked document threatens future relationship

New Ice Age feared for GM, UAW

Continued from Page 3

self interest directly contrary to the best interests of both the UAW and GM. The document was leaked first to someone in the UAW and then that person leaked it to the media.

Whoever leaked the document, either intentionally or unintentionally, severely damaged the still fragile company-union joint relationship.

The document also wounds Donald F. Ephlin, UAW vice president and director of the union's GM department, who has been one of the progressive union leaders working to further develop the age of reason between the union and the company.

Now, the chill between the UAW and GM is so great that some locals have threatened to pull out of the QWL programs and a planned joint trip to Japan will likely be canceled.

• Those involved in the Saturn project, the new "no-year" subcompact designed and built by both union and management personnel, were to go to Japan together along with some of the members of the GM and UAW bargaining teams.

It was to be an informal getting-to-know-you trip which would hopefully allow both sides to understand the personalities of those sitting across the bargaining table so no 11th-hour slipups would develop because of personality quirks.

Now, it is politically very difficult for that trip to take place — and that is disastrous, not only for the Saturn project but for negotiations. It could easily move the two sides farther away from the age of reason and back into the age of confrontation.

The document, written by Alfred S. Warren Jr., GM labor relations vice president, is the company's wishbook for 1984 bargaining and targets the elimination of annual raises (AIF) and cost-of-living-adjustments (COLA), hoping to replace them with profit sharing.

GM maintains the report was only part of a preliminary strategy meeting for labor relations people and doesn't necessarily reflect the view of the GM Executive Committee. However, those views coincide nicely with those of GM Chairman Roger B. Smith, who believes the company needs to increase its earnings to invest in the future and that every worker should be an entrepreneur, part of GM through profit sharing.

Warren has not been quiet about the elimination of AIF. He told AUTOMOTIVE NEWS in November it was dead, swapped for other things in 1982 bargaining. He said then that although GM is very profitable, it still is non-competitive and he was looking for some way to get the union to understand that.

• Much of the document is geared toward that end, although some of the words are inappropriate in the public domain. The term "influence the UAW leadership" is used and does not sit well with the UAW leaders. At times, the document gives the impression that GM considers Ephlin to be in its hip pocket. But it is only that, an impression.

In reality, Warren was emphasizing the need to continue briefing Ephlin on GM's business and the need for Ephlin to meet often with GM officials to establish a "jointness" between union and company.

Unfortunately, many in the union aren't taking it that way. They see it as a company move to control the UAW by controlling the leadership. That is hurting Ephlin's method of working with the company.

Ephlin believes that both sides should work together, but still remain adversaries during negotiations. He seems to be following the late Walter Reuther's theory of "come let us reason together."

He has developed a good working relationship with the company and has been accused by some in the union of being too close to the company. That has caused him internal political problems. This new development certainly isn't going to help, and it is going to take some doing on his part to put things back together before negotiations start in July.

Although the document is in many ways damaging to the 1984 bargaining, it is also reflective. Warren points out the need for a "win-win" situation for both sides in bargaining this year; otherwise "it won't work."

The problem GM has, he said, is to sidestep the "Restore More in '84" movement gaining steam in the UAW membership. Workers made exchanges in 1982 bargaining that saved GM more than $2 billion in the 30-month contract lifetime.

• However, in 1983 GM made $3.73 billion, stockholders got $2.80 in dividends, joint ventures were announced with Japanese companies and executive bonuses were expected to be at an alltime high. Those things do little to stop the restoration movement, and Warren said that in the document, and he's right.

It will now be more than very difficult to convince workers that "executive bonuses are earned and not some special privilege" as the document suggests. It is going to be even more difficult to make employes understand "that the issue is not how much money GM is making but rather how much money GM needs for business."

Another problem with the document is that the media and the public really don't know what else was said at the meeting. It was a closed meeting for GM labor relations people only; there are no minutes, at least public minutes, so there is no way to know what other discussions were held on the points in the document.

In fact, looking at the paper, it is easy to assume that GM means to lay off between 80,000 and 100,000 workers by 1986 because of a graph attached to the report. However, it is simply an example of what could happen if no other economic cuts were made and all cost reduction was accomplished by reducing the workforce.

It is kind of like the age-old theological question of what happened between the first and second verses of the Bible. Was there an Ice Age then that destroyed the world or not? But that document is all the UAW membership has seen.

At GM and the UAW, there is an Ice Age and it's a shame.

It's a shame that GM's bargaining strategy is now public record and that the company couldn't keep its internal reports secret.

It's a shame that once the UAW had the document, it couldn't keep it quiet, using it to develop its own strategy.

Now, the doors are wide open for a confrontation and Ephlin has said that a strike at GM this year would send the union-company relationship back to the sitdown strike days.

The question now is, can they put it back together before the contract expires on Sept. 14.

25 with Buick

Lloyd S. Kyle, center, Kyle Motors, Inc., Vermilion, O., receives a tray in recognition of his 25th anniversary as a Buick dealer from W. M. Veselick, Cleveland zone manager. Witnessing the presentation is Ruth Kyle, the dealer's wife.

Bommarito's Nissan deal moves to larger facility

ST. LOUIS.—In a couple of years, Tom Bommarito has become one of the largest Nissan dealers in the state and has moved to larger quarters.

He started out as a Datsun dealer in the fall of 1982 and now occupies five acres and 15,000 square-feet of floor space.

NADA giving Porsche system 'top priority'

Continued from Page 3

have strict franchise laws.

On the federal side, NADA is studying possible federal litigation and already has an antitrust attorney studying the issues of this situation. The association is also studying possible federal legislation.

Both McCarthy and Jennings said that the fastest way to stop Porsche from accomplishing this revamping of the distribution system is on the state level with litigation.

Porsche dealers have 60 days to decide whether they want to be agents under the proposed Porsche system. McCarthy said NADA has been advising dealers to "sit tight" for a while to see how the various actions proceed.

McCarthy also said that Porsche AG has filed with the Securities and Exchange Commission in order to raise funds for the 40 centers. Litigation won't help their cause.

He was confident that suits will be filed since "a lot of dealers are meeting with lawyers."

factories list auction dates

Chrysler Corp.

March 6—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa., and NuCarPrep System, Santa Fe Springs, Calif.

March 7 — Minneapolis Auto Auction, Plymouth, Minn.

March 9—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

Feb. 28—Aptco Auto Auction, Taylor, Mich.

Feb. 29 — Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

March 1—Skyline Auto Exchange, Fairfield, N. J.

American Motors

Feb. 28—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Feb. 29—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

General Motors

Feb. 29—Arena Auto Auction, Chicago, Ill., and Atlanta Auto Auction, Red Oak, Ga.

March 5—Florida Auto Auction of Orlando, Orlando, Fla.

March 7 — Brasher's Auto Auction, Fontana, Calif.

March 8—Aptco Auto Auction, Taylor, Mich., and Dallas Auto Auction, Dallas, Tex.

March 13—South Seattle Auto Auction, Kent, Wash., and Ohio Auto Auction, Columbus, O.

March 14—Hatfield Auto Auction, Hatfield, Pa., and Northstar Auto Auction, Shakopee, Minn.

March 15 — Nashville Auto Auction, Nashville, Tenn.

March 20 — Southern Auto Auction, E. Windsor, Conn.

March 21 — Metro Auto Auction, Kansas City, Mo., and Golden Gate Auto Auction, Fremont, Calif.

March 28—Arena Auto Auction, Chicago, Ill., and Clanton's Auto Auction, Darlington, S. C.

March 29—Butler Auto Auction, Gibsonia, Pa.

Used Car Sales
Auction Averages

February	$5,340
Month ago	$5,359
Year ago	$4,733

Model breakdown
Auction Averages

	FEBRUARY	JANUARY	DECEMBER
1984	$10,278	$10,118	
1983	8,587	8,110	$9,683
1982	6,218	6,338	6,445
1981	5,154	5,279	5,414
1980	4,526	4,239	4,734
1979	3,469	3,902	3,995
1978	2,421	2,589	2,959
1977	1,907	1,999	1,895
Overall Average	$ 5,340	$ 5,359	$ 4,308

Both sides must win, leaked document says

GM outlines '84 bargaining goals

Continued from Page 3

to a strike when the contract expires Sept. 14.

"It just makes a difficult task harder," said Ephlin.

Besides calling for the elimination of AIF and COLA, which have been included in the contracts since 1948, the Warren report also would:

1. Replace the three-year cycle of formal bargaining at the local level with continuing problem-solving processes or a "living document." Sources said it is GM's intention to develop longer local agreements, avoiding the three-year cyclical shakeup. They said problems build up during the three-year agreements and are never discussed until the next formal bargaining session. Changes would include a more on-going talking process.

2. Establish multi-tiered wages and benefits so they are responsive to competitive pressures.

3. Limit pay for time not worked.

4. Support changes in local work practices and seniority bumping procedures to increase productivity.

5, Implement more new technology to improve productivity, reduce costs, or improve quality.

• In a graph accompanying the report Warren said that hourly employment at GM could drop by about 75,000 to 80,000 by August, 1986, if productivity continues to improve at 2 to 3 percent annually and could drop by more than 100,000 by that time if aggressive productivity increases of 8.5 percent could be reached.

But, sources said, this is only an example of what could happen to GM's hourly workforce if savings in hourly labor cost and cost per car were accomplished by only cutting the workforce. This is not necessarily part of GM's future plans.

6. Discontinue the pilot employment program, negotiated in 1982 which set up these programs at four plants. The program provided for lifetime job guarantees for 80 percent of the workforce at the pilot plants. The program so far has not been initiated.

7. Increase the "jointness" of the Quality of Worklife program. Recently, QWL has come under fire because the programs have not been developed in a joint atmosphere. Some locals have pulled out of the program.

8. Continue and/or strengthen the absenteeism program. Also, negotiated in 1982, the absenteeism program ties heavy absenteeism to losses in benefits.

9. Support the adoption of "pay of knowledge" programs. Under the program, workers are able to increase their wages by learning more jobs. Pilot programs have been established in five plants, with pocket groups in a number of others.

10. Freeze current compensation levels.

11. Begin time-lagged introduction of selected new economic provisions.

12. Reduce hiring rates and extend grow-in provisions for new employes.

Makers assemble 169,823 cars

Car production dips 4 pct. for week

By Joe Wilssens
Staff Writer

U. S. auto makers slated production of 169,823 units last week, a 4.71 percent decrease from the 178,218 autos assembled the previous week, but 27.29 percent greater than the 133,417 produced in the year-ago week.

The production total for 1984 climbed to 1,297,575 units, up 43.55 percent from 903,908 cars completed in the comparable period last year.

Breakdown for the week by company was: General Motors, 56.88 percent; Ford Motor Co., 21.83 percent; Chrysler Corp., 15.75 percent; American Motors, 2.83 percent; Volkswagen of America, 1.38 percent, and Honda, 1.33 percent.

Down last week because of parts shortages were GM's C-car assembly facilities at Wentzville (Mo.), and Orion (Mich.).

Working two shifts Saturday (Feb. 25) were GM plants at: Detroit, Fairfax (Ga.), Janesville (Wis.), Lordstown (O.), Oklahoma City and Lansing. GM's Pontiac plant scheduled one overtime shift Saturday.

Chrysler's Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 plants operated two 9-hour daily shifts last week. Jefferson (Detroit) operated two 8½-hour daily shifts. Belvidere, Newark and St. Louis No. 1 and No. 2 worked two 8-hour overtime shifts Saturday.

This week, Chrysler plans two 9-hour daily shifts at Belvidere, Newark and St. Louis No. 1 and No. 2.

AMC moves into the black with 1st profit in 15 quarters

Continued from Page 2

AMC's Jeep product line, he said. AMC is minority partner in the joint venture.

AMC has not decided whether to build its large car — believed to be a version of the new Renault 25—at the Toledo plant where Jeeps are assembled or at Brampton, Ont., where Jeeps and Eagles are built, said AMC President Jose J. Dedeurwaerder.

AMC will negotiate with the Canadian Government on the issue, he said. A decision will be reached by year-end.

Jeep production is now running at 700 per day. AMC has capacity for 1,000 per day, Dedeurwaerder said.

• For the first time, Tippett announced AMC will not import the R-25. Previously, AMC officials always had held open the possibility of importing a larger car.

In fact, Tippett said in announcing the AMC results that AMC plans to enter both the compact and intermediate markets, so it apparently has more than the R-25 in its long-range plans.

AMC's auto wholesale sales rose 38 percent last year, from 195,791 to 270,019. Jeep sales rose 25 percent, from 90,729 to 113,443.

AMC's loss from continuing operations widened from $232.15 million in 1982 to $258.34 million last year.

But for the fourth quarter, continuing operations (cars and Jeeps) showed a turnaround of $33.23 million — from the 1982 fourth-quarter loss of $25.86 million to $7.37 million in earnings in the most recent quarter.

Net earnings for the quarter (including AM General) improved by $10.24 million, going from a loss of $2.87 million (10 cents a share) to earnings of $7.37 million (6 cents a share).

Sales for the quarter rose 28 percent if AM General sales are included in 1982 figures, going from $856.82 million to a record $1.10 billion. If continuing operations are compared year to year, the quarterly increase was 50 percent, from $729.48 million to $1.10 billion.

Meanwhile, unit sales of cars and Jeeps rose 43 percent, from 83,659 to 119,221 for the quarter.

Tippett credited AMC employes, creditors, the UAW, suppliers, dealers and Renault for what he called "a year of significant achievement and turnaround for American Motors."

AMC plans to recall all its laid-off Kenosha workers "as soon as possible," he said.

And he noted that the average age of AMC's product line is now 2½ years old, compared with an average of 10 years old in 1981.

Volvo names dealer

CHICO, Calif.—Courtesy Motors has been awarded a Volvo franchise. Rodney H. Raphael and Lionel G. Sullivan are partners in Courtesy Motors.

Truck production tops 62,000; off slightly for week

U. S. truck producers targeted production of 62,079 units last week. The total is down 781 units from the previous week's output of 62,860 but was 44.82 percent higher than 42,869 built in the year-ago week.

Year-to-date, 477,643 trucks have been completed, leading the year-ago total of 293,002 by 63.02 percent.

Seven truck facilities worked additional hours last week.

Ford Motor Co.'s Kansas City and Twin Cities (Minn.) facilities scheduled additional Saturday (Feb. 25) hours.

At General Motors, Detroit, Janesville (Wis.), Lordstown (O.) and Pontiac No. 5 added one overtime shift Saturday.

Nissan continued to work daily 9-hour shifts last week.

GM's Pontiac point begins second-shift operations today (Feb. 27). Approximately 350 laid-off employes will return to work and heavy-duty truck output will be increased from 45 to 72 units a day.

Hourly employes at GM's S-truck plant in Moraine City, O., ratified a local agreement that will allow them to work a four-day week. The vote was 926-516.

The agreement will begin March 12 and be in effect for 60 days.

Canadian output of cars steady; trucks are up

Canadian auto makers slated production of 22,691 cars last week, 1.84 percent less than the prior week's 23,118, but 5.80 percent greater than 21,446 assembled in the year-ago week.

To date this year, the manufacturers have assembled 167,352 autos, 14.00 percent ahead of 146,797 completed during the same period in 1983.

Truck assembly last week was targeted at 18,017, up 5.60 percent from the previous week's 17,062 and 76.19 percent better than 10,226 built in the year-ago week.

Year-to-date, 128,274 trucks have been completed, an impressive 80.33 percent improvement over 71,131 built during the same period last year.

Chrysler Corp. estimated production of 2,352 Dodge Caravans, 2,502 Plymouth Voyagers and 618 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 30,509.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 25, 1984	Week Ended Feb. 26, 1983	Week Ended Feb. 18 1984	Feb. to Date	Jan. 1 to Feb. 26, 1983	Jan. 1 to Feb. 25, 1984
AMERICAN MOTORS	600	.....	610	2,185	4,853	4,742
CHRYSLER CORP.	.....	4,608	.....	.....	33,282	.....
FORD MOTOR	8,400	5,246	8,282	28,715	33,867	56,639
GENERAL MOTORS	13,511	11,367	14,001	48,574	73,085	104,325
VOLVO	180	225	225	764	1,710	1,646
Total Cars, Canada	22,691	21,446	23,118	80,238	146,797	167,352

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 25, 1984	Week Ended Feb. 26, 1983	Week Ended Feb. 18 1984	Feb. to Date	Jan. 1 to Feb. 26, 1983	Jan. 1 to Feb. 25, 1984
CHEVROLET	19,523	14,054	19,428	70,732	104,949	154,328
DODGE	4,200	3,245	4,058	15,045	16,217	32,492
FORD	24,152	19,327	24,491	86,802	113,584	180,643
GMC	6,238	4,463	6,341	22,851	33,984	48,882
INTERNATIONAL	1,416	656	1,606	5,318	6,708	10,812
VOLKSWAGEN	.....	74	.....	.....	235	.....
JEEP	3,500	.....	3,698	12,888	8,925	27,375
NISSAN	2,000*	.....	2,188	7,237	.....	14,921
AM GENERAL	50*	50*	50*	180*	400*	390*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,600*	8,000*	7,800*
Total Trucks, U.S.	62,079	42,869	62,860	224,653	293,002	477,643

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 25, 1984	Week Ended Feb. 26, 1983	Week Ended Feb. 18 1984	Feb. to Date	Jan. 1 to Feb. 26, 1983	Jan. 1 to Feb. 25, 1984
CHRYSLER CORP.	8,124	2,799	7,165	26,890	21,117	51,562
FORD MOTOR	3,500	2,953	3,428	12,371	15,750	26,351
GENERAL MOTORS	6,248	4,475	6,321	22,685	33,436	49,264
INTERNATIONAL	145	.....	148	526	828	1,097
Total Trucks, Canada	18,017	10,226	17,062	62,472	71,131	128,274
N. American Trucks	80,096	53,095	79,922	287,125	364,133	605,917

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Feb. 25, 1984	Week Ended Feb. 26, 1983	Week Ended Feb. 18 1984	Feb. to Date	Jan. 1 to Feb. 26, 1983	Jan. 1 to Feb. 25, 1984
AMERICAN MOTORS	4,800	4,054	4,747	17,291	27,670	31,692
AMC Total	.....	835	.....	.....	3,291	.....
Eagle	.....	835	.....	.....	3,291	.....
Renault Total	4,800	3,219	4,747	17,291	24,379	31,692
Alliance	2,400	3,219	2,402	8,774	24,379	15,916
Encore	2,400	.....	2,345	8,517	.....	15,776
CHRYSLER CORP.	26,750	17,795	29,176	98,657	104,183	199,896
Plymouth Total	7,750	6,907	8,001	28,705	38,347	59,723
Horizon	3,200	2,269	3,609	11,966	11,756	23,634
Reliant	4,200	4,549	3,989	15,048	26,185	32,522
Caravelle†	50	89	180	385	406	1,135
Gran Fury	300	.....	223	1,306	.....	2,432
Chrysler Total	8,800	3,626	9,809	32,427	24,185	64,158
LeBaron	2,500	1,623	2,797	9,970	12,199	19,829
Laser	1,500	.....	1,789	5,870	.....	12,342
Chrysler E-Class	1,900	2,003	2,241	7,448	11,986	16,074
Fifth Avenue	2,900	.....	2,982	9,139	.....	15,913
Dodge Total	10,200	7,262	11,366	37,525	41,651	76,015
Omni	3,400	2,064	3,555	11,745	12,634	22,235
Aries	2,900	3,576	3,450	12,057	19,255	25,806
Daytona	1,300	.....	1,376	4,689	.....	10,737
Dodge 400	.....	533	.....	.....	4,073	.....
Dodge 600	1,700	1,089	1,950	6,326	5,689	13,204
Diplomat	900	.....	1,035	2,708	.....	4,033
FORD MOTOR	37,075	34,913	38,307	124,150	210,979	256,753
Ford Division	24,577	23,794	25,053	82,579	135,107	170,163
Escort	7,216	7,359	7,843	26,954	35,122	52,686
Fairmont	.....	2,800	.....	.....	23,705	.....
Mustang	2,827	3,470	2,817	9,029	18,682	19,109
LTD	4,740	3,352	5,203	17,885	27,500	38,075
Thunderbird	4,236	4,568	4,165	14,877	18,846	27,291
Crown Victoria	1,455	2,048	1,455	5,228	10,538	12,455
EXP	555	197	645	2,133	714	5,491
Tempo	3,548	.....	2,925	6,473	.....	15,056
L-M Division	12,498	11,119	13,254	41,571	75,872	86,590
Mercury Total	8,908	8,707	9,131	29,558	58,673	61,910
Lynx	1,605	1,903	1,951	5,767	9,247	11,222
Capri	377	697	264	1,010	3,790	2,750
Zephyr	.....	1,128	.....	.....	8,626	.....
Marquis	2,124	1,190	2,038	7,243	9,483	15,061
Cougar	2,101	1,539	1,455	5,940	7,701	12,324
Grand Marquis	2,175	2,208	2,175	7,824	19,576	15,688
LN7	.....	42	.....	.....	250	.....
Topaz	526	.....	1,248	1,774	.....	4,865
Lincoln Total	3,590	2,412	4,123	12,013	17,199	24,680
Continental	659	482	732	2,176	3,430	4,550
Lincoln	2,245	1,036	2,576	7,548	7,534	12,263
Mark VI/VII	686	894	815	2,289	6,235	7,867
GENERAL MOTORS	96,598	74,100	101,418	358,779	543,739	773,136
Buick Division	18,017	17,339	22,715	77,106	130,962	166,839
Skylark	.....	2,801	2,786	7,118	15,367	15,237
Skyhawk	3,080	1,367	3,171	11,198	11,492	25,524
Century	4,827	3,279	4,907	17,369	22,680	35,353
Regal	3,960	4,259	4,913	16,611	40,727	36,200
Buick	5,060	4,894	5,658	19,932	35,274	43,362
Riviera	1,090	739	1,195	4,147	5,422	9,671
Electra (fwd)	.....	.....	85	731	.....	1,492
Cadillac Division	7,195	6,962	7,310	25,303	53,937	53,783
Cimarron	515	578	450	1,733	4,726	3,666
Seville	905	1,065	985	3,083	5,781	6,205
Eldorado	1,557	1,692	1,711	5,562	12,402	11,552
Cadillac	4,218	3,627	4,164	14,290	31,628	31,076
DeVille (fwd)	.....	.....	.....	635	.....	1,284
Chevrolet Division	35,348	21,548	33,374	125,943	156,101	266,927
Chevette	4,993	4,917	4,159	15,764	31,019	32,726
Cavalier	8,945	4,143	8,022	30,559	27,351	66,438
Celebrity	6,609	801	6,366	24,811	9,022	47,719
Camaro	5,180	3,155	5,258	18,972	29,580	42,457
Citation	2,107	2,602	2,042	7,511	18,364	14,990
Malibu/El Camino	665	3,160	768	2,508	20,031	4,860
Monte Carlo	3,640	1,451	4,012	14,134	12,738	32,586
Chevrolet	2,524	974	2,486	8,945	6,886	19,262
Corvette	685	345	761	2,739	1,110	5,889
Oldsmobile Division	24,427	21,477	26,235	90,425	148,393	198,778
Omega	.....	2,630	1,286	3,450	11,687	7,419
Firenza	1,260	837	1,252	4,512	5,921	11,264
Cutlass Supreme	7,923	6,193	8,232	27,395	44,322	59,470
Cutlass Ciera	4,480	4,314	4,927	17,402	25,237	39,234
Oldsmobile	9,896	6,658	9,582	33,752	54,937	73,081
Olds 98 (fwd)	.....	.....	.....	645	.....	1,336
Toronado	868	845	956	3,269	6,289	6,974
Pontiac Division	11,611	6,774	11,284	40,002	54,346	86,809
Acadian†	300	307	335	1,175	2,367	2,511
2000 Sunbird	3,580	1,422	3,331	10,837	12,890	23,225
1000	702	714	755	2,869	5,984	6,275
Firebird	2,200	1,582	2,192	7,985	13,018	17,916
Phoenix	279	702	274	1,029	5,316	2,551
G. Prix/Bonneville	1,400	2,047	1,411	5,101	14,771	11,317
Parisienne	520	.....	447	1,748	.....	3,765
Fiero	2,630	.....	2,539	9,258	.....	19,249
HONDA	2,250	545	2,178	7,992	2,908	17,602
VOLKSWAGEN	2,350	2,010	2,392	8,557	14,429	18,496
Total Cars, U.S.	169,823	133,417	178,218	615,426	903,908	1,297,575
Total Cars, Canada	22,691	21,446	23,118	80,238	146,797	167,352
N. American Cars	192,514	154,863	201,336	695,664	1,050,705	1,464,927
N. American Trucks	80,096	53,095	79,922	287,125	364,133	605,917
North American Cars and Trucks	272,610	207,958	281,258	982,789	1,414,838	2,070,844

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Sales per dealer rise in '83; Japan seizes top four spots

By Jenny L. King
Staff Writer

Not only did the new-car sales picture brighten in 1983, but the number of sales per outlet improved substantially for dealers handling both domestics and imports.

Retail deliveries climbed just over 15 percent in the last calendar year as the dealer population stabilized, producing higher averages for those still in the business of selling cars.

As was the case in 1982, there were only four domestic makes among the top 10 when the 1983 sales per outlet by make chart was figured, using AUTOMOTIVE NEWS dealer census figures and annual industry-wide sales totals.

The best four in sales per outlet were Japanese. Toyota had the lead, followed by Honda and Nissan.

Mitsubishi, finishing its first full year on the U. S. market in 1983, took fourth place away from the top domestic make, Oldsmobile, which lapsed into fifth. Buick was sixth, Chevrolet was seventh, Ford eighth, Mazda ninth and Volvo — the only European make in the top 10 — was tenth.

Average sales per outlet including domestics and imports reached 374 last year, up from 323 in 1982. The domestic average was 330, compared with 277 a year earlier, and the imports sales per outlet averaged 235 in '83, compared with 200 in '82.

All five major U. S. auto makers increased sales per outlet 1983 vs. 1982. General Motors expanded to 402 from 338. Ford Motor Co. climbed to 289 from 243. Chrysler Corp. beefed up its corporate average to 226 from 189.

At American Motors, where the final tally included AMC products, Renault Alliance/Encore and Renault imported models, the 1983 total climbed to 125 from 96 a year earlier. Volkswagen, including domestic Rabbits and imported nameplates, was up to 177 from 164.

More tables on Page 60.

• Honda sales per outlet include cars built in Ohio and those imported from Japan. As its 1983 total was about 13 percent Ohio-sourced, Honda is still considered an import in the AUTOMOTIVE NEWS dealer census.

Two domestic and six import sales per outlet records were set in 1983. Oldsmobile, at a new high of 320, erased its 1978 record of 302, and Buick likewise obliterated a 1978 record of 256 with its 1983 average of 288.

Imports with new benchmarks were Nissan, Volvo, Mercedes-Benz, BMW, Saab and Jaguar. Nissan's 479 was better than its 475 in 1980. Volvo, at 220 sales per outlet, improved on the former record of 185 set in 1982. Other 1982 records laid to rest were Mercedes', BMW's, Saab's and Jaguar's.

Shifts in the sales per outlet by make table encompassing all major makes were made by Cadillac, up from spot number 14 to number 12; VW down to 14 from 11; Renault up to 18 from 26; Audi down to 20 from 17; Jaguar up to 24 from 27; Lincoln down to 26 from 22, and AMC down to 30 from 25.

• The domestics-only lineup, 1983 versus 1982, shows Oldsmobile holding on to the top spot among the 13 U. S. makes. Buick remained second, Chevrolet third and Ford fourth.

Cadillac moved up to fifth from seventh, Pontiac stayed sixth and VW dropped to seventh from fifth. Mercury remained in eighth place, Dodge in ninth and Plymouth 10th. Chrysler was 11th both years, Lincoln 12th and AMC 13th.

The Oldsmobile 88/98 and standard Cadillac were the best-selling nameplates per outlet among the domestics in 1983,

Continued on Page 60, Col. 1

SALES PER OUTLET

1983 Position	Make	1982 Position
1—511	Toyota	484— 1
2—494	Honda	455— 2
3—479	Nissan	428— 3
4—435	Mitsubishi	59—24
5—320	Oldsmobile	254— 4
6—288	Buick	247— 5
7—261	Chevrolet	238— 6
8—230	Ford	197— 8
9—228	Mazda	213— 7
10—220	Volvo	185—10
11—198	Subaru	195— 9
12—189	Cadillac	157—14
13—167	Pontiac	162—12
14—177	Mercedes-Benz	161—13
14—177	Volkswagen	164—11
16—156	Mercury	125—16
17—145	BMW	132—15
18—135	Renault	51—26
19—120	Dodge	105—18
20—115	Audi	108—17
21— 99	Plymouth	98—19
22— 98	Isuzu	77—20
23— 94	Chrysler	66—21
24— 81	Saab	60—23
24— 81	Jaguar	49—27
26— 67	Lincoln	54—22
27— 66	Porsche	44—28
28— 47	Peugeot	43—29
29— 27	Alfa Romeo	17—31
30— 23	AMC	53—25
31— 15	Dodge Colt	16—32
32— 13	Plymouth Colt	15—33
33— 5	Challenger	6—35
34— 4	Sapporo	5—37
35— 2	Imperial	6—35

Fast Ferrari

Turbo twinned

Ferrari GTO has 400-HP, 2.8-liter V-8 fitted with twin turbos. It is based on the 308-GTB but the engine is north-south rather than east-west. Ferrari will build 200 for homologation, but none will be sold in the U. S. It was unveiled at the Geneva Auto Show. More pictures on Page 2.

Alternative fuel is gaining favor

Methanol a hot issue in Washington

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Methanol is just about the biggest thing to hit this town since the great oil shocks of the early 1970s, and instead of being bad for the auto industry, it has great potential. Except, of course, it is not good for drinking, inhaling or hand washing.

Last week, the House Fossil and Synthetic Fuels Subcommittee, chaired by Rep. Philip R. Sharp, Indiana Democrat, released its report — the result of a two-year staff study.

Sharp and other sponsors of the Methanol Energy Policy Act of 1984 discussed their proposal which is intended to deal with the chicken/egg problem. That is, the auto makers will not build methanol vehicles until the fuel is available and the fossil fuel industry will not have enough methanol available until there are vehicles available.

Rep. Richard L. Ottinger, New York Democrat and chairman of the House Energy Conservation Subcommittee, plans to sponsor a proposal for a mandatory test fleet of government cars and buses.

The White House recently set up a broad-based Cabinet group to study regulatory barriers to using methanol as an automotive fuel. This has generated action within EPA, NHTSA and the Treasury Department.

Environmentalists are starting to focus on the potential of using high-sulfur coal to produce methanol as a partial solution to the acid rain problem.

• Foreign policy students like methanol's potential for lessening dependence on foreign oil. Conservationists like it because it is fuel efficient and in the short and intermediate term can use surplus natural gas before switching to coal.

The White House has found itself a respectable environmental and energy issue that looks good and will cost nothing whatsoever this year.

This is not to say no problems exist with methanol. The two most prominent ones — the presence of formaldehyde and the hydroscopic nature of the

Continued on Page 62, Col. 1

Drive for technical competence is the theme

SAE show wins applause in Detroit

By Roger Rowand
Engineering Editor

They say you can judge the health of the industry by how well the annual SAE Show looks and fares. Show attendance in Detroit last week pushed at record highs, more cheerful showgoers spoke openly of an improved exposition area and technical sessions attracted healthy audiences.

The overriding motivation behind the big event, of course, is the drive for technical competence and that point was addressed by General Motors President F. James. McDonald as he keynoted the meeting on opening day.

After ticking off a list of areas in which GM clearly shows technical leadership, McDonald said: "It sounds as if we're in the driver's seat, doesn't it?

"The trouble is, we're not alone."

Most advanced automotive technology originated in this country, he said, but technical skills have a way of leveling out, "and that's what's happened," McDonald continued. "Today, skills and tools are pretty evenly distributed throughout the world. No producer has a clear advantage.

"Our challenge is to create such an advantage by leaping ahead of our competitors, and that isn't going to be easy. For too long, it's taken too long to move ideas into the factory and the product. Too often, a breakthrough stays bottled up in the lab or lies dormant inside a computer.

"We've got to break this stranglehold on our own technical future. No special magic is involved, and mostly it's a matter of creating enough discipline to get the job done.

"The lack isn't in R&D," McDonald said. "It's in our ability to swiftly move the results of R&D to the marketplace with

Continued on Page 62, Col. 4

breaking news

$100-million suit filed against Porsche, VWoA

NEW YORK. — World-Wide Volkswagen, the independent distributor for Porsche, Volkswagen and Audi in Orangeburg, N.Y., filed a $100-million suit in Federal court against Porsche AG, Porsche Cars of North America and Volkswagen of America among others last week. It is the first legal action taken against Porsche since it announced its plans to cancel dealers and distributors.

Chrysler repays Illinois, revises Michigan loan

DETROIT. — Chrysler Corp. last week paid off its $20 million loan from Illinois nearly five years early and revised its $150 million loan from Michigan to provide for repayment six years early. The Illinois loan was to be repaid by

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GM chief charts growth

$45 billion aftermarket is predicted by Smith

By Francis J. Gawronski
Service Editor

CHICAGO. — A booming business for the automotive aftermarket, with sales topping $45 billion annually by 1988, was forecast by Roger B. Smith, General Motors chairman.

Speaking at the 25th annual convention of the Automotive Service Industry Assn. here, Smith said the outlook for significantly higher vehicle sales in the years ahead "spells continued growth and opportunity for the automotive aftermarket."

"Aftermarket sales have doubled just in the last 10 years," he said. "Part of that was inflation, of course. But at the end of 1983, the market for automotive service parts — excluding tires and such add-on accessories as mirrors and seat covers — exceeded $40 billion at retail price levels.

"And we expect it will grow — in constant dollars — between 2.5 percent and 3 percent over the next five years," Smith told ASIA members. "That would put the market between $45 and $46.5 billion in constant dollars by 1988."

Smith said the strong auto sales increases of the past few months, which eventually will help the aftermarket, "tell us that the industry's recovery is on track . . . in fact, business is considerably stronger than we anticipated . . . the outlook is extremely good."

"Industrywide new-car and truck sales are definitely up," he said. "In the U. S. last year, they totaled 12.3 million units — a 17 percent increase over 1982.

"And GM is projecting a 14 percent increase for the industry in 1984," Smith said. "That would mean total industry sales of 14 million units — 10.5 million cars and 3.5 million trucks."

In the years ahead, according to Smith, sales prospects are even more promising.

"Sometime in the mid-'90s, North American new-car and truck sales could reach 20 million units for the first time," Smith said. "In the same period, worldwide car and truck sales could reach 60 million. That would be 22 million units better than our best year of 1978, when the worldwide total was just over 38 million units."

Noting that GM's commitment to the automotive aftermarket is "strong and growing stronger" by renewed emphasis on quality parts and service and by help of new technology, Smith said "the prospects for new growth and opportunity for all of us in the automobile business are better than ever before."

"But to achieve that growth and realize that opportunity, each of us needs to examine our own companies and make the changes necessary to maximize operations," Smith told the meeting.

"We need to continue the revolution that's been rocking our industry in the past several years—and has forever changed the way we manage people and technology and the way we make our products," he said.

Smith also said that GM has long recognized the "importance of the aftermarket to our business."

"Long after the sale is over and done with, we vehicle manufacturers still have the responsibility to see that the service needs of our customers are met," he said. "We want those needs met as long as those vehicles are out there and wherever those vehicles might be.

"Having the right part in the right place at the right time is fundamental to providing the kind of service our customers expect and deserve over the life of their vehicles."

Smith said that of the more than 65 million GM vehicles on the road, over 50 million are in the hands of second and third owners.

"The aftermarket's ability to provide quality parts and service to all owners of GM cars — not just to the owners of current models but also to second and third owners — helps us provide customer satisfaction," he said.

• Smith said GM plans to have quality parts available to sell through the independent aftermarket wherever there is a large car population to be served "and our efforts to assure that service parts are properly installed also will continue."

"Over the past 10 years, AC-Delco (division of GM) has offered service training in our 31 GM training centers around the country to over 427,000 mechanics — people from every segment of the aftermarket," he said.

"We've recorded nearly five million student hours in the classroom. And we expect to provide an additional half-million student hours each year for the next five years.

"Training in the future will be even more critical, because of the increasing use of electronics and other new, high-tech service parts that will be designed and engineered into American vehicles," Smith said.

AC-Delco this year, according to Smith, will offer the aftermarket use of a management information system.

"This will be made available to direct customers through state-of-the-art computer terminals, permitting them to access the AC-Delco main computer in Detroit," he said.

"Customers using this system will be able to do such things as place emergency orders; check on parts availability and order status, and obtain pricing, weight, and buy-quantity information.

"So GM's commitment to the aftermarket is strong and growing stronger," Smith told ASIA.

Pace car replicas ready to roll

The first of the 2,000 Fiero Indy pace car replicas to be sold at Pontiac dealerships starting this spring has been assembled. On hand to inspect the first pace car replicas were Joseph R. Cloutier, right, president of the Indianapolis Motor Speedway, and Tony Hulman George, grandson of the late Indianapolis Speedway owner Tony Hulman.

FTC's used-car rule goes another round

WASHINGTON. — In yet another round of the used-car rule, FTC is starting a 20-day rebuttal period on the issue of whether dealers should be required to disclose known defects.

FTC is attempting to discover if that section of the used-car rule should be changed or eliminated.

While both NADA and the National Independent Automobile Dealers Assn. filed voluminous objections, the major consumer groups filed nothing because they believed the FTC had already made up its mind to abandon any requirement for dealers to tell buyers of known defects.

Both dealer associations have told FTC that they already have to do this and their members do so.

Meanwhile, FTC has denied NADA's petition for extra time to file a cost/benefit analysis study of the known defects section. However, the commission said NADA could petition to have the comment period reopened after March 22.

The FTC promulgated the used-car rule in August, 1981, and dealers would have been required to disclose known defects on a window sticker. But before the rule could become effective, Congress vetoed it.

Last July, the U. S. Supreme Court declared that veto unconstitutional.

• Separately, in litigation by NADA and NIADA against FTC, the Second Circuit Court told the commission to reopen the record to allow comment on the known defects provision. That period closed Jan. 31.

The rebuttal period now starts and apparently another comment period can start if NADA asks for a reopening.

Last August, FTC voted to put the used-car rule into effect six months after the appellate court enters a decision. Chairman James C. Miller III has indicated his support for a very simple rule that would require dealers to tell buyers of the existing warranties.

Although NADA has a similar voluntary program of this sort, the association feels the Miller proposal may be too burdensome.

May hearings pledged on local-content bill

WASHINGTON. — Senate hearings on the UAW's domestic-content bill have been promised for mid-May by Senate Commerce Committee Chairman Robert Packwood, Oregon Republican.

Commerce Committee staffers said four hearings are tentatively planned. Field hearings are called for, as well as two hearings to be held here. Locations for the field hearings have not been disclosed.

Packwood's promise was made in response to a letter from seven committee Democrats asking for hearings within 90 days. But Republican opposition could tie the bill up and election year scheduling might keep the measure from reaching a floor vote—if it is ever voted out of committee.

Talk of a possible move by Senate Democrats to add the domestic-content legislation as an amendment to some other bill on the floor of the Senate has been circulating since the House passed its version of the bill last year by a vote of 219 to 199.

However, Packwood's pledge for hearings could ruin the amendment idea, since the Senate traditionally is reluctant to vote on a matter that originates outside of normal committee channels.

Senate Democrats asking Packwood for the hearings are Ernest Hollings, of South Carolina; Russell B. Long, of Louisiana; Wendell H. Ford, of Kentucky; Donald Riegel, of Michigan; J. James Exon, of Nebraska; Howell T. Heflin, of Alabama, and Frank R. Lautenberg, of New Jersey.

The lone Commerce Committee Democrat who did not sign the letter was Daniel K. Inouye, of Hawaii.

Ford to ship engines to Ford Europe

By Richard Feast
European Editor

GENEVA. — Ford Motor Co. is to become a major engine supplier to Ford of Europe within three years. It will be the first West-East trade on such a scale by Ford and represents a further step in world sourcing of components.

The proposal involves shipment of nearly a quarter of a million examples of a new type of four-cylinder gasoline engine each year.

There are no details on which plant will produce the power units, but sources suggest that it will be in the U. S. rather than Mexico.

James A. Capolongo, president of Ford of Europe, confirmed that the engines will have capacities in the 1.8- to 2-liter range, but would reveal no more.

In Europe, Ford will use it in the upper-medium Sierra, a front-engine/rear-drive auto. But engineering trends in the U. S. suggest that for the domestic market, Ford will use the engine in its front-drive cars.

At present, Ford's European power plant in this category is an aging overhead camshaft unit known as OHC. It will continue in production (at Dagenham, England) for use in the transit van and as an industrial unit.

Ford does not see the current high value of the dollar as a block to its export effort. It points out that Ford is all one company anyway and that it uses only dollars for its inter-company accounting.

• Ford also sees the import of North American engines as a balance for the 250,000 V-6s it dispatches each year from Cologne, West Germany, for use in Ranger trucks.

The issue emerged after William Hayden, Ford of Europe vice president for manufacturing, laid out company engine policy to employes of Ford of Britain protesting about closure of the Dagenham Foundry.

Hayden said that importing 100,000 engines for the UK vehicles alone represented an investment saving of some $215 million. The number of engines required by Ford of Germany will take the total import projection to nearly 250,000.

At the same time, he revealed that Cologne is to produce another new generation of engines beginning in 1987. Ford said it plumped for the German site because its productivity is 50 percent better than in the UK.

Industry observers believe the new Cologne engine will replace the current V-6, though whether it will be of the same configuration no one is saying. If so, it seems likely that it will be exported to the U. S. like the V-6.

In Europe, Ford uses the V-6 in Granada, Sierra and (until it disappears at the end of this year) Capri coupe.

Hayden told trade unionists that Dagenham will make all OHC engines in the future, as well as three types of diesel — the Dover truck unit, the recently announced 1600D passenger-car engine and an all-new direct injection engine which will be announced in the spring.

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59th year — No. 5011

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factories list auction dates

Chrysler Corp.

March 6—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa., and NuCarPrep System, Santa Fe Springs, Calif.

March 7 — Minneapolis Auto Auction, Plymouth, Minn.

March 9—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

March 7—Columbus Fair Auto Auction, Obetz, O.; Lakeland Auto Auction, Lakeland, Fla.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northway Exchange, Clifton Park, N. Y.

March 13—Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Dallas, Tex.

March 14—Clanton's Auto Auction, Darlington, S. C., and Brasher's Southern California Auto Auction, Fontana, Calif.

March 20—Harrisonburg Auto Auction, Harrisonburg, Va.

March 21 — Concord Auto Auction, Acton, Mass., and Central States Auto Auction, Mason City, Ia.

March 22—Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

March 27—Aptco Auto Auction, Taylor, Mich.

March 28—Golden Gate Auto Auction, Fremont, Calif.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Southwest Auto Auction, Phoenix, Ariz.

March 29—Skyline Auto Exchange, Fairfield, N. J.

General Motors

March 5—Florida Auto Auction of Orlando, Orlando, Fla.

March 7 — Brasher's Auto Auction, Fontana, Calif.

March 8—Aptco Auto Auction, Taylor, Mich., and Dallas Auto Auction, Dallas, Tex.

March 13—South Seattle Auto Auction, Kent, Wash., and Ohio Auto Auction, Columbus, O.

March 14—Hatfield Auto Auction, Hatfield, Pa., and Northstar Auto Auction, Shakopee, Minn.

March 15 — Nashville Auto Auction, Nashville, Tenn.

March 20 — Southern Auto Auction, E. Windsor, Conn.

March 21 — Metro Auto Auction, Kansas City, Mo., and Golden Gate Auto Auction, Fremont, Calif.

March 28—Arena Auto Auction, Chicago, Ill., and Clanton's Auto Auction, Darlington, S. C.

March 29—Butler Auto Auction, Gibsonia, Pa.

Model breakdown

Auction Averages

	March to date	February	January
1984	$10,772	$10,278	$10,118
1983	7,349	8,567	8,110
1982	5,823	6,218	6,338
1981	5,206	5,154	5,279
1980	3,946	4,526	4,239
1979	2,554	3,469	3,902
1978	2,303	2,421	2,589
1977	1,599	1,907	1,999
Overall Average	$ 4,879	$ 5,340	$ 5,359

Used Car Sales

Auction Averages

March to date	$4,879
Month ago	$5,127
Year ago	$4,809

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Japan seizes top four spots

Sales per dealer rise to 374 during 1983

Continued from Page 1

with an average of 111 each. Next was Oldsmobile Cutlass Supreme/sedan at 105, followed by Renault Alliance (95), VW Rabbit (93), Buick Regal (80), Buick LeSabre/Electra (78), Ford Escort (71), Oldsmobile Cutlass Ciera (61) and Plymouth Reliant (59).

A year earlier, the full-size Cadillac had first place all to itself, with a 97-per-outlet average. Second was Rabbit at 94, third was Cutlass Supreme/sedan at 89. Fourth place went to Oldsmobile 88/98 with 86, followed by Buick Regal at 76, Ford Escort at 72, Buick LeSabre/Electra at 58, Plymouth Reliant also with 58, Buick Skylark at 48 and Dodge Aries at 46 sales per outlet.

Reliant was the highest average-per-outlet nameplate for Plymouth dealers in 1983. Dodge's best was Aries and Chrysler's LeBaron topped its nameplates. At Ford it was Escort, at Mercury it was Grand Marquis and the standard Lincoln was best among Lincoln franchises.

• Regal was Buick's best performer, standard Cadillac was tops for Cadillac dealers, Chevrolet's highest-average nameplate was Cavalier, Cutlass Supreme was best for Oldsmobile and the 6000 topped Pontiac's list.

Eagle was best nameplate for AMC dealers and Alliance was best for those with Renault franchises.

Renault Alliance had the highest average per outlet among the 15 U.S. subcompacts in 1983. A year earlier, it was VW Rabbit.

Plymouth Reliant retained top spot in the compacts category with 59 sales per dealer in '83 and 58 in '82.

Likewise, Oldsmobile Cutlass Supreme/sedan was first in intermediates last year and in 1982, Oldsmobile 88/98 had the highest average among the standards both years and Cadillac's Fleetwood/DeVille was tops in the luxury class in 1983 and in 1982.

U.S. NAMEPLATES SALES PER OUTLET

1983 Position	Make	1982 Position
SUBCOMPACT		
1—95	Alliance	23— 7
2—93	Rabbit	94— 1
3—71	Escort	72— 2
4—37	Omni/Charger	33— 6
5—34	Horizon/Turismo	34— 5
5—34	Chevette	43— 3
7—30	Lynx	37— 4
8—15	Encore	†
9—11	1000	17— 8
10— 8	Fiero	†
11— 5	EXP	9—10
12— 4	Laser	†
13— 3	Spirit	10— 9
13— 3	Daytona	†
15— 1	LN7	5—11
COMPACT		
1—59	Reliant	58— 1
2—50	Cavalier	23— 8
3—46	Aries	46— 2
4—34	Camaro	34— 3
5—30	2000	19— 9
6—30	Firebird	30— 5
6—30	Tempo	
8—29	LeBaron	33— 4
9—25	Skyhawk	16—10
9—25	Mustang	25— 7
11—16	Topaz	
12—14	Firenza	9—14
13—13	Cimarron	9—14
14—11	Dodge 400/600	11—13
15— 9	Capri	12—12
16— 8	Fairmont	30— 5
17— 4	Zephyr	16—10
INTERMEDIATES		
1—105	Cutlass Sup./Sedan	89— 1
2— 80	Regal Coupe/Sedan	76— 2
3— 61	Cutlass Ciera	36— 4
4— 51	Century	34— 6
5— 36	LTD	6—20
6— 35	Celebrity	19—14
6— 35	Skylark	48— 3
8— 33	XR-7	6—20
9— 31	6000	18—16
10— 30	Grand Prix	28— 7
10— 30	Thunderbird	9—19
12— 28	Bonneville	25— 8
13— 25	Marquis	4—22
14— 21	Eagle	23— 9
15— 20	Monte Carlo	19—14
16— 18	New Yorker S	†
16— 18	Citation	36— 4
18— 16	Malibu	21—11
18— 16	Omega	23— 9
20— 13	Dodge 600	2—24
20— 13	E-Class	3—23
22— 8	Concord	20—12
22— 8	Phoenix	16—17
24— 1	Granada	20—12
0	Cougar	16—17
STANDARDS		
1—111	Oldsmobile 88/98	86— 1
2— 78	LeSabre/Electra	58— 2
3— 47	Chevrolet	38— 3
4— 37	Grand Marquis	29— 4
5— 27	New Yorker 5th Ave.	24— 6
6— 26	Crown Victoria	26— 5
7— 9	Parisienne	1—11
8— 8	Diplomat	10— 7
9— 5	Gran Fury	7— 8
10— 4	Cordoba	6— 9
11— 2	Mirada	3—10
LUXURY		
1—111	Cadillac	97— 1
2— 45	Eldorado	36— 2
3— 39	Lincoln	29— 3
4— 21	Seville	16— 5
5— 19	Mark VI/VII	19— 4
6— 18	Riviera	15— 6
7— 13	Toronado	11— 8
8— 9	Continental	15— 6
9— 6	Corvette	4—10
10— 2	Imperial	6— 9

†—New nameplate.

SALES PER OUTLET BY MAKE: TOTAL U.S. MARKET

	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Toyota	511	484	528	541	485	423	479	347	295	251
Honda	494	455	470	496	488	396	339	252	214	109
Nissan	479	428	421	475	445	323	384	279	280	200
Mitsubishi	435	59	.....	.....	.....	.....	.....	.....	.....	.....
Oldsmobile	320	254	263	251	286	302	294	272	192	158
Buick	288	247	244	239	234	256	245	244	171	141
Chevrolet	261	238	259	303	364	394	381	350	302	332
Ford	230	197	197	204	269	326	335	308	276	318
Mazda	228	213	218	213	213	114	95	69	154	182
Volvo	220	185	159	140	136	120	103	89	126	120
Subaru	198	195	201	191	175	145	118	76	72	41
Cadillac	189	157	144	133	193	215	207	190	166	138
Pontiac	187	162	179	195	241	277	249	233	155	151
Mercedes-Benz	177	161	154	132	130	115	119	107	112	98
Volkswagen	177	164	241	264	274	213	252	187	232	283
Mercury	156	125	127	117	172	195	172	143	119	117
BMW	145	132	112	103	98	92	93	89	68	60
Renault††	135	51	22	24	44	47	46	24	26	28
Dodge	120	105	126	108	133	158	162	166	117	149
Audi	115	108	118	97	98	95	85	79	124	150
Plymouth	99	98	129	97	110	133	143	174	127	176
Isuzu	98	77	98	.....	.....	.....	.....	.....	.....	.....
Chrysler	94	66	35	50	76	89	96	86	70	36
Saab	81	60	47	44	46	48	42	29	35	33
Jaguar	81	49	20	11	14	17	15	13	11	6
Lincoln	67	64	43	45	80	115	112	76	62	56
Porsche	66	44	35	32	43	54	65	47	54	71
Peugeot	47	43	51	42	42	32	35	32	42	29
Alfa Romeo	27	17	16	19	18	35	39	29	33	25
AMC	23	53	85	88	97	105	112	140	177	176
Dodge Colt	15	16	19	24	27	21	37	26	33	25
Plymouth Colt	13	15	19	27	22	15	28	.....	.....	.....
Challenger	5	6	6	6	7	9	.....	.....	.....	.....
Sapporo	4	5	6	5	5	.....	.....	.....	.....	.....
Imperial	2	6	11	6	.....	.....	.....	.....	.....	.....
Fiat	.....	30	59	61	90	89	93	85	140	105
DeLorean	.....	8	.....	.....	.....	.....	.....	.....	.....	.....

†Volkswagen listed as domestic make since 1981. Includes imports.
††Renault joined domestics in 1982. Average includes imported Renaults and U.S.-built Alliances/Encores.

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New glazing for bulletproof windshields OK'd

WASHINGTON. — Auto makers and consumers will be able to use a new type of glazing material to make windshields bulletproof, thanks to a new NHTSA final rule.

In addition, NHTSA has adopted the safety code for glazing materials promulgated in 1980 by the American National Standards Institute. Adoption of this standard will allow the use of the latest technological developments in glazing, the agency said.

NHTSA granted petitions for rulemaking in November, 1980, after General Electric and Rohm and Haas petitioned the agency for the changes.

The new glazing will be used in bullet-resistant shields that will be installed behind the windshield and other windows. The light weight of the material will allow small businesses to provide their employes with ballistic protection at a relatively low cost, the agency said.

Judge denies motion for dismissal of charges

DeLorean jury selection to begin

By Matt DeLorenzo

LOS ANGELES. — U. S. District Judge Robert M. Takasugi last week cleared the way for the DeLorean drug-trafficking trial to begin this week by denying a defense motion to dismiss the charges because of pretrial publicity.

Jury selection in the case is scheduled to begin tomorrow (March 6).

In addition, Takasugi ruled that the audio tape which purportedly shows James Timothy Hoffman, a government informer in the case, threatening John Z. DeLorean, has not been authenticated.

The judge added that no mention of the tape may be made during the trial, unless evidence is introduced showing that the tape recording is genuine.

The barely audible tape surfaced last fall when Hustler magazine publisher Larry Flynt made the recording public along with FBI videotapes showing surveillance and the arrest of DeLorean in the sting operation.

The trial was postponed when a local television station and the CBS network aired the videotapes within days of the November court date.

The court proceedings against the former auto maker will begin with jury selection. Prospective jurors will fill out forms with between 90 and 100 questions to determine the level of their awareness of the case and the publicity surrounding it.

There were also hearings into Los Angeles airport-area hotel Oct. 19, 1982, and charged with conspiracy to possess and distribute 100 kilograms of cocaine.

Two others were netted in the investigation, William Hetrick and Stephen Arrington. Both pleaded guilty and are serving time under plea agreement reached with the prosecution.

Barring unforeseen delays, DeLorean's trial will begin more than 16 months after his arrest. The trial has been delayed by a number of motions and incidents ranging from the bizarre involvement of sex magazine publisher Larry Flynt to legal wranglings over DeLorean's property and assets that spilled over into a federal bankruptcy court in Detroit.

In the first six months after DeLorean's arrest, his attorneys were in court more than half a dozen times arguing over the terms of release for their client.

DeLorean was released on a $250,000 cash bond and a note posting his New Jersey estate, New York co-op and San Diego Country ranch as security for his release.

Later, Howard Weitzman and Donald Re, DeLorean's attorneys, were in court asking that most of the property securing their client's bail be released.

They cited the fact that it had been pledged to Continental Illinois Bank as collateral on a revolving line of credit for the former auto maker's snow grooming equipment company in Logan, Utah.

It was during one of those bail hearings that testimony from a Continental Illinois Bank officer was revealed. That testimony concerned an alleged connection between DeLorean and James Gorman, who was in a Detroit bankruptcy court with a plan to reorganize DeLorean Motor Co.

That period was also marked by a barrage of discovery requests by the defense and court battles between the prosecution and defense over exactly what documents, tapes and records would be admissible.

The defense also sought a hearing into the government's conduct during the investigation. That motion was pending for the better part of a year before Takasugi recently ruled that such a hearing would be conducted after DeLorean's trial.

DeLorean was arrested at a whether or not the court records could be sealed with several news organizations getting involved in the litigation and finally obtaining a ruling from the Ninth Appellate Court opening up most of the documentts in the case.

Last summer, the trial was further delayed by the plea agreements reached with the co-defendants. Both men were sentenced last August.

Then in September, Weitzman revealed that DeLorean had taken a polygraph test administered by Dr. David Raskin at the University of Utah. The defense said the polygraph showed that DeLorean was coerced into the drug deal by the government informant, Hoffman.

There was a lengthy hearing about the admissibility of that test, along with a polygraph administered by FBI Agent Paul Minor (which the prosecution said DeLorean flunked).

Takasugi, who administered polygraph tests himself when he was in the Army, recently threw out the defense test, saying that he was not satisfied with explanations of DeLorean's body movements during the Raskin test.

In ruling against the defense test, Takasugi also precluded the use of the prosecution test.

While the polygraph hearing was underway, Flynt's release of FBI videotapes two days prior to the Nov. 1 trial date caused an indefinite postponement and a series of court appearances by the wheelchair-bound publisher as Takasugi attempted to determine the source of the tapes.

Flynt initially said he obtained them from someone in the FBI and then later declined to identify his source.

After the series of court appearances and a $10,000 fine per day for each day Flynt refused to disclose the source, it was revealed that he purchased the tapes from a James Smith, who worked at Hufstedler, Miller, Carlson & Beardsley, which was one of the law firms representing DeLorean in the early stages of the case. The firm is no longer involved in the proceedings.

BEST AVAILABLE COPY

U. S. makers assemble 712,778 cars

February output highest since 1979

By Joe Wilssens
Staff Writer

U. S. auto manufactuers slated production of 712,778 units last month, the top sum for February since 738,808 cars were assembled in 1979 and the highest of any month since 783,843 were completed in October, 1979.

Last week, with American Motors down, auto manufacturers estimated completion of 164,276 cars, 2.57 percent below the previous week's production of 168,610 and 29.07 percent above the year-ago output of 116,522 for the week.

The production total for 1984 climbed to 1,460,638 units, up 42.95 percent from 1,021,809 built in the comparable period last year.

Breakdown for the week by company was: General Motors, 61.62 percent; Ford Motor Co., 22.60 percent; Chrysler Corp., 12.91 percent; Honda, 1.44 percent, and Volkswagen of America, 1.43 percent.

AMC's Kenosha (Wis.) facility was down last week, putting 4,800 workers on temporary layoff and 500 on indefinite layoff. The Kenosha plant produces Alliance and Encore models. The plant is expected to return to operation this week.

GM's Orion (Mich.) and Wentzville (Mo.) plants which assemble front-wheel-drive C-cars remained down last week. Orion is expected to resume production today, March 5. Wentzville is scheduled to start later in the week.

Nine of GM's assembly plants scheduled Saturday (March 3) overtime. Working two shifts on overtime were: Arlington (Tex.); Bowling Green (Ky.); Doraville (Ga.); Flint; Framingham (Mass.); Janesville (Wis.); Leeds (Mo.); Lordstown (O.), and Oklahoma City.

Ford's Atlanta and Wixom (Mich.) plants also scheduled Saturday hours.

At Chrysler, Belvidere (Ill.), Newark (Del.) and both St. Louis plants worked two daily 9-hour shifts while Jefferson (Detroit) worked two daily 8½-hour and two Saturday 8-hour shifts.

This wek, Chrysler has scheduled Belvidere, Newark and both St. Louis assembly plants to operate two 9-hour daily shifts. Jefferson Assembly is scheduled to operate two 8½-hour daily shifts.

Caldwell praises the 'genius' of auto engineers, scientists

An upbeat Philip Caldwell gave automotive engineers and scientists a verbal pat on the back last week.

The Ford Motor Co. chairman, speaking at the SAE annual banquet at Detroit's Cobo Hall, said automotive technical people haven't gotten enough credit for the "remarkable technical revolution" that helped modernize and transform the industry.

Caldwell attracted a record banquet turnout of 4,690 people, according to SAE.

The Ford chairman said the industry's "engineers, inventors and creative geniuses" haven't had the full recognition they deserve for their role in "the industrial revolution that has modernized and transformed the most important private enterprise on this continent."

According to Caldwell, cars produced by domestic manufacturers last year were 83 percent more fuel efficient than those of a decade before.

As a result, he said, the U. S. auto industry has done more "to break the stranglehold of the world oil cartel than anything even conceived by politicians and diplomats."

Referring to the industry's efforts to reduce auto exhaust emissions, he told the audience that "the results have been spectacular and the technology you have created is now available for use throughout the world."

Caldwell also got in a plug for the engineers' work on vehicle downsizing and materials innovation, saying they've "done more for the cause of weight reduction than Richard Simmons or Jane Fonda."

Despite these achievements, Caldwell said domestic auto makers still have a lot of work to do to overcome an edge that some competitors around the world still have.

"Until we demonstrate that producing (U.S.) products takes not a single minute more, not an erg of energy more and not a single pound of material more than it takes anywhere else in the world, we still have an unfinished task on our hands," he said.

Canadian makers move up a bit with 24,176 cars

Canadian auto producers slated production of 24,176 cars last week, 859 units more than the prior week's 23,317 and 46.23 percent greater than 16,533 assembled in the year-ago week.

To date this year, the manufacturers have assembled 192,154 autos, 16.44 percent ahead of 165,018 completed during the same period in 1983.

Truck assembly last week was targeted at 17,977 units, down 119 from the previous week's 18,096, but 81.60 percent better than 9,899 built in the year-ago week.

Year-to-date, 146,330 trucks have been completed, a strong 79.30 percent improvement over 81,613 built during the same period last year.

Chrysler Corp. estimated completion of 2,352 Plymouth Voyagers, 2,502 Dodge Caravans and 618 Mini Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 35,921.

Truck production for February is best in five years

U. S. truck production in February was the highest for any month since June, 1979, and the best for February since 1979.

Last month, U. S. truck makers assembled 261,051 trucks, up 51.69 percent from last February's 172,095. In June, 1979, the makers built 292,987 trucks and in February, 1979, they produced 308,358.

Truck production last week was 59,502, down 3.91 percent from the previous week's 61,928, but up 20.88 percent from last year's 49,223.

So far this year, the industry has built 536,994 trucks, up 57.88 percent from last year's 340,132.

General Motors worked Saturday overtime last week on one shift at its Detroit plant and on two shifts in St. Louis.

Nissan worked nine-hour shifts daily last week and also worked Saturday.

At Ford, the Norfolk facility worked Saturday.

GM also announced it will add a second shift for full-size pickups at its Flint plant beginning June 18. About 1,400 workers will be recalled from indefinite layoff.

In addition, GM will begin building its new Astro minivan at the Baltimore plant this summer for a late fall introduction as a 1985 model.

CANADIAN CAR PRODUCTION

	Week Ended March 3, 1984	Week Ended March 5, 1983	Week Ended Feb. 25, 1984	Feb. Est.	Jan. 1 to March 5, 1983	Jan. 1 to March 3, 1984
AMERICAN MOTORS	600	979	609	2,554	5,813	5,351
CHRYSLER CORP.	.....	3,824	.....	.....	37,890	.....
FORD MOTOR	9,500	48	9,318	35,333	34,391	67,057
GENERAL MOTORS	13,851	11,457	13,165	56,539	84,944	117,830
VOLVO	225	225	225	944	1,980	1,916
Total Cars, Canada	24,176	16,533	23,317	95,370	165,018	192,154

TRUCK PRODUCTION IN U. S.†

	Week Ended March 3, 1984	Week Ended March 5, 1983	Week Ended Feb. 25, 1984	Feb. Est.	Jan. 1 to March 5, 1983	Jan. 1 to March 3, 1984
CHEVROLET	18,376	16,462	21,970	84,205	119,655	175,151
DODGE	2,700	3,236	4,280	17,345	19,062	36,272
FORD	24,557	20,279	21,711	97,535	133,869	202,759
GMC	5,845	4,692	5,968	26,088	38,958	54,457
INTERNATIONAL	1,283	1,032	1,426	6,098	7,734	12,105
VOLKSWAGEN	.....	214	.....	.....	309	.....
JEEP	2,841	2,258	3,640	17,140	11,095	30,350
NISSAN	1,850	.....	1,883	8,230	.....	16,654
AM GENERAL	50*	50*	50*	210*	450*	440*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,200*	9,000*	8,800*
Total Trucks, U.S.	59,502	49,223	61,928	261,051	340,132	536,994

CANADIAN TRUCK PRODUCTION

	Week Ended March 3, 1984	Week Ended March 5, 1983	Week Ended Feb. 25, 1984	Feb. Est.	Jan. 1 to March 5, 1983	Jan. 1 to March 3, 1984
CHRYSLER CORP.	8,124	2,269	8,191	31,831	23,915	59,753
FORD MOTOR	3,460	3,185	3,464	14,411	18,937	29,775
GENERAL MOTORS	6,248	4,445	6,293	26,479	37,933	55,557
INTERNATIONAL	145	.....	148	616	828	1,245
Total Trucks, Canada	17,977	9,899	18,096	73,337	81,613	146,330
N. American Trucks	77,479	59,122	80,024	334,388	421,745	683,324

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended March 3, 1984	Week Ended March 5, 1983	Week Ended Feb. 25, 1984	Feb. Est.	Jan. 1 to March 5, 1983	Jan. 1 to March 3, 1984
AMERICAN MOTORS	.....	3,241	4,877	17,368	30,924	31,769
AMC Total	.....	.....	.....	.....	3,326	.....
Eagle	.....	.....	.....	.....	3,326	.....
Renault Total	.....	3,241	4,877	17,368	27,598	31,769
Alliance	.....	3,241	2,446	8,820	27,598	15,962
Encore	.....	.....	2,431	8,548	.....	15,807
CHRYSLER CORP.	21,200	17,928	28,915	113,542	120,578	223,261
Plymouth Total	7,300	6,931	8,415	33,750	44,354	67,688
Horizon	3,200	2,039	3,471	14,157	13,525	27,105
Reliant	3,800	4,830	4,481	17,609	30,334	36,603
Caravelle†	100	62	233	628	495	1,418
Gran Fury	200	.....	230	1,356	.....	2,562
Chrysler Total	6,400	3,566	9,551	37,018	27,511	71,309
LeBaron	2,100	1,614	3,010	11,740	13,922	22,439
Laser	800	.....	1,734	6,584	.....	13,376
Chrysler E-Class	2,100	1,952	1,889	8,697	13,589	18,163
Fifth Avenue	1,400	.....	2,918	9,997	.....	17,331
Dodge Total	7,500	7,431	10,949	42,774	48,713	84,264
Omni	2,300	2,368	3,460	13,185	15,198	24,595
Aries	3,100	3,384	3,378	14,395	22,431	29,384
Daytona	600	.....	1,417	5,166	.....	11,454
Dodge 400	.....	575	.....	.....	4,606	.....
Dodge 600	1,200	1,104	1,701	7,047	6,478	14,405
Diplomat	300	.....	993	2,981	.....	4,426
FORD MOTOR	37,126	25,856	31,476	140,826	237,425	288,280
Ford Division	24,571	17,684	21,852	94,595	153,068	192,009
Escort	7,350	4,406	6,332	30,480	39,388	59,152
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	2,822	3,417	2,390	10,285	22,012	21,494
LTD	4,624	3,368	4,262	20,182	30,886	42,221
Thunderbird	4,169	4,295	2,635	15,777	23,612	29,859
Crown Victoria	1,499	2,198	1,388	6,060	12,732	13,887
EXP	550	.....	438	2,346	710	5,924
Tempo	3,557	.....	4,407	9,466	.....	19,472
L-M Division	12,555	8,172	9,624	46,230	84,357	96,271
Mercury Total	8,968	6,087	6,528	32,559	65,074	68,498
Lynx	1,539	874	1,180	6,266	10,321	12,336
Capri	369	609	296	1,150	4,492	3,038
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,236	1,113	1,658	8,119	10,605	16,831
Cougar	2,080	1,469	1,517	6,604	9,211	13,820
Grand Marquis	2,125	2,022	1,153	8,077	21,602	16,791
LN7	.....	.....	.....	.....	242	.....
Topaz	619	.....	724	2,343	.....	5,682
Lincoln Total	3,587	2,085	3,096	13,671	19,283	27,773
Continental	664	417	557	2,473	3,851	5,112
Lincoln	2,244	895	1,935	8,584	8,426	14,197
Mark VI/VII	679	773	604	2,614	7,006	8,464
GENERAL MOTORS	101,225	66,980	98,675	421,591	612,890	876,438
Buick Division	22,648	17,748	18,273	90,951	148,552	189,743
Skylark	2,573	2,967	.....	8,662	18,342	17,810
Skyhawk	3,792	1,368	3,073	13,466	12,859	29,309
Century	5,120	3,513	4,907	20,521	26,175	40,553
Regal	4,770	4,294	4,069	19,582	44,806	41,079
Buick	5,294	4,812	5,133	23,181	40,098	48,729
Riviera	1,099	774	1,090	4,807	6,272	10,770
Electra (fwd)	.....	.....	1	732	.....	1,493
Cadillac Division	6,345	6,781	7,197	29,113	61,002	60,130
Cimarron	433	488	509	1,988	4,614	4,093
Seville	888	729	909	3,620	6,643	7,097
Eldorado	1,552	1,562	1,561	6,497	14,130	13,108
Cadillac	3,472	4,002	4,218	16,373	35,615	34,548
DeVille (fwd)	.....	.....	.....	635	.....	1,284
Chevrolet Division	34,609	17,888	36,377	147,737	174,870	302,565
Chevette	4,902	4,575	5,760	19,472	35,517	38,395
Cavalier	9,142	3,435	8,951	36,050	30,490	75,586
Celebrity	5,769	821	6,828	28,491	9,839	53,707
Camaro	5,178	2,046	5,207	22,106	32,459	47,662
Citation	2,287	1,176	2,150	8,926	19,734	17,320
Malibu/El Camino	717	2,833	683	2,956	23,213	5,595
Monte Carlo	3,586	1,674	3,700	16,346	14,167	36,232
Chevrolet	2,278	962	2,538	10,326	7,880	21,554
Corvette	750	366	560	3,064	1,571	6,514
Oldsmobile Division	26,167	18,765	24,692	106,390	167,276	225,210
Omega	1,297	2,159	.....	4,228	13,853	8,716
Firenza	1,590	797	1,323	5,529	6,758	12,917
Cutlass Supreme	7,682	5,082	7,989	32,070	49,555	67,218
Cutlass Ciera	5,891	3,020	4,609	21,066	28,268	45,254
Oldsmobile	8,814	6,856	9,907	39,051	61,632	81,906
Olds 98 (fwd)	.....	.....	.....	645	.....	1,336
Toronado	893	851	864	3,801	7,210	7,863
Pontiac Division	11,456	5,798	12,136	47,400	61,190	98,790
Acadian†	450	409	456	1,601	2,674	3,117
2000 Sunbird	3,019	1,453	3,548	12,616	14,509	26,212
1000	790	1,082	921	3,562	7,117	7,284
Firebird	2,240	1,103	2,205	9,334	14,876	20,161
Phoenix	327	.....	293	1,239	5,198	2,892
G. Prix/Bonneville	1,560	1,751	1,420	6,057	16,816	12,987
Parisienne	440	.....	522	2,014	.....	4,207
Fiero	2,630	.....	2,771	10,977	.....	22,020
HONDA	2,375	588	2,277	9,449	3,553	20,004
VOLKSWAGEN	2,350	1,929	2,390	10,007	16,439	20,886
Total Cars, U.S.	164,276	116,522	168,610	712,778	1,021,809	1,460,638
Total Cars, Canada	24,176	16,533	23,317	95,370	165,018	192,154
N. American Cars	188,452	133,055	191,927	808,148	1,186,827	1,652,792
N. American Trucks	77,479	59,122	80,024	334,388	421,745	683,324
North American Cars and Trucks	265,931	192,177	271,951	1,142,536	1,608,572	2,336,116

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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For the year 2000

Volvo LCP: Of sea water and cooking oil

Volvo's vision of the sporty commuter car for the year 2000 is a 1,560-pound two-seater that can carry two extra passengers in rear-facing seats or 1,000 pounds of cargo. Made of plastic, aluminum and magnesium derived from sea water by a Norweigan company, the LCP's most successful engine so far is a three-cylinder diesel that can also burn rapeseed oil and power the car to 112 MPH. More on the engineering project on Page 57.

1.5 million autos in stock; days' supply sliced to 59

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers pushed their stockpile of new cars up over 1.5 million units during February, but sales more than kept pace and the industry entered March with a 59-day supply, down from 63 days a month earlier.

The March 1 inventory totaled 1,537,290 units, compared with 1,477,399 a month earlier. A year ago, the domestic new-car inventory totaled 1,248,384, a 68-day supply.

The overall inventory situation could hardly be a lot better, since the rule of thumb is that a 60-day stock is ideal. But shortages continued in a number of lines and dealers found many of the hot-selling models even harder to get than usual.

The March 1 unit count was the first to exceed 1.5 million since Aug. 1, 1981, when 1,675,193 represented an alarming 87½-day supply.

All corporate makers except Volkswagen of America trimmed their days-supply figures during February, but in terms of unit count, only American Motors, Ford Motor Co. and Honda reduced their stockpiles.

• General Motors opened March with a 58-day supply, down from 60 days a month earlier, despite the addition of more than 50,000 units to its inventory. Fiero was still in very short supply, as was Buick Electra at the other end of the size scale. X-bodies were in heavy supply.

Ford Motor Co. weighed in with a trim 56-day supply March 1, down from 69 days a month earlier. Ford's stock included an emaciated 25-day inventory of Lincolns.

Chrysler Corp. had a 65-day supply March 1, down from 70 days on Feb. 1. AMC opened March with a 70-day supply, down sharply from 94 days a month earlier.

VWoA's stockpile was the heaviest of the corporate makers at 88 days, while Honda's supply of U.S.-built Accords was lowest at 13 days. A month earlier, VWoA had a 72-day stock. Honda a 19-day supply.

The March 1 domestic new-car inventory was divided this way: GM, 56.85 percent; Ford Motor Co., 24.36 percent; Chrysler Corp., 13.54 percent; AMC, 3.38 percent; VWoA, 1.53 percent, and Honda, 0.34 percent.

Table on Page 58

A month earlier, the domestic inventory was divided as follows: GM, 55.57 percent; Ford Motor Co., 25.80 percent; Chrysler Corp., 13.14 percent; AMC, 3.64 percent; VWoA, 1.41 percent, and Honda, 0.44 percent.

By size class, compacts and intermediates — the largest segments—were above the industry average in days supply, while luxury, standard and subcompact groups were below the 59-day level.

On March 1, the industry had the following days supplies by market class: Subcompact, 53; compact, 66½; intermediate, 60; standard, 53½, and luxury, 44.

A month earlier, days-supply figures by market class were: Subcompact, 57; compact, 76; intermediate, 63; standard, 55, and luxury, 38.

The March 1 domestic inventory was divided this way be-

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Suits against Porsche could top $1 billion

By John A. Russell
New York Staff Writer

NEW YORK. — Porsche AG has been put on notice that it could face legal action by its U. S. dealers totaling over $1 billion in penalties because of its proposed distribution plan for the U. S.

But the German auto maker's problems over the plan took a more immediate form as Volkswagen of America entered the fray by filing administrative protests with two state motor vehicle boards, protesting the nonrenewal of its distribution contract for the U. S.

Within the past two weeks, Porsche has been attacked on several fronts over the plan, which would effectively abolish the franchise dealer network for the company.

The Volkswagen actions were filed before the California New Motor Vehicle Board and the Nevada Department of Motor Vehicles. Both these agencies regulate the auto franchise system.

On the dealer front, Porsche dealers representing 80 percent of the sales for Porsche in the U. S. formed a Porsche Dealers Action Committee with a $1 million legal warchest to begin the fight to stop the Porsche plan.

The new group told Porsche management in Germany it intends to fight in the courts and it said that under U. S. law Porsche could face penalties of over $1 billion.

• The VWoA action, while filed in two states, is only the beginning, according to a spokesman. Similar actions will be taken with boards in 10 states within the next 30 days and four more states within the next 60 days. The time frames are determined by the individual states for filing these protests. VWoA is

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breaking news

UAW to merge Detroit-area regions

DETROIT.—Delegates to the UAW's Collective Bargaining Convention last week voted to reduce the number of union regions in the Detroit area from six to four as regional directors die or retire. The change is not expected before 1989. The move, a cost-cutting measure, will also reduce the number of regional directors from 18 to 16. The membership in the four regions involved in the merger dropped from 311,298 in 1979 to 188,159 in 1983, thereby slashing dues receipts. UAW membership has dropped 400,000 since 1979.

Emission-control process to be revealed

DETROIT. — Nelco Chemical Co., a supplier to the auto industry, this week will announce the results of its three-year project with General Motors in developing a viable hydrocarbon-emissions-control process that will enable the U. S. auto industry to meet the 1987 Clean Air Standards. The process is said to be cost-effective and to have environmental and productivity/profitability advantages.

UAW still talking merger with other unions

DETROIT. — The UAW is still talking about merger with other unions, including the International Assn. of Machinists and a group in Wisconsin, according to UAW President Owen Bieber. Bieber refused to name the Wisconsin organization, but said he expects to call a press conference within a month to talk about the merger.

Market share cut in half to 2 pct. in '83

Diesel here to stay despite setback

By Richard Johnson
Staff Writer

Barring another shakeup in world oil supplies and a sudden surge in gasoline prices, sales of diesel-equipped passenger cars in the U. S. are expected to limp at their current depressed levels — at least for the short term.

However, both foreign and domestic manufacturers of the diesel say the engine will never disappear entirely from the American automotive scene, and many industry observers and spokesmen still think the diesel may occupy a substantial share of the U. S. market by the end of the decade and beyond.

Gone are the days when auto executives predicted that a quarter of all passenger cars sold in the U. S. in 1990 would be powered by diesels. But advancing diesel technology and expected long-range increases in the cost of fuel could solidify a place for the engine in this country — even without a major shut-off of oil pipelines.

With the stabilization of gasoline prices, diesel car sales have fallen dramatically since 1981. Diesel deliveries tumbled 45 percent last year and accounted for less than 2 percent of overall car sales in 1983, compared with nearly 4 percent in 1982 and just under 6 percent in 1981.

Sales dipped to 173,275 units last year from 313,407 in 1982 and 509,133 in 1983, the domestic industry's peak year for selling diesel cars.

Among import and domestic makes selling diesels in the U. S., only Mercedes-Benz and Volvo reported increases during the 1983 calendar year. Mercedes registered a 4 percent gain in 1983 and zoomed past Oldsmobile into the top spot among marketers of diesel passenger cars in this country.

• Meanwhile, the five General Motors car divisions saw their diesel sales shrink by staggering percentages. Chevrolet was off by 82 percent, Cadillac was

Continued on Page 37, Col. 1

Surprise in NHTSA proposals for '86 and '87

Truck CAFE rules may be eased

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The long overdue proposed light truck CAFE standards for '86 and '87 models take a unique approach — getting easier rather than harder.

NHTSA is proposing a range for the combined (4x2 plus 4x4) CAFE standard from 20.0 to 21.5 MPG for '86 models and from 20.0 to 22.5 MPG for '87 models. In other words, NHTSA is saying the '86 and '87 combined standards need be no higher than the current ('84 model) combined standard of 20 MPG.

In fact, in the text, NHTSA suggests that a standard even lower than the bottom of the range may occur.

NHTSA also proposes a standards range for '86 models for 4x2 and 4x4 light trucks. These would range from 20.3 to 22.3 MPG for 4x2s and from 18.5 to 19.5 MPG for 4x4s.

For '87 models, the range would be 20.3 to 22.9 MPG for 4x2s and 18.5 to 21.5 MPG for 4x4s.

The relatively large differences between the upper ends of the ranges for the 4x4s compared with the 4x2s and the combined CAFE comes from plans of the truck makers to discontinue some models with low fuel economy and increase the fuel economy of other models.

The agency says it is particularly interested in comments on the "appropriateness" of its adopting standards for '86 and '87 models that "would break the pattern of annual increases" in the light truck fuel economy standards.

But it may also be surprised at comments it gets because there is a possibility that the standards which Congress created to improve fuel economy will start to go backwards instead of forwards—or as NHTSA puts it, "lead to actual reductions in the standards."

• The NHTSA proposal is frankly geared to accommodate Ford and General Motors, since they account for some two-thirds of light-truck sales in the U. S. But actually, Ford is being given the highest consideration since its share is 30 percent and its plight worse.

"Since . . . GM's potential fuel economy capability is not projected to be dramatically higher than Ford's, setting standards at GM's level would achieve little, if any, additional fuel savings," NHTSA says. "Moreover, the potential adverse impacts of placing Ford in a noncompliance situation are great, given that company's recent losses and its debt position."

For example, says NHTSA, if standards were set above Ford's level, the company might restrict product and thereby undercut its economic and competitive position. And other companies would not likely lower their own fuel economy. GM, for example, probably could not since its improvements are "built-in and therefore not readily removable." Thus, the benefits of setting standards "above Ford's level appear relatively small and speculative but the potential adverse impacts of such an action on Ford could be severe."

In fact, NHTSA "tentatively concludes that the standards could not and should not be set at levels above those achieved by Ford."

• The proposed '86-'87 light truck CAFEs, geared toward Ford as they are, hint at least that NHTSA will grant Ford's petitions on light-truck CAFEs for '84 and '85 models.

Last November, Ford petitioned for the combined CAFE for '83 remain the same for '84 models (19 MPG) and the combined CAFE for '84 stay the same for '85 models (20 MPG). Ford also petitioned for change in the 4x2 standards for those years.

In January, Ford amended its petition because it found its projections worsening by 0.5 MPG. Then it asked for a 19.5 MPG combined CAFE for '85s and reduced standards for both 4x2s and 4x4s—to 19.7 MPG and 18.9 MPG, respectively.

Even later, GM supported Ford's petition.

Meanwhile, Chrysler — which boasts of its passenger-car fuel economy—said in its pre-model 1984 report that it expects only 18.5 MPG — 1.5 MPG short of the standard. However, Chrysler says it will use carryback credits (ones it does not yet have), but Chrysler did not petition for a change.

In order to propose standards which may not be any tougher but may actually start to reverse direction—which was certainly not the intent of Congress when it wrote the law in 1975—NHTSA has had to reinterpret what is meant by "maximum feasible," "technological feasibility," and "economic practicability."

These changes in interpretation "together with projections concerning model and option mix shifts" are what lead to the possibility of "little, if any, annual fuel economy improvement."

• NHTSA notes that some technology may cost so much that manufacturers might want to spend money in other ways.

NHTSA also says the range of the proposed standards could raise retail prices as much as $155 per vehicle compared to the '85 baseline, but this should be offset by gasoline savings of as much as $439 per vehicle. The agency also notes that although the profitability outlook for the makers has improved dramatically, it was preceded by a long period of losses for the domestic makers and, therefore, its projections for future capital investment in fuel economy is "cautious."

Besides, NHTSA says, the general outlook is also uncertain and projecting vehicle sales is hard, especially if interest rates rise.

NHTSA also announced it is considering whether standards should be set on the basis of light-truck size — for example, separate ones for the range of 6,001 to 8,500 GVW on the theory these are most likely to be in commercial use, or perhaps no standards at all for these weights.

The agency also warns that after EPA sets NOx standards for light-duty trucks—effective possibly as early as 1987 models —it may reconsider these CAFE standards. So far, EPA thinks fuel economy will stay the same or even be enhanced with three-way catalysts and EEC.

Finally, it should be noted—

Continued on Page 55, Col. 1

Pace car miniature

Bird Automotive, Inc., Omaha, manufactures this 1984 mini Pontiac Fiero Indy Pace Car. The car features a 3-HP engine, will go about 15-18 MPH and holds an adult, the company said. This baby Fiero and other replica mini vehicles made by Bird are used as sales tools for the promotion of the full-size vehicles.

Opel-designed sedan could be exported to U. S.

GM looks to Korea for new small car

DETROIT. — General Motors has announced a tentative agreement with Daewoo Corp. of Korea to jointly produce a small, Opel-designed passenger car near Seoul, Korea, beginning with the 1987 model year.

Up to half of the vehicles manufactured under the venture would be available for export to other countries, including the U. S., GM said last week. The proposed factory would be capable of producing 167,000 cars annually.

GM and Daewoo, a major Korean conglomerate, each own half of Daewoo Motor Co.

A "memorandum of understanding" between the two partners calls for each to contribute $100 million toward construction of the new manufacturing facility. Daewoo would borrow the remainder needed to cover a project cost estimated by GM at more than $400 million.

Further details of the agreement remain under discussion and are subject to approval by the South Korean Government, according to GM.

The joint venture is the first move by an American auto maker to link up with the Korean auto industry for production of cars which may be headed for the U. S. market.

Korean manufacturers are viewed as a low cost alternative to joint agreements with Japanese firms, which are currently restricted by voluntary export limitations.

• GM's plans to begin importing this year a relatively large volume of subcompacts and minisubcompacts from Japan's Suzuki Motor Co. and Isuzu Motors, Ltd., for Chevrolet have been frustrated by export quotas imposed by the Japanese Government.

Isuzu, which is 34 percent owned by GM, has been restricted to about 33,000 cars for GM for the one-year period beginning April 1. Suzuki, which is 5 percent controlled by GM, will be held to 17,000 cars. GM had hoped to bring in as many as 300,000 vehicles a year from its two Japanese partners.

With tight restraints on Japanese imports, U. S. auto makers have reportedly taken a new interest in possible Korean ventures. Meanwhile, Korean automobiles are making their first appearance in North America this year as Hyundai Stellar compacts go on sale in Canada.

Hyundai Motor Co. is expected to enter the U. S. domestic market in the near future, possibly with a new front-wheel-drive model.

Daewoo and GM have plans for construction of assembly, stamping and engine facilities in Bupyong, Korea, which is located about 20 miles southwest of Seoul. The plant will produce front-wheel-drive subcompacts designed by GM's West German subsidiary, Adam Opel A.G.

• A GM spokesman would not comment last week on speculation that the Korean car will eventually be imported by Pontiac to replace the division's subcompact 1000 model, a version of the Chevrolet Chevette. However, Pontiac General Manager William Hoglund has reportedly said the division is considering importing a Korean model.

According to the GM spokesman, the two companies do not have a timetable on completion and approval of a final agreement. However, he predicted that production of the new cars will begin in the fall of 1986.

Johnson, Krebs named to staff of Automotive News

Richard Johnson and Michelle Krebs have been appointed staff writers for Automotive News.

Johnson formerly was news editor of Spinal Column Newsweekly and Business Monthly, two publications in suburban Detroit.

Krebs comes to Automotive News from Financial Diagnostics, a Detroit-area financial planning magazine.

"We are pleased to announce these additions to the Automotive News editorial staff," said Keith E. Crain, publisher and editorial director. "It is one more step in our continuing effort to provide effective coverage of this increasingly complex industry."

Johnson is a graduate of Oakland University; Krebs, of Syracuse University.

Richard Johnson

Michelle Krebs

Two service contracts readied by Mitsubishi

By Matt DeLorenzo
Los Angeles Reporter

FOUNTAIN VALLEY, Calif. — Two new extended service policies, one for new and the other for used cars, will be offered this spring by Mitsubishi Motor Sales of America.

The new-car service contract, which will be called the Triple Diamond Protection Plan, provides coverage for five years or 50,000 miles.

The used-car coverage, called Mechanical Breakdown Protection Plan, will offer the consumer a choice of months/mileage protection. Both programs will be administered by American Fidelity Insurance Corp.

According to Thomas C. Benson, MMSA service vice president, the new-car contract will provide "bumper-to-bumper" coverage that excludes only a few items, such as tires, paint, batteries and normal maintenance services recommended by the manufacturers.

Triple Diamond Protection covers turbocharged vehicles at no extra cost, towing coverage up to $75 per repair incident and $20 per day rental car allowance.

The protection plan is transferable to the subsequent owner and limits the $25 deductible on repairs up to $100, while repairs over that amount will automatically have the deductible waived.

The used-vehicle protection protection plan is offered in 12-month/12,000 miles or 24 month/24,000-mile contracts with a high-mileage vehicle option.

The two plans will be offered in Western and Plains states April 1, followed by a May 1 launch in the Midwest and East, with the last introduction scheduled for Florida June 1.

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59th year — No. 5012

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More from Geneva

Hotter Fiat

Fiat Argenta VX, given extra surge with a supercharged engine, was displayed at the Geneva Auto Show. The 2-liter Argenta VX has a 101-inch wheelbase and is 175 inches long.

Cabrio from Bertone

Bertone, of Torino, Italy, is marketing this Cabrio for sun lovers. It is aimed at the European market and there are no plans currently to offer it in the U. S.

Citroen for competition

Citroen Visa 1000 Pistes was developed for Group B motorsport. Its 1.4-liter engine offers 112 HP. The rather modest and conventional 4x4 conversion will cost $15,000 in France. Some 200 will be made for purposes of homologation. It will not be sold in the U. S.

An Alfa wagon by Zagato

Zagato Industrial Design developed this version of the Alfa Romeo 33 station wagon for exhibit at the Geneva Auto Show. Zagato calls it the Free Time. It can be configured to seat six, four, three or two persons.

Against a backdrop of a chaotic market

Few new products bow at Geneva

By Richard Feast
European Editor

GENEVA. — It was hard to tell that Europe is on the brink of record car sales when the doors to the annual Geneva Auto Show swung open.

In Switzerland last year, new-car registrations made an uncharacteristic downward movement (5.4 percent to 290,900) after new emission regulations reduced the variety of models on offer. This year the concern is speed limits, with every prospect of a 62-MPH restriction being imposed.

To the north, in West Germany, labor and management lumbered closer toward confrontation over the length of the working week. Lead in gasoline was once more featured in the speeches of every German auto executive in Geneva. As the major supplier of cars to Switzerland (42 percent), what happens in Germany will have deep reverberations here.

The situation in France is little better, although the truck drivers' strike the week before the show paralyzed the country. If a nation can shudder to a halt on account of so little, who needs new cars? Prospects for recovery in this respect are not good.

The drivers' action was against a background of large-scale layoffs across the whole industry. Talbot's labor cuts are to be followed by similar actions at Citroen and Renault.

• The issues seem especially parochial when it is apparent the motor industry is more and more thinking in global terms. Perhaps the national issues stem from the industry's increasingly international perspective.

Some examples: The recent East-West agreements made by Renault and Volkswagen, the very idea of an Italian Cadillac, the U. S. sending diddy little engines to Europe when all the world knows it only makes V-8s, Brazil steadily becoming a major exporter for Fiat, VW, Ford and GM, and Chevrolets made in Japan. No wonder the world is in turmoil!

The lack of new products at Geneva merely served to confuse the customer. Europeans are going to buy more cars this year than any in history, yet the only real novelties were the Renault 25 (already seen) and an interesting new engine and gearbox built by Porsche for a company that most people have never heard of.

And yet, competition has never been closer. The Big Six are covered by only 1.5 percentage points, and a false move by one could send it plunging from second to sixth.

In addition, the combined Japanese importers sold more than ever — over one million units, or one out of every 10 cars purchased. And this despite being denied full access to about 4 million customers in Italy, France and Spain because of sales restraints.

Geneva's major world premier was a new four-cylinder engine designed by Porsche for Spain's Seat. Porsche is reputed to have slipped the Spanish government (financial prop to Seat) a bill for $33 million for the privilege.

The engines are a single carburetor 1.2-liter (63-HP) and a 1.5-liter twin carb (85-HP). Alloy, crossflow cylinder heads are used.

Heron combustion chambers enable high compression ratios to be used with low-octane fuels.

While Seat has an engine it will not have its new Ibiza hatchback until June. This car, together with a model known as S-3 and to be launched in a year's time, will form the basis of an export drive into Europe by Seat, starting in earnest in 1986.

American Motors Chairman Paul Tippett was on hand to introduce Europeans to the new Jeep Cherokee station wagon which will be introduced in Europe this fall.

The belief is that AMC can sell up to 4,000 Jeeps of all types in Europe. It is looking for half that number of the new model by 1985, with strong showings in France and Belgium, where distribution will be by Renault.

In the fall a turbo diesel (by Renault) will be made available in the U. S.

Ferrari's homologation special, the GTO, will be the most expensive Ferrar ever—$97,000. The 400-HP car will not be sold in the U. S. Only 200 will be built, to comply with Group B racing regulations. It must be seen as a Ferrari response to the Porsche Gruppe B shown at last fall's Frankfurt show. That car will be homologated for the 1985 racing season.

It is not just the exotic auto makers interested in competition. PSA's Peugeot and Citroen divisions are homologating 200 models each for international rallying.

Citroen's Visa Mille Pistes is a more conventional and modest 4x4 conversion which will cost $15,000 in France. But the Peugeot 205 Turbo 16 (also four-wheel-drive) has a mid engine and will cost $37,500. Even then, Peugeot says it is a bargain.

Also thinking 4x4 but more realistically, Pininfarina and Alfa Romeo exhibited a station wagon version of the 33 with the system.

Audi has nailed its colors to the 4WD mast already. But when the VW group chairman said in a speech that a Quattro version of the 100 sedan was on the Audi stand, everyone rushed back to look for what they had missed. They hadn't, but it will be announced shortly.

Still talking 4x4, BMW sales director Hans Erdmann Schonbeck confirmed that his company will bring out such a car. He refused to give more details — except to underline that it will be an all-BMW project.

• Thanks to quickening production at Bremen, Daimler-Benz will build well over half a million cars this year. It has never hit that mark before, and clocked up a record 476,000 only last year.

On similar (but more modest) lines, Jaguar Cars will build almost 33,000 cars this year. That, too, will be a record.

The price competition in Scandinavia is heating up. After Brazilian-made Ford Escorts, VW will sell Seat-made Polos from Spain there this year.

Domestic sales climb 48 pct. for February

By Jenny L. King
Staff Writer

February new-car sales results continued the winning streak begun a full 12 months earlier, with the domestics reporting a 48.03-percent increase for the month and imports up 0.60 percent. The industry total was up 34.04 percent.

Domestic dealers retailed 655,016 new passenger cars during the leap-year month, more than 200,000 units ahead of February, 1983, and highest for the month in seven years. Back in 1977, 665,978 sales were reported in February.

Import sales were up only 1,000 from a year ago and their market penetration plunged to 22.14 percent from a record 29.64 percent in 1983. February import sales numbered 186,218, up from 185,109.

Combined sales for the first two months totaled 1,619,792, up 32.71 percent from 1,220,533 in 1983. Domestics were up 44.57 percent, to 1,238,445 from 856,619, and imports climbed 4.79 percent, to 381,347 from 363,914.

Ford Motor Co.'s February sales showed the greatest growth among the domestics in a year-to-year comparison. Ford was up 61.42 percent, to 165,170 from 102,321. General Motors was up 42.95 percent, to 373,910 from 261,560.

Chrysler Corp. sales of 80,425 new cars were 41.01 percent ahead of the year-ago 57,034. American Motors was up 24.65 percent, to 18,442 from 14,795. Volkswagen's U. S.-built Rabbit sedans were up 20.63 percent, to 6,654 from 5,516, and Honda multiplied its year-ago total by eight, climbing to 10,415 from 1,253.

• GM's share of the month's market slipped to 57.08 percent from 59.11 percent last year. Ford was up to 25.22 percent from 23.12 percent. Chrysler dipped to 12.28 percent from 12.89 percent. AMC was down 0.53 percentage points, to 2.82 from 3.35 percent. VW dropped to 1.01 percent from 1.25 percent, and Honda claimed 1.59 percent compared with 0.28 percent a year earlier.

AMC, whose product line has been trimmed from three nameplates a year ago to just one at present, was the only domestic make unable to surpass its February, 1983, sales mark. AMC was down 59.82 percent, while the Renault branch of the family was up 61.18 percent.

At GM, Buick reported February sales of 72,251 units, up 25.76 percent from 57,451 a year ago. Cadillac was up 28.27 percent, Chevrolet was up 45.35 percent, Oldsmobile was up 37.81 percent to a record 96,956 from 70,282 and Pontiac nearly doubled its sales with a 90.31-percent increase.

Plymouth was up 37.73 percent, Chrysler was up 46.67 percent and Dodge was up 40.34 percent. Ford reported a 57.68-percent sales increase, Mercury

Continued on Page 54, Col. 1

Subaru to extend financial services to other makes

NEW YORK. — Subaru of America will extend the services of its subsidiary, Subaru Financial Services (SFS), to non-Subaru automobiles, both new and used, according to Harvey Lamm, president and chief executive officer of Subaru of America.

Lamm told a group of auto analysts here that SFS has been particularly successful.

For fiscal year 1983, SFS had outstanding loans and paper of $35 million. Robert Reich, executive vice president for finance and corporation treasurer, noted that 13 percent of the Subaru dealer body makes use of the services.

SFS has car financing, extended warranty and other programs.

ATAM officers

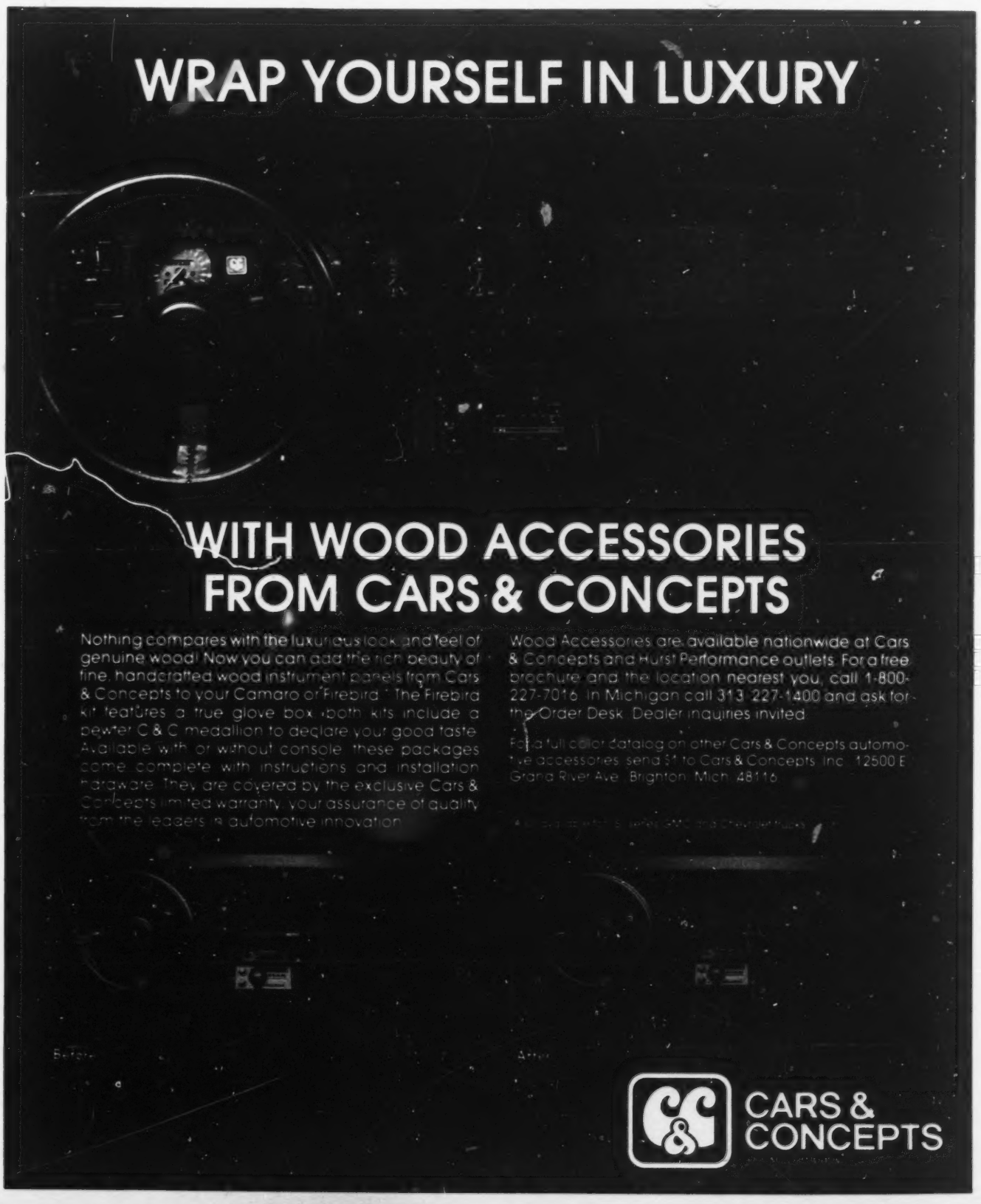
The 1984 officers of the Automotive Trade Assn. Managers (ATAM) are, from left: B. Wade Isaacs, North Carolina Automobile Dealers Assn., secretary-treasurer; William F. Morie, Georgia Automobile Dealers Assn., president; Richard K. Welte, Niagara Frontier Automobile Dealers Assn., vice president-president elect, and Keith W. Howard, Automobile Dealers Assn. of North Dakota, immediate past president.

Import sales by nameplate

	January, 1984	January 1983
Alfa Romeo	158	132
Audi	5,230	2,738
4000	1,106	749
4000d	.....	186
5000/S	2,664	979
5000d/td	.....	306
5000 turbo gas	813	210
Coupe	288	230
Quattro	7	71
4000 S Quattro	358	.....
Tourist	.....	7
BMW	4,263	3,732
318/320	2,634	2,389
528	803	859
633	231	168
733	595	316
Chrysler/Mitsubishi	9,260	6,910
Colt	7,087	5,144
Conquest/Sapporo/ Challenger	809	1,766
Vista	1,364	.....
Fiat	.....	449
Strada	.....	76
Brava	.....	22
X 1/9	.....	48
Spider 2000	.....	253
Honda	35,262	30,425
Civic	11,343	13,661
Civic CRX	4,119	.....
Accord	13,536	16,486
Prelude	6,264	278
Isuzu	1,202	1,646
I-Mark	432	1,646
Impulse	770	.....
Jaguar	1,055	691
XJ6	913	.....
XJS	142	.....
Lancia	.....	92
Mazda	13,235	13,482
GLC	3,239	3,391
626	5,469	6,479
RX-7	4,527	3,612
Mercedes-Benz	6,381	3,984
190D	830	.....
190E	751	.....
240D	8	753
300D	1,275	1,085
300CD	121	125
300TD	246	179
300SD	1,323	856
380SE	472	.....
500/380SEL	390	362
380SL/SLC	791	518
500/380SEC	174	105
Miscellaneous	.....	1
Mitsubishi	3,333	1,279
Starion	614	288
Cordia	1,376	525
Tredia	1,343	466
Nissan	37,036	40,916
210	.....	130
Sentra	16,984	18,041
310	1	646
Pulsar	3,445	4,806
Stanza	4,664	4,197
Maxima	5,080	5,108
200SX	143	2,966
300ZX/280ZX	6,216	4,766
Hawaii	503	256
Other	.....	.....
Peugeot	1,512	1,060
Gas	1,162	578
Diesel	350	472
Tourist	.....	10
Porsche	1,925	1,637
944	1,280	935
911SC	461	396
928	184	278
Tourist	.....	28
Renault	1,311	1,790
LeCar	.....	709
18i	104	204
Fuego	1,207	877
Saab	2,708	2,071
900	717	493
900S	758	481
Turbo	1,150	1,071
Tourist	83	36
Subaru	13,450	12,248
Toyota	39,992	42,607
Starlet	110	1,223
Corolla	11,910	11,581
Tercel	7,781	14,322
Celica	6,400	8,988
Supra	2,178	2,640
Camry	5,329	.....
Corona	.....	5
Cressida	2,639	3,062
Land Cruiser	.....	374
VanWagon	2,703	.....
Hawaii	656	412
Volkswagen	8,424	5,457
Rabbit Convertible	758	667
Jetta	4,059	1,463
Vanagon	1,463	1,023
Quantum	1,231	1,146
Scirocco	913	1,158
Volvo	9,392	8,261
DL	4,528	4,263
GL	2,442	1,632
GLT/Turbo	1,151	1,212
GLE	.....	94
DL/DL Diesel	335	645
Coupe	.....	1
760 (gas)	550	92
760 TurboDiesel	290	165
Tourist	96	157
TOTAL IMPORTS	195,129	181,607

Electronics in history

WASHINGTON.—The Smithsonian Institution has a new exhibit called the History of Microelectronics. Displayed in a large case are such artifacts as first transistors, crystals and examples of integrated circuit technology.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Import model count climbs to 199

U.S. car buyers can select from 26 makes

By John K. Teahen Jr.
Managing Editor

Priced from $4,995 to $156,000, the leading makes of imported cars are offering 199 models to U.S. buyers as the spring selling season rolls in.

The total is up from 188 at this time last year, and it also tops the totals of other recent years:

	Import Models
March, 1982	180
March, 1981	181
March, 1980	156
March, 1979	158
March, 1978	150

The 199 models in this year's tabulation are offered by 26 makes and they account for virtually all of the imported cars sold in this country.

There are four new nameplates for 1984, and all are sporty autos. Bertone and Pininfarina are offered by Malcolm Bricklin's International Automobile Importers. Bertone is the former Fiat X1/9 coupe/roadster and Pininfarina is the former Fiat Spider convertible.

Also joining the ranks are the Dodge Conquest and Plymouth Conquest coupes which Chrysler imports from Japan's Mitsubishi.

Missing from this year's list are DeLorean, which has died; Fiat, which is no longer imported, and Dodge Challenger and Plymouth Sapporo, which were replaced by Conquest.

Who has the most models? Well, who has the most sales? The answers are the same. Toyota leads with 27 selections and Nissan has 24. From there on down, sales volume and model count of individual makes are not related.

By country of origin, it's a case of Japan and the Five Dwarfs. The Japanese makes have 115 models followed by West Germany, 38; Sweden, 16; France, 15; Italy, 8, and England, 7.

The import model total of 199 is well below the current domestic count of 293, but a closer look at those figures discloses some rather surprising similarities. Here's the comparison:

	Imports	Domestics
Four-door models	70	109
Two-door models	96	134
Convertibles	7	12
Four-door wagons	26	37
TOTALS	199	292

In percentage of model mix, the two groups are very similar. For the imports, 35 percent of the models are four-doors; for the domestics, it's 37 percent.

Two-doors (coupes, hatchbacks, hardtops) make up 48 percent of import total and 46 percent of the domestic fleet. Convertibles account for 4 percent on each side, and wagons make up 13 percent for each.

Some of the imports, incidentally, call their hatchbacks "three-door" or "five-door" models. Only the side doors are counted in this tabulation.

Import convertibles are offered by Alfa Romeo, Ferrari, Pininfarina, Porsche, Rolls-Royce and Volkswagen. Coupe/roadster types like Bertone X1/9, Porsche 911 Targa and Mercedes-Benz 380-SL are counted as coupes in this rundown.

One reason for the increase in import models this year is the inclusion of turbos, both gasoline and diesel. It is felt that turbos have enough differences in trim, equipment and mechanicals to merit the separate-model designation. In the past, they were included only if the turbo was the base engine.

In counting import models, Automotive News uses the same criteria as in tabulating U.S. cars. A choice of transmission (four-speed, five-speed or automatic) or a choice of engine size or type (gas or diesel) does not necessarily constitute a separate model. And vans are excluded from the count for both imports and domestics.

As noted, Toyota leads the imports with 27 models and Nissan is second with 24. Next in line are Subaru, 17; Mazda, 14; Mitsubishi, 11; Peugeot, 11; Volkswagen, 11, and Volvo, 10.

Totals for other leading import makes are: Honda, 9; Mercedes-Benz, 9; Audi, 8; Saab, 6; BMW, 5; Porsche, 5; Dodge Colt, 4; Plymouth Colt, 4; Ferrari, 4; Renault, 4; Rolls-Royce, 4; Isuzu, 3; Jaguar, 3; Alfa Romeo, 2; Bertone, 1; Pininfarina, 1; Dodge Conquest, 1, and Plymouth Conquest, 1.

The figures for Volkswagen, Renault and Honda do not include models made in the U.S. The VW Rabbit, the Renault Alliance and Encore and the Honda Accord and Accord LX four-door sedans are included in the domestic total.

For the especially well-heeled buyer who wants something really exclusive, there is another baker's dozen imports. Volume is extremely low, generally a few hundred or less. Thus, they are excluded from the model count for the leading imports.

This group and the models offered consists of Aston Martin, 3; Bentley, 3; Maserati, 2; Lamborghini, 2; TVR, 2, and Lotus, 1. Maserati is planning higher volume for its new Biturbo coupe, which is now arriving in the U.S. If the plans bear fruit, Maserati could be included in next year's list of "leading imports."

Alfa Romeo's turbo version of the 2-liter Giulietta sedan, shown at the recent Brussels Auto Show, has a power output of 170-BHP, up a third on the standard version. Known as the Autodelta Turbo, its top speed is nearly 130 MPH.

MODELS OFFERED BY LEADING IMPORTS
(As of March 1, 1984)

	4-Door Models	2-Door Models	Convertibles	4-Door Wagon	1984 Totals	(Totals March 1, 1983)
Alfa Romeo	0	1	1	0	2	(2)
Audi	4	3	0	1	8	(6)
Bertone	0	1	0	0	1	(0)
BMW	3	2	0	0	5	(5)
Challenger (Dodge)	0	0	0	0	0	(1)
Colt (Dodge)	2	2	0	0	4	(5)
Colt (Plymouth)	2	2	0	0	4	(5)
Conquest (Dodge)	0	1	0	0	1	(0)
Conquest (Plymouth)	0	1	0	0	1	(0)
DeLorean	0	0	0	0	0	(1)
Ferrari	0	2	2	0	4	(3)
Fiat	0	0	0	0	0	(2)
Honda*	1	7	0	1	9	(9)
Isuzu	1	2	0	0	3	(5)
Jaguar	2	1	0	0	3	(3)
Mazda	5	9	0	0	14	(16)
Mercedes-Benz	5	3	0	1	9	(8)
Mitsubishi	4	7	0	0	11	(8)
Nissan	5	16	0	3	24	(22)
Peugeot	7	0	0	4	11	(6)
Pininfarina	0	0	1	0	1	(0)
Porsche	0	4	1	0	5	(5)
Renault*	0	2	0	2	4	(6)
Rolls-Royce	2	1	1	0	4	(4)
Saab	3	3	0	0	6	(4)
Sapporo (Plymouth)	0	0	0	0	0	(1)
Subaru	3	9	0	5	17	(14)
Toyota	10	13	0	4	27	(28)
Volkswagen*	6	2	1	2	11	(10)
Volvo	5	2	0	3	10	9
TOTALS	70	96	7	26	199	
Totals (March 1, 1983)	(61)	(102)	(5)	(20)		(188)

*—U.S.-built models of Honda, Renault and Volkswagen are omitted from the import model count; they are included in the U.S.-model tabulation. Those models are Honda Accord 4-door sedan, Renault Alliance and Encore and all VW Rabbits except the convertible.

IMPORT PENETRATION INTO U.S. CAR MARKET
(Units in Thousands)

	Retail Sales				Share of U.S. Market		
Year Quarter	Domestic	Imports From Japan	Total Import	Grand Total	Japan	Total Import	Domestic Sponsored Imports
1970	7,119	313	1,280	8,399	3.7	15.2	123
1971	8,681	579	1,561	10,242	5.7	15.2	207
1972	9,327	629	1,614	10,940	5.7	14.7	212
1973	9,676	743	1,748	11,424	6.5	15.3	224
1974	7,454	592	1,399	8,853	6.7	15.8	179
1975	7,053	808	1,571	8,624	9.4	18.2	155
1976	8,611	942	1,499	10,110	9.3	14.8	119
1977	9,109	1,388	2,074	11,183	12.4	18.5	213
1978	9,312	1,357	2,002	11,314	12.0	17.7	203
1979	8,341	1,770	2,332	10,673	16.6	21.9	249
1980	6,581	1,906	2,398	6,979	21.2	26.7	223
1981	6,208	1,859	2,328	8,537	21.8	27.3	175
1982	5,759	1,802	2,223	7,982	22.6	27.9	140
1983	6,795	1,916	2,386	9,181	20.9	26.0	136

Source: MVMA

IMPORT SALES BY NAMEPLATE
1983 VS. 1982

	Calendar Year 1983	Calendar Year 1982
Alfa Romeo	3,002	2,193
Audi	47,934	45,954
4000	12,266	13,164
4000d	956	3,172
5000S/Wagon	23,382	16,721
5000/td	5,188	4,243
5000 turbo gas	1,962	4,130
Coupe	3,358	4,235
Quattro	240	289
4000S Quattro	582	.....
BMW	59,243	52,392
318/320	34,619	36,461
528e	11,239	10,540
533	4,765	.....
633	2,613	1,515
733	6,007	3,876
Chrysler/Mitsubishi	103,569	102,227
Colt	73,671	75,031
Conquest/Sapporo/Challenger	25,595	27,169
Vista	4,303	.....
DeLorean	400†	2,746
Fiat	6,184	14,113
Strada	.....	4,478
Brava	.....	2,452
X-1/9	.....	2,359
Spider 2000	.....	4,824
Honda	350,670	365,865
Civic	127,856	132,469
Civic CRX	10,287	.....
Accord	171,736	195,524
Prelude	41,188	37,872
Isuzu	20,731	15,462
I-Mark	11,876	15,462
Impulse	8,855	.....
Jaguar	15,815	10,349
XJ6	13,110	8,940
XJS	2,705	1,409
Lancia	637	1,174
Mazda	173,388	163,150
GLC	51,313	54,348
626	69,561	58,740
RX-7	52,514	50,062
Mercedes-Benz	73,692	65,963
190D	1,551	.....
190E	2,629	.....
240D	9,728	13,480
300D	19,191	17,263
300CD	2,002	1,726
300TD	2,811	2,896
300SD	18,759	16,686
280E/CE	.....	26
380SE	928	.....
500/380SEL	4,879	3,692
380SL/SLC	9,255	8,405
500/380SEC	1,957	1,758
Mitsubishi	32,755	3,950
Starion	6,209	1,164
Cordia	12,799	1,471
Tredia	13,474	1,315
Nissan	521,902	470,246
210	.....	61,292
Sentra	209,[illegible]	130,161
310	.....	43,557
Pulsar	60,2[illegible]	9,256
Stanza	64,429	59,152
Maxima	76,209	54,187
200SX	31,158	48,436
300ZX/280ZX	71,144	57,260
Hawaii	8,840	6,552
Other	.....	393
Peugeot	15,241	14,044
540D	476	1,547
505	9,286	4,390
505D	164	785
505TD	4,531	6,505
604	338	836
Tourist	446	279
Porsche	21,831	14,407
924	.....	1,677
924 Turbo	.....	64
944	13,554	5,1[illegible]
911SC	5,640	4,[illegible]
928	2,637	2,177
Renault	33,229	37,540
LeCar	11,148	20,107
18i	6,053	7,559
Fuego	16,028	9,874
Rolls-Royce	1,046	908
Saab	26,323	18,463
900	7,094	4,469
900S	6,622	4,055
Turbo	12,117	9,855
Tourist	490	284
Subaru	156,840	150,335
Toyota	555,766	530,246
Starlet	6,717	19,339
Corolla	143,430	175,198
Tercel	147,965	135,896
Celica	117,836	115,690
Supra	26,972	34,046
Camry	52,654	.....
Corona	12	3,109
Cressida	39,755	37,448
Land Cruiser	4,805	3,088
VanWagon	8,084	.....
Hawaii	7,536	6,431
Other	.....	1
Volkswagen	77,009	67,345
Rabbit Convertible	9,612	8,983
Jetta	22,013	20,304
Vanagon	15,193	12,247
Quantum	16,486	11,330
Dasher	.....	659
Scirocco	13,705	13,222
Volvo	88,857	72,375
DL	44,505	39,430
GL	16,427	11,525
GLT/Turbo	13,198	10,413
GLE	212	2,661
DL Diesel	101	516
GL Diesel	4,487	6,889
Coupe	13	78
760 (gas)	6,516	.....
760 TurboDiesel	2,223	.....
Tourist	1,175	807
Grand Total	2,386,064	2,221,447

†estimate

Price increase averages $163.25

'Popular-priced' class falls to 51.5 percent of import sales

By John K. Teahen Jr.
Managing Editor

Imported-car prices have risen in the past 12 months. The average increases on 1984 models were considerably higher than in the preceding year, but they were not nearly so large as those of earlier years.

The annual Automotive News analysis found an average hike of $163.25 for the best-selling — or "popular-priced" — imports. It amounted to 2.52 percent.

It was nearly three times as much as the jump of $57.39, or 0.91 percent, recorded in the 1983 survey.

But that was an unusual year; the season-to-season hikes had been running much higher than that: $488.09 in the 1982 study, $812.60 in 1981, $187.89 in 1980, $600.02 in 1979 and $435.38 in 1978.

The boost of $163.25 is based on a comparison of 57 models offered by 10 makes. They are models that appear in both the current and the year-ago lineups of those nameplates.

The cutoff point was $8,000. Cars in that price class accounted for 51.5 percent of the imported autos sold in the U.S. last year.

The price limit and the share of market tell their own story of what has happened to auto prices through the years.

Automotive News began its annual analysis of import prices in 1970. At that time, the cutoff point for the popular-priced class was $3,000 and 93.5 percent of import-car sales were in that group. By 1978, the limit had risen to $5,000 and the market share was still an overpowering 79 percent.

In the last three surveys, the top of the popular-priced class has been $8,000. The market share was 69.8 percent in 1982. It dropped to 60.4 percent last year, and now it stands at 51.5.

Thus, nearly half of the import buyers are willing to pay more than $8,000 for their cars. Obviously, the person who selects a foreign auto is not looking for price alone.

In fairness to the imports, it must be noted that prices of domestic cars have risen as much or more than those of their foreign counterparts. In 1970 and for many years after that, it was possible to finance a new car, imported or domestic, by taking out an auto loan rather than a mortgage loan.

The 57 models in this year's under-$8,000 comparison are offered by Dodge Colt, Plymouth Colt, Honda, Isuzu, Mazda Mitsubishi, Nissan, Subaru, Toyota and Volkswagen.

Only two of those makes were anywhere near the average increase of $163.25. Subaru was a bit under the norm at $160 and Mazda was a bit over at $170.

Elsewhere, there were wide variations. On the Jetta models, Volkswagen made a diesel the base engine for '84 and priced those models $600 less than '83s with gasoline engines.

Only VW's imported models are included in this analysis, and Jetta is the only line under $8,000. Rabbit is omitted because it is a domestic car. Likewise, the U.S.-built Renault Alliance and Encore are also excluded.

Isuzu I-Mark prices are unchanged from a year ago, and the hike averaged $17 on corresponding '84 and '83 units in the Dodge Colt and Plymouth Colt lines. Mitsubishi Tredia and Cordia models in this segment climbed an average of $80.

Above-average increases in this class were posted by the three-top-selling imports. Toyota was up $242, Nissan was up $357 and Honda was up $368.

The average increase for the top five Japanese lines in this market segment was $245.20. Those lines are Toyota, Nissan, Honda, Mazda and Subaru.

In the medium-priced field — $8,001 to $15,000 — the increase during the past year averaged $544.95, or 5.22 percent. As in the lower-priced group, it was greater than the hike of $374.16, or 3.53 percent in last year's study.

But is was less than the average boost of $898.79 in 1982 and $1,067.34 in 1981.

The comparison in this class embraced 54 models offered by 12 makes. Included are the Toyota Camry, Celica and Cressida; the Nissan Stanza, 200-SX and Maxima; the Honda Prelude and most Accords, and the Mazda 626 and RX-7.

The VW convertible, Scirocco and Quantum fall in this range, as do the Audi 4000 and Coupe, the Mitsubishi Starion and topline Tredia and Cordia, the Volvo DL, the Saab 900 and 900-S, most Peugeot 505s, the Renault Fuego and Sportwagon and the Isuzu Impulse.

There are other imports in this price class, but they are newcomers so there is no basis for year-to-year price comparison.

Four makers boosted their medium-priced models more than the $544.95 average for the class. They were Mazda, up $696; Volkswagen, $704; Volvo,

Continued on Page E-18

Is everyone else asking too much? Or are we asking too little?

At Subaru, we truly believe in giving you the most car for the least amount of money.

The Subaru version of more car.

Some automakers talk about leg and shoulder room. Some talk about rack and pinion steering or front wheel drive. Others talk about durability and reliability.

Yet all that and more can be had in a Subaru Hatchback for a mere $4,989.*

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You save a lot when you buy a Subaru. And a lot more when you drive it.

Every Subaru — (Our practical Hatchback, family size Wagon, sporty Two Door Hardtop, open back Brat, even our luxury Four Door Sedan) is designed to meet the demands of the economy as well as it meets the demands of the road. The engineering that goes into a Subaru, and the high mileage** you get out of one, make it inexpensive to own. And drive.

What's more, many dealers also offer Subaru Added Security. It's the only extended service contract backed directly by Subaru.

So think about it. Is Subaru offering too much for the money? Or is everyone else offering too little?

SUBARU.
Inexpensive. And built to stay that way.

Seatbelts save lives.

*Suggested retail price for our STD Hatchback. Dealer's actual price may vary. Price does not include dealer prep, inland transportation, taxes, license, and title fees. Certain items shown optional at extra cost.

**34 EPA EST. MPG. 46 EPA EST. HWY. 1984 EPA estimate for our STD Hatchback. Use EST. MPG for comparisons. Your actual mileage will probably be less. ✓

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Prices of imported cars

Prices in effect March 1, 1984

The following prices are Manufacturer's Suggested Retail Prices. They include ocean freight and import duty. They do not include state or local taxes, optional equipment or special equipment required by state laws. Mercedes-Benz prices include inland shipping fees; others do not. Where East Coast and West Coast prices differ, East Coast prices are used, unless otherwise indicated. Prices are for 1984 models, unless otherwise noted.

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ALFA ROMEO—GTV-6 coupe (5-speed), $19,000; Spider convertible (5-speed), $16,000. **(Power disk brakes** standard on both models.) (Prices do not include dealer prep fee.)

ASTON MARTIN—V-8 Coupe, $96,000; Volante convertible, $115,000; Lagonda 4-door sedan, $150,000. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models. **5-speed manual transmission** is $2,000 extra on Coupe and Volante.) (Prices include dealer prep fee.)

AUDI—4000-S—2-door sedan (5-speed), $12,390; 4-door sedan (5-speed), $12,980; 4-door sedan (automatic), $13,405. **4000-S Quattro**—4-door sedan (5-speed), $16,500. **Audi Coupe GT**—Coupe (5-speed), $14,500; coupe (automatic), $14,925. **500-S**—4-door sedan (5-speed), $16,480; 4-door sedan (automatic), $16,905; 4-door wagon (5-speed), $17,480; 4-door wagon (automatic), $17,-905. **5000-S Turbo**—4-door sedan (automatic), $22,250. **Audi Quattro**—Coupe (5-speed), $35,000. **(Power steering and air conditioning** standard on all models except Audi Coupe. **Radio** standard on 4000-S Quattro, 500-S Turbo and Audi Quattro.) (Prices do not include dealer prep fee.)

BENTLEY—Mulsanne—4-door sedan, $97,950; L 4-door sedan, $108,390. **Corniche**—Convertible, $155,470. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

BERTONE—X 1/9 Targa convertible (5-speed), $13,990. **(Radio, air conditioning** are standard.) (Price does not include dealer prep fee of $179.)

BMW—318i—2-door sedan (5-speed), $16,430. **528e**—4-door sedan (5-speed), $24,565. **533i**—4-door sedan (5-speed), $30,305. **733i**—4-door sedan (5-speed), $36,335. **633CSi**— Coupe (5-speed), $40,705. **(Power steering, power disk brakes, air conditioning** standard on all models. **Radio** standard on all models except 318i. **Automatic transmission** is $495 on 318i, $795 on other models.) (Prices do not include dealer prep fee of $90 on 318i, $100 on 528e and $110 on other models.)

DATSUN—See Nissan.

DODGE COLT—E 3-door hatchback (4-speed), $4,995; DL 3-door hatchback (4x2 Twinstick), $5,893; E 5-door hatchback (4x2 Twinstick), $5,-639; DL 5-door hatchback (4x2 Twinstick), $6,029. **(Power disk brakes** standard on all models. **Automatic transmission** is $314, not available on E 3-door hatchback.)

DODGE COLT VISTA—Van Wagon (4x2 Twinstick), $8,115. **Power disk brakes** are standard. **Automatic transmission** is $388.)

DODGE CONQUEST—2-door Liftback (5-speed), $12,149. **(Power disk brakes, power steering, radio** are standard. **Automatic transmission** is $524.)

DODGE RAM 50—Pickup Trucks (2-wheel drive)—Custom, $5,684; Royal, $6,290; Sport, $7,018. **Pickup Trucks (4-wheel drive)**—Custom, $7,870; Royal, $8,670; Sport, $9,143. **(Power disk brakes** standard on all models. **Automatic transmission** is $444 on Custom and Royal 2WD, $342 on Sport 2 WD, $563 on Custom 4WD, $399 on Royal 4WD, $342 on Sport 4WD.)

FERRARI—(1983 models)—**308 Series**—GTBi coupe (5-speed), $52,900; GTSi Spider convertible (5-speed), $59,500. **Mondial**— Coupe (5-speed), $59,500; Cabriolet (5-speed), $65,000. **(Power disk brakes, air conditioning** standard on all models.) (Prices do not include dealer prep fee of $350.)

HONDA—Civic CRX—1.3 coupe (5-speed), $6,142; 1.5 coupe (5-speed), $6,592; 1.5 coupe (automatic), $6,892. Civic—1.3 3-door hatchback (4-speed), $5,242; 1.5 DX 3-door hatchback (5-speed), $6,292; 1.5 DX 3-door hatchback (automatic), $6,592; 1.5 S 3-door hatchback (5-speed), $6,842. 1.5 4-door sedan (5-speed), $7,092; 1.5 4-door sedan (automatic), $7,392; 1.5 4-door wagon (5-speed), $6,-992; 1.5 4-door wagon (automatic), $7,292. **Accord**—1.8 3-door hatchback (5-speed), $7,691; 1.8 3-door hatchback (automatic), $8,241; 1.8 4-door sedan (5-speed), $8,541; 1.8 4-door sedan (automatic), $8,891. **Accord LX**—1.8 3-door hatchback (5-speed), $8,841; 1.8 3-door hatchback (automatic), $9,191; 1.8 4-door sedan (5-speed), $9,941; 1.8 4-door sedan (automatic), $10,291. **Prelude**—1.8 coupe (5-speed), $9,987; 1.8 coupe (automatic), $10,337. **(Power disk brakes** standard on all models. **Power steering** standard on Accord 4-door sedan, both Accord LX and Prelude. **Radio** standard on Accord LX hatchback and sedan and Prelude. **Air conditioning** standard on Accord LX 4-door sedan.) (Prices include dealer prep fee.)

ISUZU—I-Mark (gasoline engine)—Deluxe 4-door sedan (5-speed), $6,535; Deluxe 4-door sedan (automatic), $6,867. **I-Mark (diesel engine)**—Coupe (4-speed), $6,720; Deluxe 4-door sedan (5-speed), $7,385; Deluxe 4-door sedan (automatic), $7,717. **Impulse**—Coupe (5-speed), $10,498; coupe (automatic), $10,878. **(Power disk brakes** standard on all models. **Power steering, radio, air conditioning** standard on Impulse.) (Prices do not include dealer prep fee, but dealer is reimbursed for prep work by American Isuzu Motors.)

ISUZU P'UP PICKUP TRUCKS—4x2 models (gasoline engine)—Standard bed (4-speed), $5,775; Deluxe standard bed (5-speed), $6,519; Deluxe standard bed (automatic), $6,851; LS standard bed (5-speed), $7,295; long bed (4-speed), $5,930; Deluxe long bed (5-speed), $6,674; Deluxe long bed (automatic), $7,006; LS long bed (5-speed), $7,-450. **4x4 models (gasoline engine)**—Deluxe standard bed (4-speed), $8,189; LS standard bed (4-speed), $8,965; Deluxe long bed (4-speed), $8,344; LS long bed (4-speed), $9,120. **4x2 models (diesel engine)**—Standard bed, 4-speed, (not available in California), $6,540; standard bed, 4-speed (California only), $6,540; Deluxe standard bed (5-speed), $7,284; Deluxe standard bed (automatic), $7,616; long bed (5-speed), $6,695; Deluxe long bed (5-speed), $7,439; Deluxe long bed (automatic), $7,771; LS long bed (5-speed), $8,215. **4x4 models (diesel engine)**—Deluxe standard bed (4-speed), $8,954; LS standard bed (4-speed), $9,730; Deluxe long bed (4-speed), $9,109; LS long bed (4-speed), $9,885. **(Power disk brakes** standard on all models. **Radio** standard on LS models with 2-wheel drive.) (Prices do not include dealer prep fee, but dealer is reimbursed for prep work by American Isuzu Motors.)

JAGUAR—XJ-6 Series III—4-door sedan, $31,-100; Vanden Plas 4-door sedan, $34,200. **XJ-S (V-12)**—Sport coupe, $34,700. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee, which averages $350-$400.)

LAMBORGHINI — 5000-S Countach — Coupe (5-speed), $99,500. **P-350 Jalpa**—Targa coupe (5-speed), $53,125. **(Power disk brakes, radio, air conditioning** standard on both models.) (Prices do not include dealer prep fee.)

LOTUS—Turbo Esprit 2-seater coupe (5-speed), $47,984. Price is for 1983 model. **(Power disk brakes, air conditioning** are standard.)

MASERATI—Biturbo—Coupe (5-speed), $25,945. **Quattroporte V-8**—4-door sedan, $66,210. **(Power steering, power disk brakes** standard on Quattroporte. **Radio, air conditioning** standard on Biturbo and Quattroporte.) (Prices do not include dealer prep fee.)

MAZDA—GLC Series—3-door hatchback (4-speed), $4,995; Deluxe 3-door hatchback (5-speed), $5,895; Luxury 3-door hatchback (5-speed), $6,495; Deluxe 4-door sedan (5-speed), $6,445; Luxury 4-door sedan (5-speed), $7,095. **626 Series**—Deluxe coupe (5-speed), $8,495; Deluxe 4-door sedan (5-speed), $8,095; Luxury coupe (5-speed), $10,095; Luxury 4-door sedan (5-speed), $9,695; Luxury 5-door Touring Sedan (5-speed), $10,695. **RX-7**—S coupe (5-speed), $10,195; GS coupe (5-speed), $11,295; GSL coupe (5-speed), $13,095; GSL-SE coupe (5-speed), $15,095. **(Power disk brakes** standard on all models. **Power steering** standard on 626 Luxury models. **Radio** standard on 626 Luxury models and all RX-7 models except S coupe. **Air conditioning** standard on RX-7 GSL-SE coupe.) **Automatic transmission** is $290 on GLC models, not available on base hatchback; $360 on 626 models and $500 on RX-7 GS and GSL. (Car prices are the same for Mazda Central and Mazda East, the two importers.) (Prices including dealer prep fee.)

MAZDA PICKUP TRUCKS — B-2000 Suxdowner (gasoline engine)—Short bed (5-speed), $5,795; long bed (5-speed), $6,095 for Mazda Central and $5,995 for Mazda East; SE short bed (5-speed), $5,995; SE long bed (5-speed), $6,295 for Mazda Central and $6,195 for Mazda East; Sport short bed (5-speed), $6,595; Sport long bed (5-speed), $6,795. **B-2200 (diesel engine)**—Short bed (5-speed), $6,545; long bed (5-speed), $6,745. **(Power disk brakes** standard on all models. **Automatic transmission** is $350 on gasoline-engine models for Mazda Central and $325 on gasoline-engine models for Mazda East.) (Mazda Central and Mazda East are the two importers of Mazda vehicles. Prices are the same except where noted.) (Prices include dealer prep fee.)

MERCEDES-BENZ—190 Series—190-E 4-door sedan (5-speed), $22,850; 190-E 4-door sedan (automatic), $23,430; 190-D 4-door sedan (diesel, 5-speed), $22,930; 190D 4-door sedan (diesel, automatic), $23,510. **300 Series (Turbodiesel)**—300-D 4-door sedan (automatic), $31,940; 300-TD 4-door wagon (automatic), $35,310; 300-CD coupe (automatic), $35,220; 300-SD 4-door sedan (automatic), $39,-500. **380 Series**—380-SE 4-door sedan (automatic), $42,730; 380-SL coupe-roadster (automatic), $43,-820. **500 Series**—500-SEL 4-door sedan (automatic), $51,200; 500-SEC coupe (automatic), $56,800. Prices of the 500-SEL sedan and 500-SEC coupe do not include a Gas-Guzzler Tax of $750. **(Power disk brakes, power steering, radio, air conditioning** standard on all models.) (Prices include dealer prep fee and inland shipping to dealer.)

MITSUBISHI—Tredia—4-door sedan (5-speed), $6,599; L 4-door sedan (4+4 manual), $7,579; L 4-door sedan (automatic), $7,949; LS 4-door sedan (4+4 manual), $8,649; LS 4-door sedan (automatic), $9,029; Turbo 4-door sedan (5-speed), $8,989. **Cordia**—2-door hatchback (5-speed), $6,989; L 2-door hatchback (5-speed), $7,889; L 2-door hatchback (automatic), $8,259; LS 2-door hatchback (5-speed), $9,059; LS 2-door hatchback (automatic), $9,439; Turbo 2-door hatchback (5-speed), $9,459. **Starion**—LS Turbo 2+2 coupe (5-speed), $12,509; LE Turbo 2+2 coupe (5-speed), $14,279; LE Turbo 2+2 coupe (automatic), $14,799; ES Turbo 2+2 coupe (5-speed), $14,559. **Montero Sport Utility Vehicle**—Montero 3-door (metal top, 5-speed), $9,439; Montero Sport 3-door (metal top, 5-speed), $10,159; Montero Sport 3-door (metal top, automatic), $10,499. **(Power disk brakes** standard on Tredia, Cordia and Montero. **Power steering** standard on all models except base Tredia and base Cordia. **Radio** standard on all models except base Tredia, base Cordia and base Montero. **Air conditioning** standard on Starion LE and Starion ES.) (Prices include dealer prep fee.)

MITSUBISHI PICKUP TRUCKS—Two-Wheel Drive—Mighty Max (4-speed), $5,749; SP pickup (5-speed), $6,849; SP pickup (automatic), $7,179; SP Turbo pickup (diesel, 5-speed), $7,769; SPX pickup (5-speed), $7,839; SPX Turbo pickup (diesel, 5-speed), $8,819. **Four-Wheel Drive**—SP pickup (5-speed), $9,089; SP Turbo pickup (diesel, 5-speed), $9,969; SPX pickup (5-speed), $9,669; SPX Turbo pickup (diesel, 5-speed), $10,639. **(Power disk brakes** standard on all models. **Power steering** standard on SPX 2WD and all 4WD. **Radio** standard on SPX 2WD and SPX 4WD.) (Prices include dealer prep fee.)

NISSAN—Sentra—2-door sedan (5-speed), $5,199; Deluxe 2-door sedan (5-speed), $6,349; Deluxe 2-door sedan (automatic), $6,949; HPG diesel 2-door sedan (4-speed), $6,749; Deluxe 4-door sedan (5-speed), $6,549; Deluxe 4-door sedan (automatic), $7,149; Deluxe 4-door wagon (5-speed), $7,049; Deluxe 4-door wagon (automatic), $7,649. **Sentra XE**—2-door sedan (5-speed), $6,949; 2-door sedan (automatic), $7,299; 4-door sedan (5-speed), $7,-149; 4-door sedan (automatic), $7,499; hatchback coupe (5-speed), $7,449; hatchback coupe (automatic), $7,799; 4-door wagon (5-speed, $7,649; 4-door wagon (automatic), $7,999. **Pulsar NX**—Coupe (5-speed), $7,749; coupe (automatic), $8,099. **Stanza**—XE 2-door hatchback (5-speed), $8,299; XE 2-door hatchback (automatic), $8,649; XE 4-door hatchback (5-speed), $8,499; XE 4-door hatchback (automatic), $8,849; GL 4-door sedan (5-speed), $8,999; GL 4-door sedan (automatic), $9,-449. **200-SX**—Deluxe notchback coupe (5-speed), $8,499; Deluxe hatchback coupe (5-speed), $8,699; XE notchback coupe (5-speed), $9,699; XE hatchback coupe (5-speed), $9,999; Turbo XE hatchback coupe (5-speed), $11,699. **Maxima**—4-door sedan (5-speed), $11,399; 4-door sedan (automatic), $11,899; 4-door wagon (automatic), $12,799. **300-ZX**—Coupe (5-speed), $15,799; coupe (automatic), $16,299; 2+2 coupe (5-speed), $16,-999; 2+2 coupe (automatic), $17,499; Turbo Coupe (5-speed), $18,199; Turbo Coupe (automatic), $18,699; Anniversary Edition Turbo Coupe (5-speed), $25,999; Anniversary Edition Turbo Coupe (automatic), $26,499. **(Power disk brakes** standard on all models. **Power steering and radio** standard on Sentra XE and all Pulsar, Stanza, 200-SX, Maxima and 300-ZX models. **Air conditioning** standard on Maxima and 300-ZX.) (Prices include dealer prep fee.)

NISSAN PICKUP TRUCKS—Pickup Trucks (2-Wheel Drive)—Base regular bed (5-speed), $5,999; MPG regular bed (5-speed), $5,999; Deluxe regular bed (5-speed), $7,195; Deluxe regular bed (automatic), $7,545; Sport truck regular bed (5-speed), $8,145; Standard long bed (5-speed), $6,449; Deluxe long bed (5-speed), $7,345; Deluxe long bed (automatic), $7,695; Heavy-duty long bed (5-speed), $7,445; Sport Truck long bed (5-speed), $8,295; Cab and chassis dual wheel (5-speed), $7,495; King Cab MPG (5-speed), $6,-895; King Cab short bed (5-speed, California only), $7,245; King Cab short bed (automatic), $7,595; King Cab Deluxe (5-speed), $7,795; King Cab Deluxe (automatic), $8,145; King Cab Deluxe Diesel (5-speed), $8,635; King Cab XE (5-speed), $9,250; King Cab XE (automatic), $9,675. **Pickup Trucks (4-Wheel Drive)**—Deluxe regular bed (5-speed), $8,995; Sport Truck regular bed (5-speed), $8,995; Sport Truck regular bed (5-speed), $9,745; Deluxe long bed (5-speed), $9,145; Deluxe Sport Truck long bed (5-speed), $9,985; King Cab Deluxe (5-speed), $9, 595. **(Power disk brakes** standard on all models. **Power steering** standard on all models except base regular bed and long bed, MPG regular bed and King Cab MPG. **Radio** standard on King Cab XE and Sports Trucks.) (Prices include dealer prep fee.)

PEUGEOT—505 (gasoline engine; 5-speed)—GL 4-door sedan, $11,300; S 4-door sedan, $14,845; STI 4-door sedan, $15,800; GL 4-door wagon, $11,990; S 4-door wagon, $16,095. **505 (turbodiesel; 5-speed unless otherwise noted**—GL 4-door sedan, $12,800; S 4-door sedan, $16,345; STI 4-door sedan, $17,300; GL 4-door wagon (automatic), $13,860; S 4-door wagon (automatic), $17,965. **604**—4-door sedan (5-speed), $20,885; 4-door sedan (automatic), $21,285. **Power disk brakes and power steering** standard on all models. **Radio and air conditioning** standard on all models except 505 GL sedan and wagon. **Automatic transmission** is $370 on 505 models.) (Prices do not include dealer prep fee.)

PININFARINA — Azzurra convertible (5-speed), $16,995; Azzurra convertible (automatic), $17,490. **(Power disk brakes, radio, air conditioning** are standard.) (Price does not include dealer prep fee of $179.)

PLYMOUTH COLT—E 3-door hatchback (4-speed), $4,995; DL 3-door hatchback (4x2 Twinstick), $5,-893; E 5-door hatchback (4x2 Twinstick), $5,639; DL 5-door hatchback (4x2 Twinstick), $6,029. **(Power disk brakes** standard on all models. **Automatic transmission** is $314, not available on E 3-door hatchback.)

PLYMOUTH COLT VISTA—Van Wagon, (4x2 Twinstick), $8,115. **(Power disk brakes** are standard. **Automatic transmission** is $388.)

PLYMOUTH CONQUEST—2-door Liftback, $12,149. **(Power disk brakes, power steering, radio** are standard. **Automatic transmission** is $524.)

PORSCHE—944—Coupe (5-speed), $21,440; coupe (automatic), $21,940. **911 Carrera**—Coupe, $31,950; Targa Coupe, $33,450; Cabriolet, $36,450. **928-S**—Coupe (automatic), $44,000. **(Power disk brakes and power steering** standard on 944 and 928-S. **Air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

RENAULT—Alliance—2-door sedan (4-speed), $5,-959; L 2-door sedan (4-speed), $6,465; L 4-door sedan (4-speed), $6,715; DL 2-door sedan (5-speed), $7,065; DL 4-door sedan (5-speed), $7,-365; Limited 4-door sedan (5-speed), $8,027. **Encore**—3-door Liftback (4-speed), $5,755; S 3-door Liftback (4-speed), $6,365; S 5-door Liftback (4-speed), $6,515; LS 3-door Liftback (5-speed), $6,-995; LS 5-door Liftback (5-speed), $7,195; GS 3-door Liftback (5-speed), $7,547. (All Alliance and Encore models are built in the U.S.) **Sportwagon**—4-door wagon (5-speed), $9,595; Touring Edition 4-door wagon (5-speed), $11,350. **Fuego**—Coupe (5-speed, fuel injection), $8,995; Turbo coupe (5-speed), $11,395. **(Power disk brakes** standard on all models. **Power steering** standard on both Sportwagon and both Fuego. **Radio** standard on all models except base Alliance and base Encore. **Air conditioning** standard on both Sportwagon and Fuego Turbo. **Automatic transmission** is $435 on base Alliance, Alliance L, base Encore and Encore S; $338 on Alliance DL and Limited and Encore LS and GS; $420 on Sportwagon and base Fuego.) (Prices include dealer prep fee.)

ROLLS ROYCE—Silver Spirit—4-door sedan, $98,-500. **Silver Spur**—4-door sedan, $109,000. **Camargue**—2-door sedan, $150,600. **Corniche**—Convertible, $156,000. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

SAAB—900 Series—3-door hatchback, $11,100; 4-door sedan, $11,420. **900-S**—3-door hatchback, $13,850; 4-door sedan, $14,310. **900 Turbo**—3-door hatchback, $16,940; 4-door sedan, $17,400. **(Power disk brakes and power steering** standard on all models. **Radio** standard on 900 Turbo. **Air conditioning** standard on 900-S and 900 Turbo. **Automatic transmission** is $390 on all models, 5-speed manual is standard.) (Prices do not include dealer prep fee of $60.)

SUBARU—2-Door Hatchbacks — Standard hatchback (4-speed), $5,118; DL hatchback (5-speed), $6,123; GL hatchback (5-speed), $6,854; GL hatchback (automatic), $7,184; GL hatchback (4-wheel drive), $7,403. **4-Door Sedans**—DL sedan (5-speed), $6,660; GL sedan (5-speed), $7,259; GL sedan (automatic), $7,569; GL sedan (4-wheel drive, automatic), $8,680. **4-Door Wagons**—DL wagon (5-speed), $6,899; GL wagon (5-speed), $7,498. GL wagon (automatic), $7,808; DL wagon (4-wheel drive), $7,448; GL wagon (4-wheel drive), $8,047; GL wagon (4-wheel drive, automatic), $8,357; GL Turbo wagon (4-wheel drive, automatic), $10,303. **2-Door Hardtops**—DL hardtop (5-speed), $6,776; GL hardtop (5-speed), $7,452; GL hardtop (automatic), $7,762; GL Turbo hardtop (4-wheel drive, automatic), $11,063. **BRAT (4-wheel drive)**—GL, $7,723; GL (automatic), $7,723; GL Turbo (automatic), $10,108. **(Power disk brakes, radio** standard on all models. **Power steering** standard on GL sedan, GL wagon, GL hardtop and all BRAT models. **Air conditioning** standard on Turbo wagon, Turbo hardtop and turbo BRAT.) (Prices include dealer prep fee.)

TOYOTA—Starlet—3-door Liftback (4-speed), $5,-898; 3-door Liftback (5-speed), $5,948. **Tercel**—Standard 3-door Liftback (4-speed), $5,098; Deluxe 3-door Liftback (5-speed), $5,998; Deluxe 3-door Liftback (automatic), $6,298; SR-5 3-door Liftback (5-speed), $6,818; Deluxe 5-door Liftback (5-speed), $6,188; Deluxe 5-door Liftback (automatic), $6,488; Deluxe 5-door wagon (5-speed), $6,588; Deluxe 5-door wagon (automatic), $6,888; Deluxe 4x4 wagon (6-speed), $7,458; SR-5 4x4 wagon (6-speed), $8,278. **Corolla**—Deluxe 4-door sedan (5-speed), $6,498; Deluxe 4-door sedan (automatic), $6,848; LE 4-door sedan (5-speed), $7,195; LE 4-door sedan (automatic), $7,548; Deluxe 5-door Liftback (5-speed), $6,748; Deluxe 5-door Liftback (automatic), $7,098; Deluxe diesel 4-door sedan (automatic). $7,398; Deluxe diesel 5-door Liftback (5-speed), $7,298. **Corolla Sport**—SR-5 hardtop coupe (5-speed), $7,598; SR-5 hardtop coupe (automatic), $8,098; SR-5 Liftback sport coupe (5-speed), $7,778. **Camry**—Deluxe 4-door sedan (5-speed), $8,148; Deluxe 4-door sedan (automatic), $8,848; LE 4-door sedan (automatic), $10,098; Deluxe 5-door Liftback (automatic), $9,-098; LE 5-door Liftback (automatic), $10,448; Deluxe turbodiesel 4-door sedan (5-speed), $9,248. **Celica**—ST sport coupe (5-speed), $7,699; ST sport coupe (automatic), $8,139; GT sport coupe (5-speed), $8,799; GT sport coupe (automatic), $9,239; GT-S sport coupe (5-speed), $10,569; GT 3-door Liftback (5-speed), $9,149; GT 3-door Liftback (automatic), $9,589; GT-S 3-door Liftback (5-speed), $10,919. **Supra**—L-Type coupe (automatic), $15,074; Supra coupe (5-speed), $15,724; Supra coupe (automatic), $16,324. **Cressida**—4-door sedan (5-speed), $13,795; 4-door sedan (automatic), $14,195; 4-door wagon (automatic), $14,355. **Van Wagon**—Deluxe Van Wagon (5-speed), $8,998; Deluxe Van Wagon (automatic), $9,498; LE Van Wagon (5-speed), $10,498; LE Van Wagon (automatic), $10,998. **Land Cruiser**—4-door wagon (4-speed), $13,768. **(Power disk brakes** standard on all models. **Power steering** standard on Camry LE, Celica GT-S, all Supra, all Cressida, LE Van Wagons and Land Cruiser. **Radio** standard on Tercel SR-5, Corolla LE, all Corolla Sport, Camry LE, Celica GT and GT-S, all Supra, all Cressida, LE Van Wagons and Land Cruiser. **Air conditioning** standard on all Supra and all Cressida.) (Prices include dealer prep fee.)

TOYOTA PICKUP TRUCKS—Pickup Trucks (2-wheel drive)—Standard short bed (4-speed), $5,-998; Standard long bed (5-speed), $6,298; Standard long bed (automatic), $6,708; Deluxe long bed (5-speed), $6,998; Deluxe long bed (automatic), $7,408; Deluxe Xtra Cab (5-speed), $7,-238; Deluxe Xtra Cab (automatic), $7,648; SR-5 short bed (5-speed), $7,998; SR-5 long bed (5-speed), $8,163; SR-5 Xtra Cab (5-speed), $8,278; SR-5 Xtra Cab (automatic), $8,688; Deluxe long bed (diesel engine, 5-speed), $7,598; three-quarter ton (5-speed), $6,998; commercial cab/chassis (4-speed), $6,578; Camper cab/chassis (4-speed), $6,848. **Pickup Trucks (4-wheel drive)**—Standard short bed (5-speed), $8,298; Deluxe long bed (5-speed), $8,958; Deluxe Xtra Cab (5-speed), $9,198; SR-5 short bed (5-speed), $9,828; SR-5 long bed (5-speed), $9,998; SR-5 Xtra Cab (5-speed), $10,-148; Deluxe long bed (diesel engine, 5-speed), $9,558. **(Power disk brakes** standard on all models. **Power steering** standard on SR-5 4-wheel-drive models. **Radio** standard on all SR-5 models.) (Prices include dealer prep fee.)

TVR — Coupe, $27,862; convertible, $27,862. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on both models.) (Prices do not include dealer prep fee of $200.)

VOLKSWAGEN—(In the Volkswagen listing, FI means Fuel Injection)—**Rabbit** L—Sparmeister 2-door hatchback (diesel, 4-speed), $6,390; 2-door hatchback (carburetor, 4-speed), $6,530; 2-door hatchback (diesel, 5-speed), $6,600; 2-door hatchback (5-speed, FI), $6,865; 2-door hatchback (automatic, FI), $7,065; Sparmeister 4-door hatchback (diesel, 4-speed), $6,600; 4-door hatchback (carburetor, 4-speed), $6,740; 4-door hatchback (diesel, 5-speed), $6,810; 4-door hatchback (FI, 5-speed), $7,075; 4-door hatchback (automatic, FI), $7,275. **Rabbit GL**—4-door hatchback (carburetor, 4-speed), $7,130; 4-door hatchback (5-speed, FI), $7,465; 4-door hatchback (automatic, FI), $7,665. **Rabbit GTI**—2-door hatchback (5-speed, FI), $8,350. **Rabbit Convertible**—Convertible (5-speed), $10,980; convertible (automatic), $11,-405. (All Rabbit models except convertible are built in the U. S.) **Jetta**—2-door sedan (diesel, 4-speed, California only), $7,390; 2-door sedan (diesel, 5-speed), $7,390; 2-door sedan (5-speed, FI), $7,630; 2-door sedan (automatic, FI), $8,055; 4-door sedan (diesel, 4-speed, California only), $7,610; 4-door sedan (diesel, 5-speed), $7,610; 4-door sedan (5-speed, FI), $7,850; 4-door sedan (automatic, FI), $8,275. **Jetta GL**—4-door sedan (5-speed, FI), $8,210; 4-door sedan (automatic, FI), $8,635; 4-door sedan (turbodiesel, 5-speed), $9,210. **Jetta GLI**—4-door sedan (5-speed, FI), $8,690. **Scirocco**—Coupe (5-speed), $10,870; coune (automatic), $11,295. **Quantum GLS**—4-door sedan (5-speed, FI), $12,980; 4-door sedan (automatic, FI), $13,405; 4-door wagon (5-speed, FI), $13,-780; 4-door wagon (automatic, FI), $14,205. **Quantum GL**—4-door sedan (turbodiesel, 5-speed), $13,530; 4-door sedan (turbodiesel, automatic), $14,045; 4-door wagon (turbodigsel, 5-speed), $14,-330; 4-door wagon (turbodiesel, automatic), $14,-845. **Vanagon**—7-seater (4-speed), $11,675; 7-seater (automatic), $12,100; 9-seater (4-speed), $11,730; 9-seater (automatic), $12,155. **Vanagon GL**—7-seater (4-speed), $12,175; 7-seater (automatic), $12,600. **Vanagon Camper**—4-speed, $15,800; automatic, $16,225. **Power disk brakes** standard on all models. **Power steering** and **air conditioning** standard on Quantum. Radio standard on Rabbit convertible, Scirocco and Quantum.) (Prices do not include dealer prep fee.)

VOLVO—DL Series — 2-door sedan (overdrive), $11,330; 2-door sedan (automatic), $11,720; 4-door sedan (overdrive), $11,960; 4-door sedan (automatic), $12,350; 4-door wagon (overdrive), $12,385; 4-door wagon (automatic), $12,775. **GL Series**—4-door sedan (overdrive), $14,995; 4-door sedan (automatic), $15,385; 4-door wagon (overdrive), $15,550; 4-door wagon (automatic), $15,-940. **Diesel** (not available in California)—4-door sedan (overdrive), $15,480; 4-door sedan (automatic), $15,770; 4-door wagon (overdrive), $16,-035; 4-door wagon (automatic), $16,325. **Turbo**—2-door sedan (overdrive) $16,540; 2-door sedan (automatic), $16,930; 4-door sedan (overdrive), $16,850; 4-door sedan (automatic), $17,240; 4-door wagon (overdrive), $17,405; 4-door wagon (automatic), $17,795. **760-GLE**—4-door sedan (automatic), $21,225. **760-GLE Turbo Diesel** (not available in California)—4-door sedan (overdrive), $22,-035; 4-door sedan (automatic), $22,470. **(Power disk brakes, power steering** standard on all models. **Air conditioning** standard on Diesel models, Turbo models and all 760-GLE models.)

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$714, and Audi, $1,735. Audi added a good bit of standard equipment.

Price hikes below the average were posted by eight makes: Peugeot, $53; Mitsubishi, $175; Honda, $277; Saab, $345; Toyota, $413; Renault, $466; Nissan, $499, and Isuzu, $500.

The medium-priced segment accounted for 36.2 percent of the imported cars sold in the U. S. last year, a major jump from 30.1 percent in 1982 and 24.7 percent in 1981.

The more expensive the car, the bigger the year-to-year price increase. That seems to be a lesson the imports have learned from their domestic rivals.

As noted, the lower-priced imports rose $163.25 in the past year and the mediums climbed $544.95. In the luxury class, the average was $1,049.08, or 4.24 percent.

The luxury class ($15,000 and up) accounted for 12.3 percent of last year's import sales, up from 9.5 percent in 1982 and 5.5 percent in 1981.

This year's comparison included 36 models from 11 makers. All Mercedes-Benz, BMW, Porsche, Jaguar and Alfa Romeo offerings are in this segment, along with the Audi 5000 and Quattro, the Volvo GL wagon, Turbo and 760-GLE, the Peugeot 505-STI and 604, the Nissan 300-ZX, the Toyota Supra and the Saab 900 Turbo.

Four makes had increased higher than the $1,049.08 average. They were Audi, up $1,063; BMW, $1,086; Mercedes-Benz, $1,332, and Porsche, $1,892. The Audi average requires a word of explanation: The 5000 sedan rose $2,125 and the Quattro coupe was unchanged.

Price hikes below the class average were turned in by Toyota, up $326; Saab, $460; Jaguar, $667; Alfa Romeo, $755; Peugeot, $845; Volvo, $904, and Nissan, $933.

In each of the three classes — popular-priced, medium-priced and luxury — the Automotive News analysis was based on comparable models, those that appear in the current and year-ago lineups of a particular make. In a few cases, models that occupy the same relative position in a maker's lineup were used.

Prices considered were Manufacturer's Suggested Retail Prices. Where prices differ by geographic areas, East Coast prices were used.

Data on changes were based on an arithmetical comparison of prices in effect on March 1 or this year with those in effect a year ago. For models introduced later in the '83 model year, introductory prices were used. There was no sales-weighting, and no adjustment was made for year-to-year equipment changes.

Average Transaction Price Per New Car

	Expenditure Per Car		
Year	Domestic	Import	Average
1960	$ 2,918	$ 2,062	$ 2,853
1961	2,897	2,027	2,841
1962	2,981	1,992	2,933
1963	3,018	2,017	2,968
1964	3,011	2,058	2,954
1965	3,074	2,120	3,016
1966	3,140	2,174	3,069
1967	3,310	2,272	3,212
1968	3,531	2,353	3,406
1969	3,697	2,496	3,557
1970	3,708	2,648	3,542
1971	3,919	2,769	3,742
1972	4,034	2,994	3,879
1973	4,180	3,343	4,051
1974	4,523	4,022	4,439
1975	5,083	4,376	4,948
1976	5,504	4,912	5,414
1977	5,985	5,057	5,811
1978	6,481	5,937	6,382
1979	6,906	6,705	6,861
1980	7,630	7,492	7,591
1981	8,940	8,894	8,929
1982	9,880	9,785	9,853
1983	10,484	10,664	10,530

Source: U. S. Bureau Economic Analysis

Foreign firms gain tire footholds

Japanese and Europeans invest heavily in U.S. manufacturing

By Roger Rowand
Engineering Editor

TRUCKEE, Calif. — Just the other day this snow-covered Sierra village was the scene of a brief but brisk skirmish in a war that's heating up among world tire makers.

In this particular battle, Michelin Tire Corp. of France was pitted chiefly against Goodyear Tire & Rubber Co. of Akron. The weapons were new all-season tires and the spoils included favorable response from the press.

Michelin showed off its XA4 tire and, in the mountains above Reno, dramatically demonstrated its prowess as a tire for mud, snow, rain and dry roads.

As it did so, Michelin with its XA4 was going head to head against Goodyear and its Vector, a tire of similar abilities which was introduced earlier this year, too.

In tests for members of the press, Michelin ran the XA4 against such passenger car four-season tires as the Firetone 721 Metrix, the Uniroyal Tiger Paw Plus, the General Ameriway and, of course, Goodyear's Vector.

Michelin's efforts point up a developing long-range trend in the tire industry—foreign firms gaining footholds in the U.S. with local manufacturing.

Michelin since 1975 has built tires in the U.S., Japan's Bridgestone Tire Co. Ltd., has bought an aging tire plant in LaVergne, Tenn., from Firestone Tire & Rubber Co. and Sumitomo Rubber Industries has just acquired the European business of Dunlop Tire & Rubber Corp. Dunlop has important U.S. operations, and Sumitomo's influence is certain to be felt in this country. Sumitomo, until the early 1960s, was Dunlop Japan Ltd., and still makes all the Dunlop tires made in the Far East.

Dunlop last month said it will spend up to $100 million over the next five to seven years, at its plant in Buffalo, N.Y. The money will be spent in installing equipment for building low-profile truck radials and to expand and modernize other parts of the 60-year-old facility. Sumitomo is expected to supply the R&D for that plant from the Dunlop research center in Europe.

Bridgestone is reported to have study teams looking into the possibility of acquiring or building another plant in the U.S. An announcement, Akron sources say, may come later this year.

That news can be expected to bring a chill to some in the tire-making game.

"I consider Bridgestone our most formidable competitor," Scott H. Buzby, president of Goodyear, told AUTOMOTIVE NEWS at Vector's press introduction in Akron.

He said Michelin previously was Goodyear's toughest foe but has lost that distinction for a number of reasons.

"Bridgestone comes off the mark a lot faster. They don't wait and take four or five years to develop something. They just take what we come up with, give it the old Japanese treatment and off they go," Buzby said.

After World War II, Goodyear assisted in building up the Japanese tire company and had, until about two years ago, a technical exchange agreement with it. "We built our own competition," Buzby said.

"Bridgestone is much more flexible than Michelin. They're more aggressive in marketing and Michelin suffers tremendously from the NIH syndrome," the Goodyear president said.

"Look at the all-season tire. We've been out with it for seven years. Within 18 months we had 70 copies of it here in the U.S. Today, seven years later, Michelin condescends and figures there must be something to it. That same problem seems to exist in everything they do," Buzby said.

"But, don't get me wrong. They're still very strong, very formidable competitors," he said.

The XA4 is Michelin's first all-season tire. Goodyear introduced its first, the Tiempo in 1977 and followed with Arriva in 1980. Its third generation, Vector, bowed this year.

The importance of all-season tires to any maker is apparent with a look at sales projections, said Alex Jankowsky, Michelin corporate sales manager.

"On an industry basis, all-season tires captured 20 percent of the replacement market in 1983 and they should hit 23 percent this year and go to 35 percent in 1987," he said.

Michelin has about 8 percent of all types of aftermarket sales

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Sarajevo, Yugoslavia—the site of the XIV Winter Olympic Games—is snowbound for 200 days a year, and Mitsubishi, supplier of official Olympic vehicles, used Bridgestone tires to help meet transportation demands for adverse weather conditions. Bridgestone supplied more than 500 snow and radial tires for the vehicles which moved officials and athletes from venue to venue during the Games.

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Tires

Continued from Page E-20

and a similar share of the original equipment market.

Michelin supplies original equipment XA4 tires to General Motors, Chrysler Corp., Honda of America Manufacturing and American Motors.

There are some interesting influences at work which affect tire sales volume and the rate of radialization.

The number of miles driven annually by the average motorist, after declining sharply in the post-Arab-oil embargo years, has begun to climb again. Also, small spare tires until recently have been bias-ply construction, not radial. Goodyear, however, has introduced a Space Saver radial-ply spare and the statistics are changing again.

In addition, today's smaller, lighter cars by their nature put less wear and tear on tires than predecessor cars did.

Also important on the tire wear scene is the fact tires themselves are more durable with expected tread life skyrocketing in recent years.

The exact mileage any motorist will attain depends on driving habits, the degree of maintenance and types of roads, of course, but Goodyear calls 50,000 miles an attainable goal for Vector tires. Michelin puts its comparable figure for the XA4 at 60,000 miles.

Michelin has car-tire plants in Greenville and Lexington, S.C., truck-tire plants in Spartanburg, S.C., and Dothan, Ala., and a support plant in Anderson, S.C.

It continues to import other types of tires, such as those for motorcycles, from Europe. In Nova Scotia, Michelin has three plants turning out tires for off-road vehicles, trucks and passenger cars.

It would be fitting, indeed, if Michelin, developer of radial-ply tires, led another parade in the tire game. As Michelin made strong inroads into the U.S. market, other major tire makers jumped on the French firm's bandwagon and plunged into the radial tire business where Michelin had led the way for years.

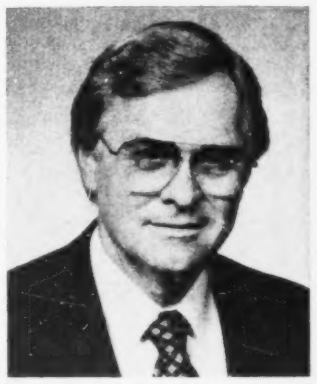
In 1977 the follow-the-leader routine favored in tires was followed again as all the major makers except Michelin trooped after Goodyear and introduced all-season tires.

Michelin engineers say their competition quickly introduced those tires but, in doing so, sacrificed such qualities as tread wear, ride and handling.

Sales manager Jankowsky said Michelin deliberately waited to enter the market with an all-season tire. "To do so prematurely would have seriously jeopardized our tire performance standards and our worldwide reputation for superior quality and value," he said.

"We simply decided not to market a tire with added winter traction at the expense of tread life. An all-season tire with the Michelin name on it had to offer the best of both worlds," he said.

Michelin is supplying six sizes of its new all-season tire to auto builders this model year and will boost that offering to 13 sizes in the 1985 model year, according to Sterling Shephard, original equipment engineering manager.



Sterling Shephard says Michelin's all-season OE tire will be expanded to 13 sizes in the '85 model year.

Goodyear was the first, in the '84 model year, to supply all-season rubber to all four U.S. car builders. Firestone Tire & Rubber Co. in the same car year, began providing its all-season WR-12 tires to General Motors.

U.S. tire sales estimates
(in millions)

	1983	1984	1987
Aftermarket	132	135	136
Orig. Equipment	44	49	53

All-season tire sales
(as percent of total)

	1983	1984	1987
Aftermarket	20	23	35
Orig. Equipment	42	50	70

Radial tires sales
(as percent of total)

	1983	1984	1987
Aftermarket	68	73	84
Orig. Equipment	83	85	86

Shephard said the XA4 represents "the latest tire technology in a well-balanced design developed in the U.S. for American roads and U.S. cars and meets the needs and desires of the American driver.

"This is a balanced and competitive product that keeps Michelin in the forefront in tire technology and, finally, keeps us one step ahead," Shephard said.

Michelin engineers contend their plants are the most modern in the U.S.

The XA4 tires will retail at prices about 5 to 10 percent higher than Vector's. But, a Michelin man says: "The most important thing is not the price you pay for a tire. The most important thing is what you pay per mile."

Another authority on the tire industry, looking at the world picture, says product development work is becoming interlocking on a global basis. "Continental has an agreement with General which has an agreement with Sumitomo and the next thing you know they're all drawing off the same shelf.

"In essense, what you have is socializing, except for people like Michelin, Bridgestone and Goodyear. They don't go into pools. They're not interested because they are big enough to sustain themselves," he said.

From Buzby's point of view at the top of Goodyear, which calls itself the world's largest tire maker, more U.S. production facilities are essential to foreign firms.

"If they want a piece of the action they've got to come on shore. That's one of the reasons you'll see Bridgestone, probably before the end of this year, buy a tire plant to produce Bridgestone tires here," he said.

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A changing Japanese auto industry

How long can Japan sustain so many car companies?

By John Hartley
Staff Correspondent

TOKYO.—Toyota perennially has dominated Japan's new-car market and continued to inch up in market share last year.

While the total market expanded 3 percent in 1983 to 2.95 million cars, Toyota sales pushed up 6 percent to 1,197,000 units for 40 percent of the market.

Toyota switched from rear- to front-wheel-drive for the Corolla sedan, which has continued to dominate the sales charts, although, due to increasing competition in the 1.5-liter class, its total sales fell from 231,000 to 207,000.

That would have been a serious drop except for the success of the Tercel whose sales shot up from 100,000 to 150,000, and the fact that the Corolla's sister, the Sprinter, also did much better.

About 70 percent of Corollas and Sprinters sold in Japan are sedans, 24 percent are coupes, mainly with the 16-valve engine, and only 6 percent are five-door hatchbacks.

For 1984 Toyota expects to produce 3.37 million vehicles against 3.27 million in 1983, and in Japan is looking for a sales increase of about 4 percent. Overall, it plans to export 1.71 million vehicles, including trucks, up 3 percent from 1983.

Shoichiro Toyoda, Toyota's president, says the industry situation is likely to remain "harsh because of the year-long extension of the self-imposed restraints on exports to the U.S., and strength of the yen against European currencies."

In Europe the Japanese face much stronger competition than in the past, especially from small cars such as Fiat Uno, Peugeot 205 and VW Golf (Rabbit).

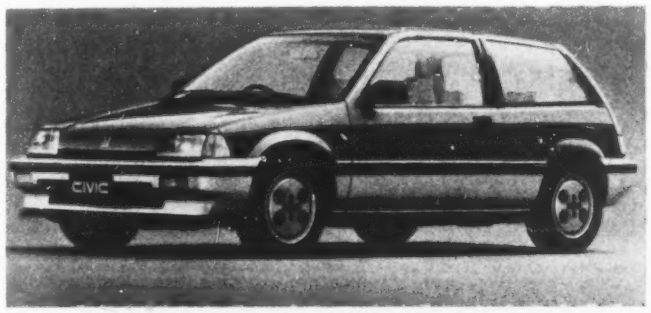
In Japan, Nissan Sunny (184,000) and Mazda GLC (174,000) were second and third biggest sellers, and helped give their companies a good market share.

Nevertheless, neither Nissan nor Toyo Kogyo did as well in 1983 as they had hoped. Nissan managed to increase passenger car sales by 2 percent to 801,000, for a tiny loss of market share. As the year ended, there were no real signs of the slide being reversed, since the new Bluebird and Cedric/Gloria are maintaining, rather than increasing, sales levels, while other new models, such as the 200SX and 300ZX, sell in small volumes.

In Japan, Nissan is launching the Volkswagen Santana, but dealers are saying they will not be able to sell as many as Nissan wants; the original plan called for 4,000 a month.

As Nissan management looks back on a depressing year, the question is being raised as to how long it will be before Katsuji Kawamata, chairman, and Takashi Ishihara, president, step down.

For 1984 both Nissan and Toyota are forecasting domestic growth of around 4 percent. Nissan president Ishihara expects just over 3 million passenger cars to be sold in Japan, and that Nissan "will continue to strengthen its marketing capability and further consolidate its product lineup." However, he is counting on the Cedric/Gloria and Bluebird to provide some growth. Therefore, he is looking for sales of 919,000 cars, an increase of 8.4 percent, which seems very optimistic unless Nissan's forecast for the total market is conservative.



Honda Civic won Japan's car of the year honors.

The Aska, a version of GM's J-car, hasn't improved Isuzu's fortunes.

Mazda GLC continues to sell big in Japan.

The new Honda Civic and Mitsubishi's redesigned Colt were introduced too late to make a significant mark in 1983, but this year things should be different. The new Colt has started off at double the sales rate of the old one at around 8,000 units a month, while Honda is selling over 9,000 Civics and 2,500 Ballades monthly.

Although the new Civic has hurt City sales, Honda sales overall are rising by 5,000 units monthly. This means Toyota Corolia and new Mazda GLC seem destined to lose sales this year.

Overall, 1983 was disappointing for Honda in Japan, largely because the new Accord has not attracted the sales expected. One reason is Honda's sales network is weaker than its opposition's. Another is that many competitive front-drive sedans have been introduced by established rivals.

Thus, although Honda managed to increase car sales by 2.6 percent to 239,670 units, it failed to make the 15 percent improvement it set out to achieve.

The major problems facing Honda's new president, Tadashi Kume, are how to increase domestic sales of the Accord and how to continue to reach the Civic target of 12,000 monthly without stealing sales from City.

Toyo Kogyo also looks at 1983 with disappointment in the Japanese market, although it continued to export as fast as it could. Despite the launch of the 626 at the end of 1982, the company lost sales by 1.7 percent, and just managed to stay ahead of Honda by a handful, with 239,600 sales. This year, TK hopes a revised GLC may help, and there are signs the 626 may do better. The RX-7 line has also been expanded with introduction of a turbo model which should generate some sales. However, in Japan the RX-7 is a very small seller, averaging around 130 units a month last year.

• Mitsubishi also had a very bad year at home in 1983, but Toyoo Tate, its new president, can look back on improvements the last few months as the new small Colt and medium-size Sigma Galant came to market. Overall, Mitsubishi was a big loser in 1983, with domestic sales falling 18 percent to 163,000 cars. This year it is likely to regain that lost ground.

But Japan's biggest loser was Isuzu. It invested in a line of engines in the 1.6 to 2.0-liter class, and in its version of the J-car, the Aska. Yet it managed to lose sales volume compared with 1982. It dropped to 57,800 units, whereas, it has expected to increase domestic sales to 80,000. In exports, which depend principally on trucks, Isuzu also saw sales drop by 10 percent. In Japan, the Aska took sales from the Gemini, so the result of Isuzu's investment has been to increase capital and manufacturing costs significantly for virtually no increase in production.

This spring, Isuzu will launch its front-wheel drive R-car which replaces the Gemini, and expects to increase sales by at least 3,000 units a month. However, the economy of scale that was to have come from exports to the U.S. will not be realized, so Kazuo Tobiyama, who took over as president of Isuzu Motors in February, is facing the toughest time of any Japanese auto chief.

Isuzu's plan to export 200,000 R-cars to GM for sale as Chevrolets in the U.S. starting in May, lies in ruins now that it is limited by the self-restraint rules to only 47,000 for the next 12 months. Moreover, this figure includes Impulses which are sold very profitably in the U.S. at the rate of about 1,000 a month. On top of that, GM-Holden's (Australia) has decided to buy Nissan Pulsars instead of the R-car. With Corolla, GLC, Civic and others produced at lower cost and sold through stronger dealer network Isuzu will have to fight desperately for sales in Japan.

On top of that, because Isuzu is in such financial difficulties, GM converted its loan into stock, and now holds about 43 percent of the shares.

Meanwhile, Isuzu has been investing heavily in a new plant in Hokkaido to produce the R-car and its powertrains. Certainly, the R-car is a make-or-break project for Isuzu.

Isuzu's plight raises the question of how long Japan can sustain so many car companies. Isuzu's bankers are said to be urging the company to quit car manufacture and concentrate on its more successful trucks and diesel engines. The only way Isuzu can do that is for GM to build the R-car itself, which is likely to happen anyway.

Over all this hangs the specter of whether GM will now start to demand greater access to information and control of Isuzu management. Tobiyama could not have taken over at a worse time.

Another company with a vulnerable car business is Fuji Heavy Industries, which fortunately has lucrative contracts from Boeing for major parts of the 767. Fuji is just now launching the Subaru Justy, a production version of the prototype that appeared at the Tokyo Motor Show. To some extent, this is a make-or-break addition to the Subaru line. If successful, it will turn Fuji into the three-line company it needs to be. If not, the cost of the project will have an adverse effect on the next 550 and 1600-cc cars to be developed.

Fuji also had a poor 1983 in Japan, with sales slumping 10 percent to 33,900 cars. Fortunately, it managed to increase

Continued on Page E-36

Production up in Japan

Mini-vehicle sales reach record level

In 1983 Japan produced 11,111,659 motor vehicles consisting of 7,151,888 passenger cars, 3,903,823 trucks and 55,948 buses. Overall production increased 3.5 percent.

Japan's total worldwide vehicle exports were 5,669,510 in 1983 compared to 5,590,513 in 1982, a 1.4 percent increase.

Passenger car exports increased 1.0 percent to 3,806,396 with truck exports up 2.8 percent to 1,822,428 units. Bus exports in 1983 dropped 13.3 percent.

Overall vehicle shipments to the U. S. rose 6.1 percent in 1983 to 2,234,375. Continuing under export restraint, passenger car shipments to the U. S. remained approximately the same — 1,697,852 in 1983 compared to 1,691,806 in 1982.

Sales in Japan's domestic automobile market in 1982 showed a 2.3 percent increase over the previous year to 5,382,316 from 5,261,431.

Mini-vehicle sales were at a record level of 1,402,464 in 1983, a 5.1 percent increase from 1982's record 1,334,695.

Production (1)

	Passenger Cars	Trucks	Buses	Total
Year 1983	7,151,888	3,903,823	55,948	11,111,659
Year 1982	6,881,586	3,783,218	66,990	10,731,794
% change	3.9%	3.2%	−16.5%	3.5%

Production of passenger cars by size (2)

	Passenger Cars	Trucks	Buses	Total
Year 1983	494,670	6,453,631	203,587	7,151,888
Year 1982	529,357	6,164,569	187,660	6,881,586
% change	−6.6%	4.7%	8.5%	3.9%

New vehicle registrations in Japan (3)

	Passenger Cars	Trucks	Buses	Total
Year 1983	3,135,611	2,226,395	20,310	5,382,316
Year 1982	3,038,272	2,201,366	21,793	5,261,431
% change	3.2%	1.1%	−6.8%	2.3%

Export (4, 5)

	Passenger Cars	Trucks	Buses	Total
Year 1983	3,806,396	1,822,429	40,685	5,669,510
Year 1982	3,770,036	1,773,547	46,930	5,590,513
% change	1.0%	2.8%	−13.3%	1.4%

Export to U.S. (6)

	Passenger Cars	Trucks	Buses	Total
Year 1983	1,697,852	536,477	46	2,234,375
Year 1982	1,691,806	413,713	0	2,105,519
% change	0.4%	29.7%	.....	6.1%

All figures are on unit basis. (1) Production figures reported by all automobile manufacturers in Japan. (2) Size definitions are according to Japanese classification by piston displacement as follows: Regular, 2,001 cc and more; small, 551 cc to 2,000 cc; mini, 550 cc and less. (3) New vehicle registration (in Japan) figures are compiled by Japan Mini-Vehicle Assn. and Japan Automobile Dealers Assn. All others sourced by JAMA. (4) All export figures are as reported by individual manufacturers. (5) Export figures include automobiles in knock-down form exported to overseas countries for assembly. (6) Export figures to U.S. include Alaska and Hawaii, but do not include Puerto Rico and other island territories governed by U.S.

The exclusive importer

There are 2,750 of them in the U.S.

By John A. Russell
New York Staff Writer

NEW YORK. — Exclusive dealerships are not considered a prime objective of most importers because of the business realities of the automobile world.

The basic factor governing exclusivity is whether the local market can sustain the dealership. In most cases outside metro areas, it will not. Importers are well aware of this fact of life.

Consequently, only 2,750 of the 10,096 import franchises in the U. S. are exclusives.

Says Sten Helling, vice president - sales and marketing, Saab Scania of North America: "We encourage them, but only when it makes sense." The encouragement usually is confined to major markets.

Most importers agree with that philosophy, but stress that whether a dealership is exclusive or dualed has no bearing on the amount or type of factory support the dealer receives. All are treated equally.

Andrew Pokorny, general sales manager, BMW of North America, says that in larger markets, where there is high import penetration, his company encourages dealers to become exclusives where warranted.

For BMW, exclusivity means a separate showroom, and parts and service departments staffed by persons dedicated only to BMW. The company has one of the larger exclusive percentages among European importers with 110 of its 414 dealers (26 percent) being exclusive.

BMW's exclusives, 72 (62.5 percent) are in east or west coast markets with high import penetrations.

A key point noted by William Hoover, vice president - marketing, Volvo of America, is the relationship between sales and exclusives. In Volvo's case, while exclusives account for 26 percent of its 405 dealers, they contribute 35 percent of Volvo's car sales. Hoover says Volvo management groups have turned down dealer requests to become exclusive because it is not in the dealer's best interests.

As for operating differences between exclusive and dualed dealers, James Fitzhenry, general sales manager, Peugeot Motors of America, says there are none.

Import company executives agree that good businessmen operate good businesses whether they are exclusive or dualed.

IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1984		Jan. 1, 1983	
Imported cars only				
Exclusives	2,750		2,643	
Duals	1,130		1,287	
		3,880		3,930
Import-domestic duals				
Domestics with captive imports	3,864		3,637	
Domestics with other imports	2,352		2,444	
		6,216		6,081
Total imported-car dealers		10,096		10,011

Notes: Renault and Volkswagen are counted as domestics
Captive imports are Dodge—Colt, Conquest (Challenger in 1983) and Vista; Plymouth—Colt, Conquest (Sapporo in 1983) and Vista.

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IMPORT FRANCHISES

	Jan. 1, 1984	Jan. 1, 1983
JAPAN	10,434	9,884
Plymouth captives	2,831	2,587
Dodge captives	2,744	2,492
Nissan	1,101	1,083
Toyota	1,081	1,093
Honda	822	806
Subaru	798	784
Mazda	757	766
Isuzu	217	206
Mitsubishi	83	67
WEST GERMANY	1,573	1,565
Mercedes-Benz	416	413
BMW	414	403
Audi	413	421
Porsche	330	328
SWEDEN	730	723
Volvo	405	404
Saab	325	319
ITALY	334	199
Bertone/Pininfarina	141	0
Alfa Romeo	106	117
Ferrari	46	48
Maserati	41	34
FRANCE	316	330
Peugeot	316	330
UK	305	536
Jaguar	189	205
Rolls-Royce	65	69
Lotus	25	0
Aston Martin Lagonda	14	12
TVR	12	0
DeLorean	0	250
MISCELLANEOUS	15	15
TOTAL	13,707	13,252

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IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1984

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	11,270**
Jan. 1, 1983	10,011***
Jan. 1, 1984	10,096

*—Alltime high
**—VW counted as domestic in 1982 and subsequent years.
***—Renault counted as domestic in 1983 and subsequent years.

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BMW's are widely known for their quickness on the open road.

But they can also move quickly through your repair shop—when you use remanufactured BMW parts.

Because instead of going through the time-consuming and costly process of rebuilding BMW components yourself, you can simply replace them with ones that have been restored to their original standards—by BMW.

But remanufactured BMW parts don't just save you time and labor. They also allow you to take on difficult jobs that would ordinarily require expensive rebuilding equipment. And they eliminate the need for assistance from outside machine shops.

They eliminate inconvenience, too—because all remanufactured BMW parts are available from your local BMW dealer.

And perhaps most importantly, they even help eliminate anxiety—thanks to a 12-month/12,000-mile limited warranty against defects in materials and workmanship.*

All told, remanufactured BMW parts are engineered not only to maintain BMW's, but to improve the performance and efficiency of your shop as well.

And, of course, to accelerate your profits.

GENUINE BMW PARTS

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First-time car buyers shun market

But sticker shock doesn't bother upscale purchasers

By Matt De Lorenzo
Los Angeles Reporter

LOS ANGELES. — Import restrictions and higher overall prices on domestic and import models alike, are keeping an increasing number of first-time buyers out of the new-car market, according to J. D. Power & Associates.

The Westlake Village - based market research firm's latest Automotive Consumer Profile, has found that the average income of new-car buyers has been rising, as is the price they expect to pay for a new car.

Meanwhile, the price expectation and average income of used-car intenders have remained relatively constant.

"The market is definitely going upscale," Dr. John Hemphill, vice president-market anlyst, says. "Income has gone up in a step-wise fashion. If you look at those who intend to buy, about $10,000 separates the new from the used-car intender in household income. That's up about $4,000 to $5,000."

The more upscale the buyer, Hemphill notes, the less likely they'll be subject to sticker shock. "If you look at the price these new-vehicle intenders plan to pay, you see that they have a good idea what the market is. There's not that sticker shock. What the new-vehicle intender plans to pay has gone up faster than the used-car intender."

Hemphill puts this difference at about $7,000, noting used-car buyers are looking in the $3,000 range, while new-car buyers are prepared to spend $10,000. "This suggests the market is definitely upscale for both domestic and import models," Hemphill says.

That difference wasn't as great three years ago when the median price facing a new-car intender was about $7,500, while the used car buyer was looking at a $2,500 price tag.

"The ability of imports to reach the blue-collar segment is inhibited by restrictions," Hemphill says. While it has inhibited the ability for this segment to acquire Japanese cars, it has not made them any less desirable among the group.

Hemphill says the Japanese have made inroads into attributes that have enhanced the image of imports in general. "They have moved from an image of fuel economy and being cheap to an image of dependability, value for money and quality."

These inroads "have inevitably led to appealing to an upscale group who happen to be more active in the marketplace" than lower income groups.

More importantly, Hemphill says age distribution hasn't changed among imports, which are still drawing a median age of 35 or 36, while, on the average, domestic buyers are seven years older.

Yet, despite the difference in ages of the two groups, their median household income is almost the same.

"It means imports are pulling in the leading edge of the baby boom," Hemphill says. This leading edge is critical because many of them are the opinion leaders of their peers and, therefore, are trendsetters.

• J. David Power, president of the market research firm, says Japanese imports, while moving upscale, have not radically altered their mix of vehicles. Instead higher line versions with more dealer-installed options are going out the door, and that has increased the average price of imports.

"What is obviously happening is that there is a restricted supply of cars that consumers want," Power says. "Japanese imports have shown some restraint in not trying to go upscale. When it gets into the dealer's hand, the dealer plays in the pure market sense. The market seeks its level at the dealership level."

There is some richening of the mix by car manufacturers, but dealers pricing the vehicles at what the market will bear have had a greater impact.

Power says it would be folly for imports to go whole hog on dropping small cars and bringing in high-gross vehicles only. "They would be in a tough position if import restraints were dropped altogether," he says.

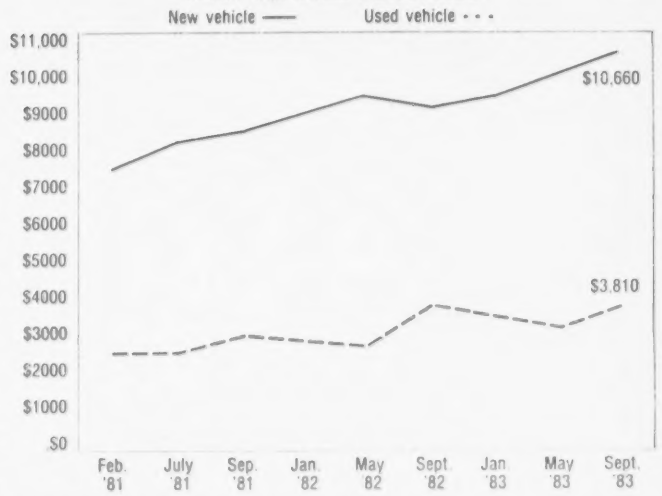
Yet the fewer number of price - leader models available coupled with higher prices charged by dealers "mean less cars for lower - middle income people," he says, which in turn "is setting up a market for micro-mini cars. There's a big void in the low end of the market that will open things for Suzuki, Hyundai, Daihatsu and Daewoo."

According to Power market studies, age, income and educational level of domestic buyers have crept upward the past three years, while median-price paid jumped dramatically in '83. The traditional blue collar domestic-car buyer is not represented in the current auto recovery, according to the Power figures.

Likewise, among imports, average price paid, educational level and income have risen or remained constant. If there were an abundance of entry-level vehicles available, those medians could be lower as the result of blue collar crossover; but because of restraints and higher car prices, many new-car intenders are being kept out of the bottom end of the market.

Hence, minis such as the Chevrolet Sprint (built by Suzuki) could be the next big wave in the auto business. "There's a boom waiting in the $4,000 to $6,500 range," Power concludes.

MEDIAN PRICE EXPECTED TO PAY FOR NEXT VEHICLE PURCHASE



Source: Automotive Consumer Profile, J. D. Power & Associates

Sir Brian leaves Ford

Ends long Asia-Pacific career

Sir Brian Inglis, chairman of the board and chief executive officer of Ford Asia-Pacific, Inc., will retire effective April 1, according to Ford Motor Co. chairman Philip Caldwell.

Sir Brian, who had a 35-year career with Ford, was responsible for the company's operations throughout the important Asia-Pacific area.

"Under his guidance, Ford made great strides in that region in which Ford's sales totaled nearly a quarter-of-a-million vehicles last year. He was largely responsible for the development of the Australian Falcon which is today that country's best-selling car. It is fitting that his retirement comes shortly after Ford achieved sales leadership in Australia and, in doing so, ousted General Motors from it's 30-year dominance in that market," said Caldwell.

"Apart from his dedicated service to Ford, he played a role of considerable distinction in Australia, which resulted in his being knighted in 1977. We are very appreciative of the outstanding contribution he made to his country and this company," said Caldwell.

Upon his retirement, he will be succeeded as chief executive officer for the region by Alexander J. Trotman, a Ford vice president who is president of Ford Asia-Pacific.

Sir Brian also is a member and chairman of the board of Ford Australia and a director of Toyo Kogyo Company, the Japanese manufacturer in which Ford has a 25 percent equity. He will continue in these capacities following retirement.

Born January 3, 1924, in Adelaide, South Australia, Sir Brian attended Melbourne University and the University of Michigan, and holds a bachelor of science degree in metallurgy from Melbourne.

He joined Ford of Canada in 1949 as a member of the management training program in Windsor, Ont. While in North America, he handled industrial and manufacturing engineering assignments in Ford plants in both the U. S. and Canada.

On his return to Australia in 1951, Sir Brian became head of the Industrial Engineering Department at the Ford manufacturing and assembly complex at Geelong. He was responsible for planning and implementing major expansion programs at Geelong and for establishing the company's Broadmeadows Assembly Plart.

In December, 1963, Sir Brian was elected a director of Ford Australia and named general manufacturing manager. In October, 1967, he became director of manufacturing and supply, and in 1970 he was appointed managing director. Named vice president - operations for Ford Asia-Pacific in 1981 and president the following year, he assumed his current post last July.

For distinguished service to industry, Sir Brian was created Knight bachelor in the 1977 Federal Honors List of the Queen of England.

Sir Brian was a member of the Melbourne University Appointments Board for 10 years beginning in 1970. He was president of the Federated Chamber of Automotive Industries for a record term of three years, 1972-75, and was for three years a member of the Australian Export Development Council. He served with the Federal Government's Economic Consultative Committee in 1976-77, and as chairman of the Australian Manufacturing Council and member of the Crawford Study Group on Structural Adjustments in 1977-79. He served a further term as president of the Federated Chamber of Automotive Industries from 1979 to 1981.

He was granted honorary membership in the Society of Automotive Engineers in 1980, and named a Fellow of the Australian Academy of Technological Science in 1983.

TV ADVERTISING EXPENDITURES FOR SELECTED IMPORTERS
(includes passenger cars & trucks)

	1982 Network	1982 Spot	1982 Total	1983 Network	1983 Spot	1983 Total	Percent Change
1. Nissan	$24,548,100	$35,289,100	$59,837,200	$33,602,900	$43,116,900	$76,719,800	+ 28
2. Toyota	21,244,000	44,762,100	66,015,000	22,852,500	42,505,600	65,358,100	− 1
3. Volkswagen	23,028,200	17,119,700	40,147,900	22,177,600	16,917,800	39,095,400	− 3
4. Mazda	26,709,700	10,736,500	37,446,200	27,175,900	2,265,500	29,441,400	− 21
5. Honda	12,897,700	1,205,000	14,102,700	19,943,900	2,514,700	22,458,600	+ 59
6. Subaru	8,568,900	3,972,900	12,541,800	11,908,700	5,175,900	17,084,600	+ 36
7. Mercedes-Benz	8,543,900	1,430,300	9,974,200	12,677,100	2,229,100	14,906,200	+ 49
8. Mitsubishi	.....	3,402,900	3,402,900	.....	11,438,200	11,438,200	+236
9. BMW	1,838,200	5,865,600	7,703,800	1,488,200	3,719,000	5,207,200	− 32
10. Peugeot	.....	1,207,300	1,207,300	.....	4,742,900	4,742,900	+293
11. Volvo	344,700	2,902,100	3,246,800	225,300	4,242,400	4,467,700	+ 38
12. Isuzu (Amer. Isuzu)	1,563,000	3,214,800	4,777,800	1,735,800	2,560,800	4,296,600	− 10

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data

Imports hike TV outlays

Nissan tops Toyota as biggest spender

By Joseph Bohn
Marketing Editor

Import auto companies boosted TV spending by 13.4 percent in 1983, Broadcast Advertisers Reports data indicate.

Some 12 major importers last year spent $295.2 million in TV advertising compared to $260.4 million in 1982.

Data for 1983 are available only for TV at this time; the medium generally accounts for the lion's share of ad budgets and indicates the general trendline of spending.

Among the two top importers, Nissan outspent Toyota, largely because of its aggressive truck sales drive.

Nissan has a fairly nigh production level to sustain at its Tennessee plant, making the company extremely aggressive in the truck segment.

Importers generally have waged their fiercest competition in the small-truck market since it's unfettered by quotas.

In total spot and network TV, Nissan spending jumped to $76.7 million in 1983, up 28.2 percent from the previous year.

Toyota spending dropped 1 percent to $65.4 million.

Both companies are spending far more in spot TV than network, indicating they are picking their target markets very carefully.

By comparison, Volkswagen, Mazda, Honda and Subaru, are staying with a more traditional heavy-network format.

Among major importers, Honda showed the sharpest increase, its TV spending climbing to $22.5 million, up 59.3 percent.

That's due more to a shift away from other media into TV than to a big jump in Honda's overall budget, since the company tends to have only modest year-to-year increases in its ad budgets.

Among smaller volume importers, Mitsubishi and Peugeot are the fastest comers, with increases of 236 percent and 293 percent in TV spending, respectively, BAR data indicates.

The only significant drops in TV spending last year occured at Mazda (Toyo Kogyo), down 21 percent, and BMW, off 32 percent.

Lotus names Weber

NORWOOD, N. J. — James B. Weber has been named national sales manager of Lotus Performance Cars here, responsible for U. S. sales, dealer development and public relations.

Higher sales per dealer

Japanese outlets take top four spots

By Jenny L. King
Staff Writer

Not only did the new-car sales picture brighten in 1983, but the number of sales per outlet improved substantially for dealers handling both domestics and imports.

Retail deliveries climbed just over 15 percent in the last calendar year as the dealer population stabilized, producing higher averages for those still in the business of selling cars.

As was the case in 1982, there were only four domestic makes among the top 10 when the 1983 sales per outlet by make chart was figured, using AUTOMOTIVE NEWS dealer census figures and annual industry-wide sales totals.

The best four in sales per outlet were Japanese. Toyota had the lead, followed by Honda and Nissan.

Mitsubishi, finishing its first full year on the U.S. market in 1983, took fourth place away from the top domestic make, Oldsmobile, which lapsed into fifth. Buick was sixth, Chevrolet was seventh, Ford eighth, Mazda ninth and Volvo — the only European make in the top 10 — was tenth.

Average sales per outlet including domestics and imports reached 374 last year, up from 323 in 1982. The domestic average was 330, compared with 277 a year earlier, and the imports sales per outlet averaged 235 in '83, compared with 200 in '82.

All five major U.S. auto makers increased sales per outlet 1983 vs. 1982. General Motors expanded to 402 from 338. Ford Motor Co. climbed to 289 from 243. Chrysler Corp. beefed up its corporate average to 226 from 189.

At American Motors, where the final tally included AMC products, Renault Alliance/Encore and Renualt imported models, the 1983 total climbed to 125 from 96 a year earlier. Volkswagen, including domestic Rabbits and imported nameplates, was up to 177 from 164.

• Honda sales per outlet include cars built in Ohio and those imported from Japan. As its 1983 total was about 13 percent Ohio-sourced, Honda is still considered an import in the AUTOMOTIVE NEWS dealer census.

Two domestic and six import sales per outlet records were set in 1983. Oldsmobile, at a new high of 320, erased its 1978 record of 302, and Buick likewise obliterated a 1978 record of 256 with its 1983 average of 288.

Imports with new benchmarks were Nissan, Volvo, Mercedes-Benz, BMW, Saab and Jaguar. Nissan's 479 was better than its 475 in 1980. Volvo, at 220 sales per outlet, improved on the former record of 185 set in 1982. Other 1982 records laid to rest were Mercedes', BMW's, Saab's and Jaguar's.

The domestics-only lineup, 1983 versus 1982, shows Oldsmobile holding on to the top spot among the 13 U.S. makes. Buick remained second, Chevrolet third and Ford fourth.

SALES PER OUTLET BY MAKE: TOTAL U.S. MARKET

	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Toyota	511	484	528	541	485	423	479	347	295	251
Honda	494	455	470	496	488	396	339	252	214	109
Nissan	479	428	421	475	445	323	384	279	280	200
Mitsubishi	435	59	.....	.....	.....	.....	.....	.....	.....	.....
Oldsmobile	320	254	263	251	286	302	294	272	192	158
Buick	288	247	244	239	234	256	245	244	171	141
Chevrolet	261	238	259	303	364	394	381	350	302	332
Ford	230	197	197	204	269	326	335	308	276	318
Mazda	228	213	218	213	213	114	95	69	154	182
Volvo	220	185	159	140	136	120	103	89	126	120
Subaru	198	195	201	191	175	145	118	76	72	41
Cadillac	189	157	144	133	193	215	207	190	166	138
Pontiac	187	162	179	195	241	277	249	233	155	151
Mercedes-Benz	177	161	154	132	130	115	119	107	112	98
Volkswagen†	177	164	241	264	274	213	252	187	232	283
Mercury	156	125	127	117	172	195	172	143	119	117
BMW	145	132	112	103	98	92	93	89	68	60
Renault††	135	51	22	24	44	47	46	24	26	28
Dodge	120	105	126	108	133	158	162	166	117	149
Audi	115	108	118	97	98	95	85	79	124	150
Plymouth	99	98	129	97	110	133	143	174	127	176
Isuzu	98	77	98	.....	.....	.....	.....	.....	.....	.....
Chrysler	94	66	35	50	76	89	96	86	70	36
Saab	81	60	47	44	46	48	42	29	35	33
Jaguar	81	49	20	11	14	17	15	13	11	6
Lincoln	67	64	43	45	80	115	112	76	62	56
Porsche	66	44	35	32	43	54	65	47	54	71
Peugeot	47	43	51	42	42	32	35	32	42	29
Alfa Romeo	27	17	16	19	18	35	39	29	33	25
AMC	23	53	85	88	97	105	112	140	177	176
Dodge Colt	15	16	19	24	27	21	37	26	33	25
Plymouth Colt	13	15	19	27	22	15	28	.....	.....	.....
Challenger	5	6	6	6	7	9	.....	.....	.....	.....
Sapporo	4	5	6	5	5	.....	.....	.....	.....	.....
Imperial	2	6	11	6	.....	.....	.....	.....	.....	.....
Fiat	.....	30	59	61	90	89	93	85	140	105
DeLorean	.....	8	.....	.....	.....	.....	.....	.....	.....	.....

†Volkswagen listed as domestic make since 1981. Includes imports.
††Renault joined domestics in 1982. Average includes imported Renaults and U.S.-built Alliances/Encores.

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Bring in the Bitter

Goal is 40 to 50 dealerships in U.S.

Bitter Automobiles/Germany has moved into the American market, bringing with it not only its European SC Coupe, but introducing a new four-liter engine American edition.

The four-liter engine — the first to be developed by Bitter exclusively for its automobiles —will be available as an option. It is basically a long-stroke version of the standard three-liter, providing more torque and BHP.

Bitter-Automobile of America Inc. was formed in 1983 when Erich Bitter teamed with co-director Lee Miglin, a Chicago developer, to bring the Bitter automobile to the U.S.

Bitter automobiles have been manufactured in Europe since 1973. However, "without the U.S. market," says Bitter, "a motor-car company cannot do business." Bitter is dividing his time equally between the American and German operations, spending two weeks of each month in the U.S.

Bitter of America bought out previous distributor Dick Fritz. By operating the American distributor organization himself, Bitter believes he can maintain the same control that enabled him to be successful in Europe.

Bitter of America so far has selected 15 dealers for its distribution network, with a nationwide goal of 40 to 50 dealerships. Support for the dealer organization will be provided by East and West Coast regional offices.

The western facility is located in Beverly Hills, Calif. The facility is responsible for warehousing and distribution of Bitter cars and parts west of the Mississippi River, and serves as a model dealership. The Beverly Hills operation is under the direction of Robert Witham, formerly with Volkswagen of America.

The eastern facility, in West Chester, Pa., handles similar operations for the East, and is responsible for the preparation of newly received cars before shipment to dealers. Staff at the eastern facility is headed by John Bylsma, formerly with Ferrari of North America.

Bitter-Automobile GMBH was founded in Schwelm, West Germany in 1971 by Erich Bitter for the sole purpose of building enthusiast cars. Production of the first model, the Bitter CD, began in 1973. Development of the current model, the Bitter SC, began in 1977.

While maintaining full assembly capability at Schwelm, Bitter also uses facilities in Turin, Italy for the complete body works and interior, and in Austria for assembly and painting.

Italian craftsmen, responsible for the interiors of the Maserati and the Pantera, produce the interiors of the Bitter. Bitter Italia in Turin also builds the complete body, as designed by Erich Bitter.

The body and interior are then shipped to Steyr-Daimler-Puch in Austria. There, working with mechanical components provided through a contract with General Motors of Germany, and detail parts from the factory in Schwelm, they provide the rustproofing, full assembly and painting for the completed Bitter automobiles.

Following assembly, the cars are then returned to Schwelm for a final inspection and quality control check.

A high-performance luxury car, the Bitter has a starting price of $43,700, and delivers a top speed of 145 MPH with its 3.9 liter engine.

McDavid signs with Subaru

David McDavid, seated, principal of David McDavid Subaru, Pasadena, Tex., signs a Subaru dealer agreement. Looking on, from left, are: Brett Wolf, McDavid Subaru general manager; Jim Harrell, general manager of Southwest Subaru, Inc., and Jerry Williams, Houston district manager for Southwest Subaru. McDavid has four other franchises—Oldsmobile, Pontiac, GMC and Honda.

Wilbourne gets Toyota deal

Raymond A. Wilbourne, seated center, has purchased the former Ross Toyota dealership in Martinsville, Va. He will operate it as Ray's Toyota, Inc. Also pictured at the signing ceremonies are: Frederick R. Weisman, seated left, president of Mid-Atlantic Toyota Distributors, Inc.; Jack P. Brown, seated right, Mid-Atlantic Toyota general manager; Joseph Burdis Jr., standing left, Mid-Atlantic Toyota vice president-corporate affairs, and Roy W. Valcich, Mid-Atlantic Toyota vice president-sales.

Market share cut in half to 2 pct. in '83

Diesel here to stay despite setback

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down 76 percent, Pontiac declined 64 percent and Buick dropped 63 percent. Oldsmobile, GM's diesel volume leader, reported a 56 percent reduction as sales fell from 75,482 units in 1982 to 33,174 last year.

In 1982, General Motors held a full 50 percent of the domestic diesel sales total. But last year, GM found itself with only 32 percent of a diesel market that was nearly halved.

GM's disproportionate downturn has been attributed in part to a problem which cropped up with a V-8 diesel engine built by Oldsmobile and installed in Olds, Cadillac, Chevrolet, Pontiac and Buick models from 1978 through 1981. The alleged engine deficiencies have led to a raft of consumer complaints and lots of bad publicity both for the corporation and diesel engines in general.

Stable gas prices are widely regarded as the primary reason why fuel-efficient diesel engines have declined in popularity. But the narrowing gap between the prices of diesel and gasoline fuel, along with image problems stemming from the troubled Olds V-8 and negative consumer reaction to some diesel characteristics may have also contributed to the sharp drop in sales.

Following the Iran hostage crisis in 1979-80 and the resulting hike in stateside gasoline prices, the diesel took on almost fad-like qualities for American buyers.

"It was kind of like the hula hoop there for awhile," said J. David Hudgens, a GM spokesman. "Buying one was kind of like the patriotic thing to do."

• Just four years ago, the Delphi Study, a semiannual survey of industry executives conducted by the University of Michigan's Office for the Study of Automotive Transportation, suggested that diesels were about to catch on in a big way. Auto company officials who were questioned predicted that 25 percent of the U. S. passenger car market would be held by diesels in 1990.

Over time, those enthusiastic projections have been curtailed, according to Larry Harbeck, an associate research scientist at the University. Delphi respondents have more recently projected the 1990 market for diesels at close to 10 percent.

"The biggest problem for diesels is that gasoline fuel is inexpensive," said Harbeck. "It is not much more than it was in 1967, when adjusted for inflation. Also, diesel and gasoline cost about the same now. Diesel gives you more miles to the gallon, but it is no longer cheaper."

"People were afraid for awhile that they couldn't get fuel," said Hudgens. "Diesels have tremendous range on the highways and the fuel was also cheaper. I think diesel fuel was 90 cents a gallon when regular gas was $1.10 or $1.20, but diesel fuel prices have crept up."

The national headquarters of the American Automobile Assn. (AAA) confirms that diesel fuel has risen to levels comparable to regular and unleaded gasoline. A survey of prices at 6,000 service stations conducted in December showed an average diesel cost of $1.22.2 per gallon, compared with $1.22.1 for regular and $1.28.5 for unleaded.

Harbeck also noted that fuel is not as accesible for drivers of diesel automobiles.

"You can't get it at some stations and you're not welcome at others because they are more interested in large volume sales to truck drivers," he said.

According to a 1982 survey conducted by Hammond Publishing Corp., there are approximately 20,000 diesel fuel outlets in the U. S. The figure represents about 14 percent of the total number of service stations operating across the country.

But besides the price and availability of fuel, diesel car sales have run into other problems, including a declining image among customers.

"Not to mention any names, but a lot of people have had very bad luck with their diesels," said Barbeck. "But the basic characteristics of the diesel contribute to the problem. It's noisy, it smells and sometimes it's hard to start."

"The advantage has been the additional fuel economy you got, and in a lot of people's minds that benefit outweighed the disadvantages," said Cadillac spokesman Gary Josyfowykz. "But as diesel prices have gone up, people seem to be deciding that they'd rather not put up with some of those bad characteristics."

• Others think GM's widely reported problems with the 5.7-liter V-8 has much to do with the sales nosedive in America.

"The failure of that engine has done more to harm the diesel car market than any other factor, including the price of fuel," said Robert Gibbons, president of the Massachusetts-based Diesel Automobile Assn.

"I'm not down on GM. I think their V-6 is a very promising engine, and I think the market is beginning to discriminate between the quick-fix diesels, such as GM's V-8, and what I call the 'real' diesels."

Critics have accused the corporation of hastily converting a V-8 gasoline powerplant to meet a sudden demand for diesels rather than designing a diesel engine from the ground up. The Diesel Automobile Assn. has even suggested that GM drop the diesel name from the GM/Olds engine and instead dub them "compression-ignition engines.

The problems associated with the V-8, which Olds began turning out in late 1977, have spawned numerous organizations and embittered diesel buyers who say they have encountered a laundry list of defects, including faulty crankshafts, failed fuel injection systems, bad filtration mechanisms, blown head gaskets and cracked engine blocks.

There are four major lawsuits and several individual actions currently pending against the corporation.

A national class action suit has been filed in the eastern federal district of New York, a statewide class action is pending in New York and two class actions have been filed in the California state courts.

A Washington state group which started a class action suit is said to have reached a large settlement with GM, but corporation officials have not confirmed the report.

• On March 1, a Chicago-area group known as General Motors Diesel Users Demanding Satisfaction (GM-DUDS) began negotiating case-by-case settlements with the corporation.

GM-DUDS spokesman Buddy Finkelberg said GM offered to begin negotiations and has agreed to reimburse for repair of transmissions, powertrains, diesel components, transportation charges, towing and car rental, incidental expenses and extenuating circumstances expenses.

During negotiations, which Finkelberg predicted will last 3-6 months, GM has reportedly agreed to cover owners with a warranty. He also said the corporation promised that claimants will either receive a loss-of-value cash reimbursement or a tradein, when negotiations are concluded.

"This is only a verbal promise and we've had verbal promises from them before," said Finkelberg. "However, a promise was made."

Attorneys representing the corporation and the consumer group are squaring off in the offices of Kirkland and Ellis, a Chicago law firm retained by General Motors. Finkelberg said there are currently about 1,200 GM-DUDS members, and that his organization is still accepting new members for participation in the claims process.

GM spokesman Hudgens declined to comment on the offer made to GM-DUDS.

"Those are legal negotiations between us and the lawyers for that group," he said. "I wouldn't be at liberty to discuss any details."

Two similar groups are also working out differences with GM. Disgruntled Diesel Owners Group (D-DOG), a Virginia-based organization, recently began an informal settlement mechanism whereby the claims of 6,668 diesel owners will be reviewed on an individual basis.

The D-DOG board of directors agreed last summer to submit, on a trial basis, 24 files to GM under the claims procedure. After reviewing the results, the board voted in early January to go ahead with the program.

"Certainly GM is affording substantial help as far as out of pocket repairs attributable to

Continued on Page 38, Col. 3

Sales of diesel-powered cars in the U. S.

	Calendar year 1983	Percent share of market	Calendar year 1982	Percent share of market
Cadillac	3,984	2.30	16,939	5.40
Buick	11,121	6.42	30,417	9.71
Pontiac	2,288	1.32	6,312	2.01
Chevrolet	4,877	2.81	27,549	8.79
Oldsmobile	33,174	19.14	75,482	24.08
GM total	55,444	32.00	156,699	49.99
VWoA	29,844	17.22	59,887	19.11
Audi	6,144	3.55	7,415	2.37
VW-Audi total	35,988	20.77	67,302	21.48
Mercedes-Benz	54,042	31.19	52,051	16.61
Peugeot	5,454	3.15	9,637	3.07
Volvo	7,436	4.29	7,405	2.37
Datsun	5,894	3.40	8,836	2.82
Isuzu	6,317	3.65	11,477	3.66
Ford Motor Co.	2,700*	1.56	.....	.....
TOTAL	173,275		313,407	

*Estimate

Diesel share

Percentages of makers' sales

	1983	1982
Cadillac	1.33	6.79
Buick	1.31	4.21
Pontiac	0.41	1.30
Chevrolet	0.36	2.19
Oldsmobile	3.29	9.44
GM total	1.37	4.46
VWoA	17.88	37.78
Audi	14.38	16.14
VW/Audi total	17.17	32.93
Mercedes-Benz	73.33	78.91
Peugeot	35.79	68.62
Volvo	8.37	10.23
Datsun	1.13	1.88
Isuzu	30.47	74.23
Ford Motor	0.18	.....
Total (percentage of all sales)	1.89	3.93

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Lundgren joins Chevrolet

Wallace Lundgren, left, joins the Chevrolet team as owner of Wallace Lundgren Chevrolet-Oldsmobile, Inc., Bastrop, Tex. Congratulating him are Dee M. Marciniak, Chevrolet's Houston assistant zone manager, and Mel W. Melton Jr., zone manager.

Market share cut in half to 2 pct. in '83

Diesel here to stay despite setback

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the diesel engine and powertrain," said Mark Steinbeck, an attorney for the group. "But the bone of contention is still loss of resale value."

A third group, the New York-based Lemon-On-Wheels, is weighing a proposal from GM similar to the offer made to GM-DUDS. Meanwhile, the organization is continuing to process claims with the corporation, according to spokesman Peter Lopes, who said more than 350 individual cases have been handled during the past 16 months.

"Our system is lower-keyed, but it has worked out well," said Lopes. "Claims are reviewed by GM and a member of Lemon-On-Wheels. if (an owner) is not satisfied he can go to the Better Business Bureau for arbitration or begin litigation. There is no release signed."

• Last fall, the FTC approved a nationwide arbitration program to settle owner disputes stemming from the V-8 diesel and other GM gasoline engine and transmission problems. Awards by Better Business Bureau arbitrators are binding on the corporation, but not on the car owners.

Lopes said his group has taken GM's concentrated negotiations offer under advisement. But he said the approximately 5,000-member organization will resist any attempt by GM to include a deadline for accepting new members in the program.

"We decided we would continue until all the problems are solved and not capitulate," he said.

General Motors is clearly trying to put the V-8 problems behind it. Hudgens said the corporation has upgraded the quality of its diesel products and even some of GM's critics seem to agree.

For the 1982 model year, the corporation introduced a generally well-received Olds-build, 4.3-liter 6-cylinder diesel which has been installed on rear-wheel-drive G-body cars and front-wheel-drive A-body models.

"I don't have anywhere near the complaints on the 6-cylinder and 6.2-liter V-8 (built by Chevy for use in vans and trucks) that were introduced for the 1982 model year," said Evan Johnson, an attorney with the Center for Auto Safety, a Washington consumer group. "My impresion is that they have improved the engines."

However, Johnson did note that owners of the V-6 seem to be encountering resale problems by taint of association with the V-8.

Few GM spokesmen expect a quick return to market strength for the company's diesels, but the engine does seem to figure in future product plans. The 4.3-liter V-6 will be available on the front-drive C-cars being introduced April 5 — the Olds 98, Buick Electra and Cadillac Fleetwood and DeVille.

"We are convinced there is a core group of diesel buyers, regardless of the availability and cost of fuel," said Oldsmobile spokesman Kari Hulsey. "We plan to stay in the diesel business."

Last fall, Olds general manager Joseph Sanchez projected that diesels would comprise as much as 9 percent of his division's 1984 model-year sales. Hulsey said that figure has since been revised downward, but

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Dealerships open as vehicle sales climb in N. J.

TRENTON, N. J.—The marked increase in sales of new cars and trucks in New Jersey last year led to a sharp increase in the number of new-car dealerships in the state, according to Charles Walton, president of the New Jersey Automobile Dealers Assn.

Sales of new cars and trucks in New Jersey, which had reached a record high in 1978 of 506,261, slipped to 488,365 in 1979, and continued dropping, bottoming out at 357,997 in 1982, Walton said.

New Jersey dealerships sold 424,234 new cars and trucks in 1983. That marked an increase of 18.51 percent from the previous year, but the last six months of 1983 showed a 77 percent improvement over the second half of 1982, according to Walton.

The number of new-car dealerships in the state, which fell from 759 just before the sales slump to 619 at the low point in 1982, climbed back to 719 by the end of 1983, Walton said.

The increase of 100 new-car dealerships during 1983 resulted mainly from new dealerships opening at sites where dealers had gone out of business during the recession.

Market share cut in half to 2 pct. in '83

Diesel here to stay despite setback

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she pegged the diesel "core group" at 8-10 percent of the domestic market. However, she said the actual diesel share would not approach that figure until all manufacturers produce the engine.

"Some customers are loyal to a certain car company," she said. "Until all companies offer diesel power, we probably won't see (8-10 percent sales)."

Hulsey suggested that Olds may be overcoming the image problems stemming from the V-8. She said the division's most recent market research information shows that, in most cases, customers who have purchased diesels would buy another.

• Josyfowykz, of Cadillac, attributed part of the luxury division's diesel sales reduction to acceptance of its new 4.1-liter V-8 gasoline engine, which he said has been getting "rave reviews."

"There has been an overall decline in diesel sales," said Josyfowykz, whose division saw diesel sales drop from 16,939 in 1982 to 3,984 last year. "But diesel engines will always be around. I don't think they're going to go away."

Ford Motor Co. entered the diesel wars after the 1984 model year began. The company now has a 2.0-liter Toyo-Kogyo-built diesel as an option in the Ford Escort and Tempo and Mercury Lynx and Topaz, and is offering a 2.4-liter BMW-built 6-cylinder turbodiesel for use in the Continental and Mark VII models.

Ford's Raymond Windecker said he did not have a current unit sales count for the company's new diesels. However, he said the installation rate on the subcompact Escort and Lynx models is 7 percent, while Tempo and Topaz installations are running about 3 percent. The Mark VII and Continental turbodiesel options have just recently hit showrooms.

"We're satisfied, we know it's not an enormous market," said Windecker. "We'd like to see the subcompacts get to 10 percent with a little marketing and merchandising, although the compacts probably will not. Small cars and upscale cars seem to attract diesel. The cars in the middle have not been a strong area."

Windecker said Ford believes a sharp run-up in gasoline prices could spur an immediate interest in diesel, but he said the company has longer-term designs on the market.

"Diesel sales will increase over time simply by selling good diesel engines," he said. "And that is not a slur against anyone."

With the decline of GM's diesel sales, the import producers have stepped in to assume a larger share of the U. S. market. But even while Mercedes-Benz pulled into the lead in domestic diesel sales last year, the German manufacturer is de-emphasizing its diesel lines. In recent years, diesel sales have accounted for about 75 percent of Mercedes' volume, but the rate has dropped to about 60 percent for the current model year — in line with company marketing plans — and is expected to fall even lower.

"We anticipated about a 50-50 mix, at least in the medium term," said Mercedes spokesman A. B. Shuman. "Of course, a little hiccup in the Middle East could change that situation in a minute. In the meantime, we want to be balanced."

Shuman said Mercedes' traditional diesel customer has been interested in more than just fuel economy.

"Our surveys show that people like other attributes even more, including simplified maintenance and good driving characteristics. They've found that the longevity and durability translate into high resale."

Shuman said Mercedes has avoided the diesel image problems on the strength of its reputation.

"We've always stressed first that the car is a Mercedes-Benz," he said. "The fact is, the track record of our engines since 1936 stands for something. The engine basically does what people expect it to."

Peugeot spokesman Len Ellis said his company, which claims to have been the first to market diesel passenger cars in 1922, has shifted away from diesels in the current market. The firm is now stocking 80 percent gasoline engines after selling nearly 70 percent diesels in 1982, but Ellis said Peugeot has no plans to let go of its diesel program.

"The company still thinks there is a market for people who drive more than 30,000 to 40,000 miles per year," said Ellis. "Peugeot will keep diesel cars available for that market. In addition, the engine market in this country is pretty volatile. If there is a gas crisis two years from now or eight years from now, there may be another big demand for diesels."

Volkswagen of America, which saw its U. S. diesel installation rate plummet 50 percent in 1983, is not predicting any resurgence in the engine, although it will maintain the option for its successor to the Rabbit line in 1985.

"We do not see the diesel market returning to earlier levels in even the distant future, with the caveat that there is no real change in the Middle East situation or in the supply of oil," said VW's Jay Amestoy. "If gas prices remain the same, I don't think Volkswagen sees any chance that the diesel percentages will increase."

• Although there are few indications that passenger-car diesel sales are in for any short-term revival, some still see it as the engine of the future.

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CARB declines to ban sale of diesel cars in California

LOS ANGELES. — An official of the California Air Resources Board told a Southern California air quality district that CARB will not ban the sale of diesel passenger cars in the state, rejecting the district's call to do so.

Concerned about the effects of particulate matter on visibility, the South Coast Air Quality Management District has pushed for regulations that would either ban diesels altogether or require diesel cars to meet the same emission standards as gasoline-powered vehicles.

James Boyd, CARB's executive director, told the AQMD (which can only regulate emissions from stationary sources), that CARB has already adopted the most stringent diesel-car emission standards in the country and that those standards will continue to tighten through the remainder of the decade.

He added that he doesn't see passenger-car diesels, whose sales have decreased dramatically in the past several years, as the major source of the problem. Rather, CARB views heavy-duty trucks and buses as the problem and the board is researching means to deal with the situation.

New Subaru distributor

Jose Fidalgo, second from right, has been appointed Subaru distributor for the Caribbean area, comprised of Puerto Rico and the Virgin Islands. Shown here at the new Subaru Caribe, Inc., headquarters in San Juan, Puerto Rico, are, from left: Robert L. Reich, executive vice president - finance, Subaru of America; Aurora G. Fidalgo; Doug Mahin, vice president - distributor division, Subaru of America, and Joe Grecu, operations manager, distributor division, Subaru of America.

Plant in England to produce oil from scrap tires

WOVERHAMPTON, England. —A commercial plant for turning scrap tires into oil is due to begin full production here in March.

The plant is run by Tyrolysis, formed two years ago by Foster Wheeler Power Products and Leigh Interests, a group specializing in waste treatment.

Tyrolysis said it hopes to produce 20,000 tons of light fuel a year and 17,000 tons of coke-like solid fuel.

It will also achieve self-sufficiency in fuel by burning gases emitted during the process, it said.

The tires are broken down into their chemical constituents by pyrolysis, the technique of heating a substance in the absence of air.

"This wash is easy to use and inexpensive," says Ed Wilson of Martin Cadillac.

Wilson, who is director of fixed operations at Martin Cadillac adds, "the CTV-90 is so simple, we use it much more than we expected and it costs so little to operate, we can afford to give washes away."

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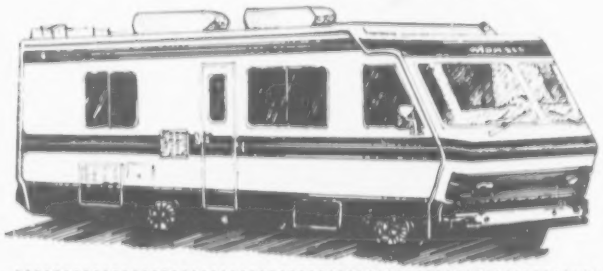

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Market share cut in half to 2 pct. in '83

Diesel here to stay despite setback

Continued from Page 39

"The problem with the GM engine is that it came along at a time when car buyers were being hyped to buy diesels, when perhaps a diesel isn't for everybody," said Gibbons. "You have to be a fairly heavy driver, traveling at least 15,000 miles per year.

"There also needs to be a bit more education on how to operate diesels. People say they are smelly and hard to start in the winter. But they are not hard to start in the winter if operated properly, and the fuel is less noxious than some of the catalytic converter fumes."

Gibbons conceded that the 25 percent market share projected for the diesel just a few short years ago is probably unrealistic, since auto makers are not gearing up for that level of production. But he said the engine may eventually claim a quarter of the domestic market.

"The next 10 years could see it approaching that number as we move to the next generation of technology," Gibbons said. "The diesel engine probably has 20 more years of development to go. There is a lot of room for improvement in fuel economy and performance, and I think it's going to come. We are already seeing more sophisticated turbochargers."

Mercedes' Shuman agrees that the diesel has a long-term future in the U. S.

"I continue to see studies that predict a resurgence of the diesel in the 1990s," he said. Of course, that probably presupposes two things — finite fuel availability and the need to conserve, and improve technology, which means making a diesel more like a gas car in such areas as noise and emissions."

Despite the current sales swoon, the now-vanishing U. S. diesel trend may have left behind a new group of diesel loyalists in this country.

"We've found there are some people who swear by them, especially people who travel," said Hudgens. "There are some real fans out there."

One GM dealership in Maryland is having so much success with diesels that it is advertising to find diesel-equipped editions of 1982 Eldorados, Cutlass Supremes and Chevettes.

"I've had pretty good experience with (new) diesels in our zone," said Jean Rouchard, general sales manager at Westminister Chevrolet-Cadillac-Oldsmobile in Westminster, Md.

"The used ones I've been getting have moved well, and I'm anxious to see how well they sell when I get some more in. It is true I can get them for less than gasoline engines, but that is in part because the diesel usually has more miles on it.

"Sure, there are some complaints about them," he said. "But a lot of people who are buying diesels from me have had diesels before."

OSHA issues rule for servicing of single-piece rims

WASHINGTON. — The National Wheel and Rim Assn. said it is delighted with the "fine standard" the Occupational Safety and Health Administration has issued to cover the servicing of single-piece wheel rims.

NWRA, along with Firestone, first petitioned OSHA for the single-piece rim servicing standard. The new standard, effective March 5, is an amendment to the existing standard for servicing multipiece rims, in effect since January, 1980.

Among the requirements of the new standard is one that employers must supply a restraining device wherever a tire is inflated on a single-piece rim, unless the tire is bolted onto the vehicle.

Such restraining devices must be able to withstand half again the force of a rim separation at the tire's maximum pressure and must prevent any part of the rim from flying outside it if a separation occurs.

Tires must also be deflated by removal of the valve core before dismounting; mounting and dismounting must be done only from the narrow ledge side of the rim, and non-flammable rubber lubricant must be applied to the bead and wheel mating surfaces before assembly.

$5,000 for charity

HARTFORD. — More than $5,000 was reported raised for the American Heart Assn. of Greater Hartford by the Greater Hartford Automobile Dealers Assn. charity preview night at the Connecticut International Auto Show here.

Florida's environmentalists boycott Mercury Cougar

NAPLES, Fla.—Some environmentalists have launched a boycott of the Mercury Cougar in protest of Ford Motor Co.'s proposed construction of a vehicle test track on the edge of the Everglades, where the endangered Florida panther, or cougar, lives.

Environmentalists are distributing bumper stickers and T-shirts that read "Florida Panther—Yes, Ford Cougar—No."

A Ford spokesman said dealers have experienced no impact from the campaign. He added that the proposed test site is west of the officially designated wildlife area.

"We're not kicking Ford Motor Co. out of Collier County. We're saying there's a better place (for the track)," said James McMullen, president of the Endangered Species Research Foundation in Naples, Fla., who is spearheading the boycott.

McMullen said he has tracked one panther for three years and has seen the animal all three times within the proposed construction area.

Ford, meanwhile, must obtain approval from various state regulatory agencies before construction can begin. A hearing before the South Florida water management board is set for March 15. The auto maker also must obtain permits from the state game commission and the Army Corps of Engineers.

The company received the go-ahead from Collier County after Collier Corp., owner of the 530-acre track site threatened the county with a $4.5 million lawsuit. Ford's original zoning request was rejected by county officials. Ford will lease the site from Collier Corp.

• McMullen, nevertheless, remains confident construction will be blocked. He said his campaign gained added ammunition last week when the federal government announced the migrating wood stork had been added to the endangered species list. McMullen said the birds nest in the cyprus trees where the track is to be built.

The test facility will include a 2.5-mile straightaway, a one-mile handling course, a 2.5-mile oval track and about 200 square feet of offices and garages.

The complex, which is estimated to cost between $5 million and $7 million, will be used in the winter when the cold weather prohibits use of test tracks up north.

The track has been scheduled for completion by September, 1984; however, that date has been pushed back.

Partners sign with Pontiac

David S. Arakelian, seated right, and Howard G. Malloy, standing left, signed as partners to run a Pontiac-Buick-GMC dealership in Brattleboro, Vt. Also pictured are R. W. McConnel, seated left, Pontiac zone manager, and W. L. Palmer, Pontiac district manager.

factories list auction dates

American Motors

March 13—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

March 14—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn., and Metro Milwaukee Auto Auction, Caledonia, Wis.

March 15—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

March 16—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

March 20—Aptco Auto Auction, Taylor, Mich.

March 21—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

March 22—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

March 27—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

March 28—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn., and Metro Milwaukee Auto Auction, Caledonia, Wis.

March 29—Minneapolis Northstar Auto Auction, Shakopee, Minn., ad Evansville Auto Auction, Evansville, Ind.

March 30—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Chrysler Corp.

March 13—Hatfield Auto Auction, Hatfield, Pa.; Metro Auction of Kansas City, Lee's Summit, Mo.; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

March 14 — Columbus Fair Auto Auction, Obetz, O., and Harrisonburg Auto Auction, Harrisonburg, Va.

March 15—Clanton's Auto Auction, Darlington, S. C.

March 16 — Concord Auto Auction, Acton, Mass.

March 20—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago, Ill.; NuCarPrep System, Santa Fe Springs, Calif., and Portland Auto Auction, Portland, Ore.

March 21—Butler Auto Auction, Gibsonia, Pa.; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

March 22 — Northway Exchange, Clifton Park, N. Y.

March 23 — Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

March 27—Hatfield Auto Auction, Hatfield, Pa.; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of

Continued on Page 52, Col. 1

Used Car Sales
Auction Averages

March to date	$5,178
Month ago	$4,967
Year ago	$5,002

Model breakdown
Auction Averages

	March to date	February	January
1984	$11,045	$10,278	$10,118
1983	7,497	8,567	8,110
1982	6,100	6,218	6,338
1981	5,413	5,154	5,279
1980	4,300	4,526	4,239
1979	3,425	3,469	3,902
1978	2,575	2,421	2,589
1977	1,924	1,907	1,999
Overall Average	$ 5,178	$ 5,340	$ 5,359

used-car auction directory

Display Rates: $68.50 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $21.50; 13 times, $20.00; 26 times, $18.00; 52 times, $15.00. For Frequency Display Rates contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 12 days in advance. Next closing: March 14 for March 26 issue.

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Import total steady, market share dives

Domestic sales up 48 pct. for month

Continued from Page 4

was up 68.37 percent and Lincoln was up 71.84 percent.

With 25 selling days this past February, the domestic daily rate averaged 26,201, up 42.11 percent from 18,437 for each of the 24 days in the month a year earlier.

• Import sales included the usual sprinkling of monthly record sales for European makers. BMW, Jaguar, Mercedes-Benz, Saab and Volvo claimed records. Porsche-Audi said it had its seventh-best-ever month in February. Peugeot was back on its feet reporting its fourth consecutive month with a substantial sales increase. Saab's total was its 23rd consecutive monthly record, it said.

Top importer Toyota reported a sales drop of 4.69 percent. Second-place Nissan was down 23.11 percent. Honda imports were up 14.11 percent. Mazda slipped 11.20 percent and Subaru was up 11.76 percent.

As the imports' share of the total market plunged to 22.14 percent from 29.64 percent a year ago, the remaining five segments shared the scattered wealth.

U. S. subcompacts climbed to 14.85 percent from 11.79 percent. Compacts had 18.24 percent compared with 14.85 percent. Intermediates grew to 26.56 percent from 24.68 percent. Standards slipped to 10.28 percent from 13.87 percent, and luxury models expanded to 7.93 percent from 5.17 percent.

Of the February domestics-only market, 19.07 percent were subcompacts, 23.43 percent were compacts, 34.11 percent were intermediates, 13.20 percent were standards and 10.19 percent were luxury cars.

Where auto market was in February

	Total Sales	Pct. of Total
SUBCOMPACT	124,909	14.85
COMPACT	153,427	18.24
INTERMEDIATE	223,447	26.56
STANDARD	86,478	10.28
LUXURY	66,755	7.93
IMPORT	186,218	22.14
TOTAL	841,234	100.00

Domestic third-period sales were up 42.76 percent, to 248,062 from 173,757. It was highest for the period since 1977 when 249,300 new cars were retailed.

There were eight selling days in the period this year compared with seven in 1983. The daily-selling rate was up 24.92 percent, to 31,008 from 24,822.

GM was up 37.62 percent for the period and claimed 56.21 percent of the market. Ford was up 55.44 percent and had 24.44 percent of the market. Chrysler's gain was 19.10 percent and it had 12.17 percent of the market.

AMC was up 74.34 percent with 3.51 percent of the market. VW was up 34.75 percent and held 1.41 percent of the market. Honda's 5,607 sales accounted for 2.26 percent of the market. No year-ago sales were reported by Honda.

New investigator named in Detroit DeLorean case

DETROIT. — The U. S. Attorney's Office here has appointed a new head for the federal task force investigating the DeLorean Motor Co., AUTOMOTIVE NEWS has learned.

Assistant U. S. Attorney Joseph Papelian has replaced Martin Reisig as head of the federal task force investigating fraud allegations involving the defunct car company.

Reisig, who with fellow AUSA Sheldon Lite had coordinated the task force and grand jury investigation since last year, is leaving the government for private practice. Papelian, described as a "real go-getter," has a good record and has a good reputation in the federal law enforcement community.

The government has accelerated its efforts since the beginning of the year and is now proceeding "regardless of what happens" in John DeLorean's federal drug trafficking trial in Los Angeles, a source close to the investigation said.

The grand jury investigation, which began in mid-1983, has taken a while to reach a full head of steam, but sources now say the grand jury is issuing more subpenas and receiving an increasing flow of documents, including some documents from overseas financial institutions involved in certain suspect transactions.

Papelian and Lite, the task force of federal agents and the grand jury have focused their attention on several transactions, including the mysterious "GPD" transaction in which $17.65 million disappeared from the car project in 1978. Federal statutes of limitation expired last year for a number of alleged crimes.

However, the government is investigating other possible crimes, including tax evasion, racketeering, mail fraud and bankruptcy fraud, for which the statutes have not expired.

Spaulding's suit against GM moves close to courtroom

DETROIT.—The final pre-trial conference of Federal Judge Avern Cohn and attorneys for George G. Spaulding and his former employer, General Motors has been set for March 27.

Spaulding, 64, was general sales manager for Pontiac until June, 1981. His separation from that post and from GM led to his suit in June, 1982, against the company charging a variety of civil wrongs.

They include breach of contract, defamation of character and age discrimination. Spaulding is asking for $69 million in damages.

Judge Cohn will conduct the trial without a jury. The final pre-trial conference has been postponed several times.

U.S. CAR SALES BY MARKETING UNITS

	Feb. 1984	Feb. 1983	2 Mos., 1984	2 Mos., 1983
Chevrolet	121,675	83,712	236,004	168,954
Ford	108,320	68,696	201,869	130,184
Oldsmobile	96,856	70,282	185,241	138,287
Buick	72,251	57,451	140,801	109,368
Toyota	39,879	41,842	79,871	84,449
Pontiac	57,813	30,378	107,225	61,054
Nissan	35,056	45,594	72,092	86,510
Mercury	45,184	26,836	81,015	49,791
Honda	42,403	29,286	86,312	60,958
Dodge	33,865	25,534	64,411	47,354
Plymouth	27,652	21,123	54,101	39,542
Cadillac	25,315	19,737	49,318	38,367
Chrysler/Imperial	25,495	17,562	47,151	31,041
AMC-Renault	19,263	16,513	34,845	32,268
Mazda	12,259	13,805	25,494	27,287
Volkswagen of America	23,378	16,892	46,176	32,288
Subaru	13,424	12,011	26,874	24,259
Lincoln	11,666	6,789	21,508	14,135
Volvo	8,104	6,405	17,496	14,666
Mercedes-Benz	6,256	5,075	12,637	9,095
BMW	5,242	4,168	9,505	7,900
Mitsubishi	3,250	2,590	6,583	3,869
Saab	2,428	1,684	5,136	3,755
Isuzu	1,453	999	2,655	2,645
Jaguar	1,030	826	2,085	1,517
Peugeot	1,507	1,061	3,019	2,111
Fiat	.....	580	.....	1,121
Alfa Romeo	210	157	368	289
TOTAL	841,234	627,588	1,619,792	1,220,533

IMPORTED CAR SALES

	Feb. 1984	Feb. 1983	2 Mos., 1984	2 Mos., 1983
Alfa Romeo	210	157	368	289
Audi	5,432	2,904	10,662	5,642
BMW	5,242	4,168	9,505	7,900
Conquest/Challenger	397	1,216	835	2,216
Plymouth Colt	2,317	2,375	5,710	4,691
Dodge Colt	2,676	2,676	6,370	2,676
Fiat	.....	527	.....	976
Honda	31,988	28,033	67,250	58,458
Isuzu	1,453	999	2,655	2,645
Jaguar	1,030	826	2,085	1,517
Lancia	.....	53	.....	145
Mazda	12,259	13,805	25,494	27,287
Mercedes-Benz	6,256	5,075	12,637	9,095
Mitsubishi	3,250	2,590	6,583	3,869
Nissan	35,056	45,594	72,092	86,510
Peugeot	1,507	1,061	3,019	2,111
Porsche	1,027	1,325	3,952	2,962
Renault	821	1,718	2,132	3,508
Saab	2,428	1,684	5,136	3,755
Conquest/Sapporo	379	918	750	1,684
Subaru	13,424	12,011	26,874	24,259
Toyota	39,879	41,842	79,871	84,449
Vista	818	.....	2,182	.....
Volkswagen	9,265	7,147	17,689	12,604
Volvo	8,104	6,405	17,496	14,666
TOTAL	186,218	185,109	381,347	363,914

DOMESTIC CAR SALES

	Feb. 21 to Feb. 29, 1984	Same Period, 1983	Feb., 1984	Same Month, 1983	Jan. 1 to Feb. 29, 1984	Same Period, 1983
Alliance	.....	.....	9,700	10,328	17,180	19,676
Encore	.....	.....	6,947	.....	11,790	.....
Renault	7,847	4,000	16,647	10,328	28,970	19,676
Spirit	.....	.....	.....	485	.....	1,120
Concord	.....	.....	.....	1,374	.....	3,010
Eagle	.....	.....	1,795	2,608	3,743	4,954
AMC	870	1,000	1,795	4,467	3,743	9,084
AMERICAN MOTORS	8,717†	5,000†	18,442	14,795	32,713	28,760
Horizon	2,648	1,297	6,949	2,805	13,178	5,174
Turismo/TC3	1,473	982	3,735	2,146	6,712	3,836
Reliant	5,009	4,791	12,771	10,840	24,959	21,142
Plymouth	432	901	1,102	2,039	1,745	3,015
Total Plymouth	9,562	7,971	24,557	17,830	46,594	33,167
Laser	1,432	.....	4,634	.....	8,581	.....
LeBaron K	2,984	2,512	7,964	5,662	14,322	10,113
Cordoba	.....	616	39	1,277	124	2,021
New Yorker 5th Ave.	2,113	2,781	5,658	6,045	10,472	10,888
E-Class	862	1,049	2,665	2,436	5,213	5,738
Chrysler	1,680	1,007	4,535	1,963	8,439	2,281
Total Chrysler	9,071	7,965	25,495	17,383	47,151	31,041
Total Imperial	.....	68	.....	179	.....	297
Omni	2,104	1,258	5,536	2,736	11,050	4,748
Charger/024	1,822	1,092	4,532	2,391	7,891	4,316
Daytona	1,249	.....	3,605	.....	6,826	.....
Aries	3,976	3,999	10,661	9,522	19,658	18,187
600 Cpe./400	776	1,152	1,878	2,589	3,297	4,256
Diplomat	469	810	1,114	2,133	1,654	3,681
Mirada	.....	181	91	415	250	726
Dodge 600	1,163	855	2,956	1,856	5,445	3,720
Total Dodge	11,559	9,347	30,373	21,642	56,071	39,634
CHRYSLER CORP.	30,192	25,351	80,425	57,034	149,816	104,139
EXP	801	546	2,142	1,392	3,550	2,630
Escort	10,356	9,194	28,143	24,747	53,531	45,965
Mustang	3,957	3,244	12,371	8,700	22,932	16,451
Tempo	9,194	.....	22,567	.....	42,233	.....
Fairmont	0	2,788	.....	9,275	.....	17,087
Granada	0	229	.....	690	.....	1,673
Thunderbird	5,662	3,033	14,217	5,164	26,025	5,630
LTD '83	5,707	3,768	15,617	10,213	29,983	21,525
Ford Crown Victoria	4,794	3,987	13,263	10,515	23,615	19,223
Ford Division	40,471	26,789	108,320	68,696	201,869	130,184
LN7	.....	203	.....	554	.....	970
Lynx	2,000	1,871	5,546	5,312	10,485	10,761
Topaz	2,463	.....	6,385	.....	11,779	.....
Zephyr	.....	1,140	.....	3,041	.....	5,854
Cougar/Monarch	.....	49	.....	162	.....	486
XR-7	3,863	1,157	10,658	2,317	18,500	2,505
Capri	617	775	2,057	2,134	3,783	3,840
Marquis '83	3,072	1,502	8,626	4,269	15,901	8,397
Mercury Gr. Marquis	4,074	3,202	11,912	9,047	20,567	16,978
Total Mercury	16,112	9,899	45,184	26,836	81,015	49,791
Continental	613	529	1,829	1,494	3,555	3,132
Lincoln	2,365	1,016	6,540	3,212	10,148	6,969
Mark VII	1,060	767	3,297	2,083	7,805	4,034
Total Lincoln	4,038	2,312	11,666	6,789	21,508	14,135
L-M Division	20,150	12,211	56,850	33,625	102,523	63,926
FORD MOTOR	60,621	39,000	165,170	102,321	304,392	194,110
Skyhawk	3,826	2,050	7,943	5,056	14,427	9,568
Skylark	3,654	3,214	7,930	7,341	15,069	13,810
Century FWD	7,631	3,083	15,560	7,992	30,651	16,166
Regal Sedan/Coupe	7,689	2,150	16,948	5,758	33,046	11,138
LeSabre	5,951	4,676	13,184	12,214	25,752	22,632
Electra	2,832	4,229	6,277	10,669	12,953	19,419
Riviera	2,045	1,332	4,409	3,552	8,903	7,085
Buick Division	33,628	22,569	72,251	57,451	140,801	109,368
Cimarron	493	570	1,699	1,360	3,277	2,753
Seville	960	845	2,977	2,025	5,730	3,842
Cadillac	4,689	4,518	14,809	11,843	29,141	22,926
Eldorado	1,828	1,736	5,830	4,509	11,170	8,846
Cadillac Division	7,970	7,669	25,315	19,737	49,318	38,367
Chevette	5,369	4,732	14,480	12,276	29,728	25,264
Cavalier	9,960	5,408	26,499	12,917	51,462	24,558
Citation	2,044	3,132	5,218	7,896	11,231	17,162
Camaro	6,145	4,404	16,769	11,078	29,748	22,220
Celebrity	9,633	3,432	24,373	8,733	46,879	18,648
Malibu	85	3,304	212	8,236	541	16,038
Monte Carlo	4,566	2,502	11,586	6,571	22,236	13,728
Chevrolet	7,875	6,075	19,948	15,076	39,371	29,409
Corvette	958	332	2,590	929	4,808	1,927
Chevrolet Division	46,635	33,321	121,675	83,712	236,004	168,954
Firenza	1,483	1,096	4,871	2,848	9,030	5,685
Omega	1,140	1,400	3,937	3,776	7,080	7,346
Cutlass Ciera	6,433	4,080	20,235	11,202	39,493	21,698
Cutlass Supreme	11,059	9,044	33,622	24,624	61,980	48,477
Olds 88	7,321	6,274	21,752	17,030	41,541	33,386
Olds 98	2,863	2,841	9,261	8,106	19,540	16,274
Toronado	1,176	946	3,278	2,696	6,577	5,421
Oldsmobile Division	31,475	25,681	96,856	70,282	185,241	138,287
Fiero	2,843	.....	9,692	.....	17,735	.....
1000	774	793	2,199	2,197	4,341	4,787
2000/Sunbird	3,177	2,069	8,512	5,021	16,278	9,242
Phoenix	317	948	1,038	2,133	2,166	4,444
Firebird	3,090	2,163	8,685	5,360	15,241	11,616
6000	3,858	1,856	10,740	4,729	19,795	9,355
Bonneville	2,194	1,978	6,588	5,150	12,062	10,275
Grand Prix	2,149	2,272	6,288	5,788	11,878	11,335
Parisienne	1,329	.....	4,071	.....	7,729	.....
Pontiac Division	19,731	12,079	57,813	30,378	107,225	61,054
GENERAL MOTORS	139,439	101,319	373,910	261,560	718,589	515,030
VOLKSWAGEN	3,486	2,587	6,654	5,516	13,873	11,080
HONDA	5,607	400†	10,415	1,253	19,062	2,500
DOMESTIC TOTAL	248,062	173,757	655,016	442,479	1,238,445	856,619
IMPORT TOTAL	.....	.....	186,218	185,109	381,347	363,914
INDUSTRY TOTAL	.....	.....	841,234	627,588	1,619,792	1,220,533

†Estimate

1.5 million in stockpile

New-car inventory cut to 59 days

Continued from Page 1

tween the market segments: Subcompact, 18.82 percent; compact, 26.69 percent; intermediate, 34.73 percent; standard, 12.06 percent, and luxury, 7.70 percent.

A month earlier, the inventory was divided this way: Subcompact, 19.21 percent; compact, 27.36 percent; intermediate, 34.50 percent; standard, 11.32 percent, and luxury, 7.61 percent.

The March 1 days-supply figures by market class were:

Subcompact—Accord, 13; Fiero, 14; Horizon, 50; Omni, 53; Escort, 56; EXP, 64; Turismo, 67; Alliance, 68; Encore, 68; Chevette, 70; Laser, 72; Charger, 77; Lynx, 77; Rabbit, 88; Daytona, 90, and Phoenix 1000, 91.

Compact—Mustang, 49; LeBaron, 59; Tempo, 61; Cavalier, 62; Firebird, 62; Camaro, 67; Reliant, 68; Aries, 69; Topaz, 70; Capri, 73; Dodge 400, 76; Firenza, 84; Pontiac 2000, 88; Skyhawk, 90; Eagle, 90, and Cimarron, 94.

Intermediate—Ciera, 36; Marquis, 41; Cutlass Supreme, 44; Pontiac 6000, 45; Malibu, 52; Regal, 54; Century, 54; Cougar, 56; Chrysler E Class, 57; LTD, 58; Celebrity, 60 New Yorker E, 65; Thunderbird, 71; Bonneville, 71; Dodge 600, 79; Omega, 80; Skylark, 87; Grand Prix, 88; Monte Carlo, 99; Citation, 116, and Phoenix, 118.

Standard—LeSabre, 22; Gran Fury, 30; Olds 88, 40; Grand Marquis, 48; Crown Victoria, 54; Diplomat, 64; Chevrolet, 67, and Parisienne, 83.

Luxury—Lincoln, 25; Olds 98, 33; Eldorado, 36; Seville, 36; Cadillac, 44; Corvette, 44; Electra, 46; Continental, 55; Toronado, 56; Riviera, 60, and Fifth Avenue, 65.

NEW-CAR STOCKS

	Mar. 1, 1984	Feb. 1, 1984	Mar. 1 1983
Alliance	68	97	62
Encore	68	97	
Eagle	90	76	99
AMERICAN MOTORS	70	94	84
Horizon	50	54	119
Reliant	68	67	76
Turismo	67	79	111
Plymouth	30	49	15
Plymouth Total	61	65	80
LeBaron	59	65	80
Laser	72	79	
Fifth Avenue	57	54	51
New Yorker E	65	79	144
E-Class	57	56	60
Chrysler Total	62	66	87
Omni	53	50	102
Daytona	90	92	
Charger	77	101	141
Aries	69	78	74
Dodge 400	76	90	52
Dodge 600	79	87	120
Diplomat	64	58	32
Dodge Total	71	78	95
CHRYSLER CORP	65	70	88
EXP	64	96	95
Escort	56	60	61
Tempo	61	76	
Mustang	49	67	66
Thunderbird	71	87	187
LTD	58	57	86
Crown Victoria	54	65	65
Ford Division	58	68	88
Lynx	77	83	77
Topaz	70	92	
XR-7	56	92	249
Marquis	41	49	79
Grand Marquis	48	57	61
Capri	73	100	67
Total Mercury	56	74	91
Continental	55	51	64
Lincoln	25	35	49
Mark VII	76	61	115
Lincoln Total	44	50	72
FORD MOTOR	57	68	88
Skyhawk J	90	93	136
Skylark	87	98	90
Century	54	49	102
Regal	54	55	70
LeSabre	22	52	63
Electra	46	42	57
Riviera	60	58	71
Buick Division	61	60	74
Cimarron	94	98	113
Eldorado	36	37	45
Cadillac	44	43	53
Seville	36	34	51
Cadillac Division	45	44	55
Chevette	70	63	79
Cavalier	62	60	121
Citation	116	91	74
Camaro	67	79	97
Celebrity	60	56	161
Malibu	52	50	1
Monte Carlo	99	98	167
Chevrolet	67	63	85
Corvette	44	49	119
Chevrolet Division	69	67	97
Firenza	84	99	137
Cutlass/Ciera	36	40	62
Omega	80	96	78
Cutlass Supreme	44	51	92
Olds 88	40	37	49
Olds 98	33	31	36
Toronado	56	53	66
Oldsmobile Div.	44	47	58
Fiero	14	18	
T1000	91	96	88
J2000	88	91	143
Phoenix	118	115	55
Firebird	62	85	97
A6000	45	50	98
Bonneville	71	84	87
Gran Prix	88	94	92
Pontiac	83	86	
Pontiac Division	62	71	114
GENERAL MOTORS	58	60	80
VOLKSWAGEN	88	72	102
HONDA	13	19	102
Total Cars U. S.	59	63	83

Cutting hospital stay to save Chrysler $2 million a year

DETROIT — Chrysler Corp. could save as much as $2 million annually under a new cost containment program designed to reduce unnecessary hospital stays, according to Blue Cross and Blue Shield of Michigan.

Chrysler and its UAW members were the sole participants in a Blue Cross pilot program, which began last summer.

"This new program has provided evidence that Chrysler/UAW members have been unnecessarily admitted to a number of hospitals in the state for lower back pain when no surgery was performed," said Robert H. Reveley, Blue Cross vice president for health care affairs.

"These admissions alone cost Chrysler nearly $700,000 over a recent 12-month period," he added.

Chrysler has said that health care costs amount to $600 of the price of each of its cars.

Reveley said Blue Cross officials are talking to eight to 10 hospitals that showed excesses in hospital admissions and surgical procedures during the pilot program.

The program also indicated that some hospitals were admitting above average numbers of people for one and two days for surgery that could be performed at outpatient centers.

Blue Cross officials hope other large customers, who are charged a $12,000 to $15,000 administrative fee, will participate in the program called ASSURE — A Selective Strategy for Utilization Review Effectiveness. They are presenting the program to other auto makers.

They said companies the size of Chrysler can expect a $2 million savings annually in the first few years of the program.

Honda rust fix cost $17.5 million on 77,776 cars

WASHINGTON — American Honda spent $17.5 million in redress to owners of 1975-78 Honda cars with rusted fenders, under terms of a 1982 FTC consent agreement.

The final compliance report filed with FTC shows that American Honda repaired 65,104 cars, made cash settlements with 568 owners, and reimbursed 12,104 owners for previous repairs. In all, owners of 77,776 vehicles received redress. Some 300,000 vehicles were potentially eligible. FTC staff estimates that consumers received approximately $225 per vehicle, or about one and one-half fenders per car.

American Honda notified 24 "salt-belt" states and the District of Columbia where the rust problem was most prevalent.

Quality ranks ahead of price for suppliers, survey shows

Continued from Page 8

area. This actually improves quality, he said.

Supplier-manufacturer relations and quality will be two of the topics at the auto conference; the third will be industrial policy.

Among the speakers scheduled are Harold Poling, Ford Motor Co. executive vice president, and Shohei Kurihara, Bank of Tokyo and advisor to the Japanese Minister of International Trade and Industry. Michael Driggs, Department of Commerce deputy assistant secretary, has replaced Lionel Olmer, undersecretary for international trade, as a speaker.

Owen Bieber, UAW president, has been replaced on the roster by his administrative assistant, James Lain.

Chrysler Corp. Vice Chairman Gerald Greenwald will be the dinner speaker March 20.

At a workshop the following day, General Motors Vice President Alfred S. Warren and the UAW's Lain are scheduled to discuss the future of quality of worklife programs.

Nissan Vice President of Quality Assurance Shuichi Yoshida, Chrysler Vice President of Quality and Productivity George Butts and GM Director of Reliability Cardy R. Davis will share another workshop session.

Registration information is available by calling (313) 764-1489.

Longtime Ford deal changes hands

Ivor deKirby, center, has sold Pearson Ford in San Diego to J. Barry McCallan, left, and Jess B. Carraway Jr., right. DeKirby had operated the dealership since 1950. McCallan and Carraway have operated Lakewood Ford in Denver for 22 years. DeKirby, long active in civic and charitable activities, was named Mr. San Diego in 1980.

UAW prepares a hard line for this year's negotiations

Continued from Page 1

was outlined in the now infamous GM document.

The UAW resolutions that came out of the convention declare "we are entitled to an immediate wage increase" and the "Annual Improvement Factor (AIF) is needed to provide additional real wage gains reflecting productivity increases." Assemblers at Ford and GM make $12.61 an hour.

The UAW forfeited its annual 3 percent AIF in the 1982 round of bargaining and also deferred some COLA payments. The 1982 negotiations were conducted early at the request of Ford and GM because they said they could not be competitive with that current labor cost. At that time, the auto industry was in a severe economic slump.

The UAW will also ask for improvements in the COLA formula and that some of the current COLA money be folded into the base rates.

In addition, the union will be seeking a reduction in overtime, extensions of the group legal plans (currently in force only at GM), improved health care programs without co-pay and deductibles, increased pensions, paid educational leave and profit sharing on top of AIF and COLA payments.

Improvements in the Guaranteed Income Stream (GIS) will also be sought. The GIS provided laid-off workers with high seniority a portion of their wages until they retire or until the companies find another job for them.

The UAW will also look for more control over Ford and GM's outsourcing procedures. The current contract provides a 24-month moratorium on plant closings related to outsourcing. That expires April 12.

In his speech to the convention, Bieber also called on the auto company executives to take more modest bonuses.

He said increases in the workers' wages and benefits can be accomplished without any price increases, given the current profits of Ford and GM.

"In fact, given the profitability of the firms, we think the industry ought to cut prices," he said. "It would help consumers. It would stimulate sales and production. It would make more jobs."

Creating more jobs is one of the major goals of the drive toward job security, Bieber indicated.

The union is currently faced with a possible loss of jobs as GM imports 300,000 small cars a year from Isuzu and Suzuki as well as Ford's announcement that it intends to build an assembly plant in Mexico.

Bieber said the GM strategy document indicated that "GM wants to be able to source whatever it wants from where ever it wants with no interference from the union."

"Well, I've got news for GM," he said. "We intend to keep those jobs at home in our plants in the U. S. and Canada."

The UAW will once again move toward shorter worktime, without reducing pay. While Bieber was not specific in his speech, it is possible that the union will demand a return to the paid personal holidays (PPH) given up in the 1982 contract. The 1979 agreement provided 26 during its three-year term.

• One small move toward additional time off is the union's demand to make Martin Luther King Jr.'s birthday a paid holiday.

Bieber also said the UAW believes it is entitled to a continued seat on Chrysler's board of directors. The seat is currently held by former UAW President Douglas A. Fraser, who announced he will vacate that seat this spring.

The UAW Collective Bargaining Convention is a meeting of the delegates to decide on strategy. Although there was debate, Bieber ran the meeting with an iron hand, making certain all parliamentary rules were followed.

He was even concerned about press interference. At one point, television crews were not permitted to film the delegates while they were debating because he felt it would be disruptive. Those crews were confined to a small section in a corner of the meeting room away from the mainstream.

At another point, television crews were evicted from a balcony above the delegates because their lights were distracting members.

The UAW maintains that such movements were disruptive to the convention. The television crews say if they can't get the pictures they need they can't cover the story effectively.

During the convention, Bieber made several references to the press indicating that if the UAW was specific about its demands the press would "have a heyday" with what it perceived to be the major issues, leaving other demands out.

Takes first place in February; Fiat leads for 2 months

GM moves to the top in Europe

By Richard Feast
European Editor

LONDON. — General Motors' unflagging pursuit of Ford in Western Europe is starting to achieve results. In February, GM made history by becoming the leading retailer for the first time.

Renault, number one for the past four years, sank to sixth among Europe's Big Six auto makers, while Fiat Auto climbed to overall market leadership for the opening two months of the year.

This motoring musical chairs indicated by early and unofficial returns circulating in the industry is a sharp reminder of the intense competition in the European market.

The leading six makers—Fiat, GM, Ford, Peugeot (PSA), VW Group and Renault in their two-month order—are so evenly balanced that only 2.8 percentage points separate them.

This year is likely to see other monthly market leaders, and no one is yet placing money on a year-end finishing order.

The preliminary February statistics give GM (mainly Opel-Vauxhall but also including U.S. and Isuzu products) 13.4 percent compared with 11 percent one year earlier. In unit terms, the rise in volume was one-third, compared with a total market increase of less than 10 percent to almost 890,000.

Other February positions are Fiat (12.7 percent), Ford (12.0), PSA (11.9), VW (11.5) and Renault (10.6).

• GM's February showing is largely attributable to the enormous gain — 79 percent—by Vauxhall Motors in the UK. Its market share was 22.6 percent, second only to market-leader Ford with a reduced 26.2 percent.

It is another indication that the GM-Ford battle for Europe is being fought in the showrooms of Britain.

January figures give Fiat Auto the leadership with 13.9 percent, followed by Ford (11.99), GM (11.7), Renault (11.4), PSA (11.3) and VW-Audi (11.0). The total market was up by around 5.7 percent to 893,000.

The Fiat position is attributable to its excellent Italian showing in Italy. It had 55 percent of total sales there—or three-quarters of its entire European volume for the month.

Combined January - February figures show Fiat still in the lead with 13.6 percent. The Italian company always reckoned it was market leader, but its definition of Europe never included Spain.

As the fifth largest market in Europe, Spain is always counted by Fiat's rivals, however. Now, even Fiat's competitors acknowledge its leadership.

Other positions after two months were GM with 12.5 percent (10.9 percent for the same period last year), Ford with 12.0 (13.7), PSA with 11.6 (11.5), VW with 11.3 (11.2) and Renault with 10.7 (12.5).

Positions will undoubtedly alter after this month's returns. March is traditionally a good month in the West German market—the biggest in Europe—and with Volkswagen popping new Golfs out of Wolfsburg at a record rate, it could be the turn of the German group.

There were 1,783,000 new registrations in Europe to the end of February, an increase of 7.7 percent over the same period last year. Most auto makers are forecasting a record for the year in the region of 10.5 million.

Of the 16 national markets, most showed volume increases. These were led by West Germany, up 18 percent at 399,000; Italy, up 10.5 percent at 315,000, and the UK, up 5.7 percent at nearly 326,000.

The big volume losses were recorded by France, down 5.6 percent to 280,000, and Spain, down 4.3 percent to 87,000. As market leader in both countries, Renault's current decline is a reflection of those trends.

Truck makers 52 pct. ahead of 1983 output

U.S. truck producers targeted completion of 58,873 units last week, 1.79 percent greater than the previous week's 57,837. The tally led the year-ago week's output of 47,012 by 25.23 percent.

Year-to-date, there have been 594,202 trucks produced, leading the year-ago total of 388,513 by 52.94 percent.

Seven truck facilities worked additional hours last week.

At General Motors, Detroit, Janesville (Wis.), Flint, Lordstown (O.), St. Louis and Pontiac worked Saturday (March 10).

Nissan's Smyrna (Tenn.) facility worked nine-hour daily shifts last week.

Auto production climbs 9 pct.; 172,388 built

U.S. auto makers slated production of 172,388 units last week, 9.75 percent more than the 157,070 completed the previous week and 44.58 percent ahead of the 119,236 built in the year-ago week.

The 1984 production total climbed to 1,625,820 units, up 42.55 percent from 1,140,526 autos built in the comparable period last year.

Breakdown for the week by company was: General Motors, 61.03 percent; Ford Motor Co., 18.19 percent; Chrysler Corp., 15.26 percent; American Motors, 2.78 percent; Honda, 1.38 percent, and Volkswagen of America, 1.36 percent.

Ten auto plants worked additional hours last week.

At GM, Detroit, Fairfax (Kans.), Flint, Framingham (Mass.), Janesville (Wis.), Lansing; Leeds (Mo.); Linden (N. J.), and Lordstown (O.) worked two shifts Saturday (March 10).

Ford's Wayne (Mich.) facility also scheduled Saturday hours.

Canadian makers hit monthly peak in truck output

Canadian truck producers chalked up their highest February output ever by building 70,106 units. The previous February high was 69,626 in 1979. February's output was the best for any month since 70,932 trucks were assembled in June, 1981.

Truck assembly last week was targeted at 16,084 units, up 15.75 percent from the previous week's 13,896 and 55.71 percent greater than 10,329 built in the year-ago week.

Year-to-date, 158,333 trucks have been completed, a strong 73.10 percent improvement over 91,470 built during the same period last year.

Canadian auto makers also boasted impressive statistics for February. The month's production of 90,853 autos was the best for February since 93,463 were built in 1979.

The makers slated production of 21,436 cars last week, 16.24 percent better than the previous week's 18,441 and 32.90 percent greater than the 16,129 completed in the year-ago week.

To date this year, the manufacturers have assembled 207,855 autos, 15.23 percent ahead of the 1983 total of 180,377 at this point.

Chrysler Corp. estimated assembly of 1,970 Dodge Caravans, 1,830 Plymouth Voyagers and 760 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 39,304.

CANADIAN CAR PRODUCTION

	Week Ended March 10, 1984	Week Ended March 12, 1983	Week Ended March 3, 1984	Feb. Total	Jan. 1 to March 12, 1983	Jan. 1 to March 10, 1984
AMERICAN MOTORS	600		478	2,400	5,832	5,829
CHRYSLER CORP.		4,608			41,714	
FORD MOTOR	7,100	48	7,167	31,649	34,161	71,824
GENERAL MOTORS	13,511	11,248	10,559	55,893	96,465	128,049
VOLVO	225	225	237	911	2,205	2,153
Total Cars, Canada	21,436	16,129	18,441	90,853	180,377	207,855

TRUCK PRODUCTION IN U. S.†

	Week Ended March 10, 1984	Week Ended March 12, 1983	Week Ended March 3, 1984	Feb. Total	Jan. 1 to March 12, 1983	Jan. 1 to March 10, 1984
CHEVROLET	19,106	16,545	16,850	92,438	136,906	192,731
DODGE	4,000	2,783	3,769	17,193	22,398	40,341
FORD	21,488	20,311	24,385	97,535	154,001	224,075
GMC	6,515	5,164	5,461	25,126	44,231	60,588
INTERNATIONAL	1,014	1,030	1,184	5,982	8,771	13,020
VOLKSWAGEN		129			523	
JEEP	3,500		2,921	17,140	11,183	33,936
NISSAN	2,200		2,217	8,252		19,221
AM GENERAL	50*	50*	50*	260	500*	490*
MISCELLANEOUS	1,000*	1,000*	1,000*	5,200*	10,000*	9,800*
Total Trucks, U. S.	58,873	47,012	57,837	269,126	388,513	594,202

CANADIAN TRUCK PRODUCTION

	Week Ended March 10, 1984	Week Ended March 12, 1983	Week Ended March 3, 1984	Feb. Total	Jan. 1 to March 12, 1983	Jan. 1 to March 10, 1984
CHRYSLER CORP.	7,212	2,726	6,469	29,537	26,184	65,310
FORD MOTOR	2,400	3,128	2,379	13,427	22,102	31,094
GENERAL MOTORS	6,326	4,475	4,930	26,556	42,356	60,565
INTERNATIONAL	146		118	586	828	1,364
Total Trucks, Canada	16,084	10,329	13,896	70,106	91,470	158,333
N. American Trucks	74,957	57,341	71,733	339,232	479,993	752,535

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended March 10, 1984	Week Ended March 12, 1983	Week Ended March 3, 1984	Feb. Total	Jan. 1 to March 12, 1983	Jan. 1 to March 10, 1984
AMERICAN MOTORS	4,800	3,982		17,358	34,910	36,569
AMC Total		745			4,071	
Eagle		745			4,071	
Renault Total	4,800	3,237		17,358	30,839	36,569
Alliance	2,400	2,237		8,797	30,839	18,362
Encore	2,400			8,561		18,207
CHRYSLER CORP.	26,300	16,072	21,362	113,042	138,356	249,723
Plymouth Total	7,900	6,528	6,791	33,541	52,035	75,079
Horizon	3,400	2,325	3,072	14,319	16,064	31,322
Reliant	3,900	4,120	3,312	17,317	35,364	40,015
Caravelle†	100	83	179	619	607	1,597
Gran Fury	500		228	1,286		3,090
Chrysler Total	8,500	3,245	6,546	36,437	30,977	79,955
LeBaron	2,500	1,555	2,003	11,683	15,436	24,842
Laser	1,600		852	6,496		15,028
Chrysler E-Class	1,900	1,690	1,986	8,364	15,541	19,949
Fifth Avenue	2,500		1,705	9,894		20,136
Dodge Total	9,900	6,299	8,025	43,064	55,344	94,689
Omni	3,400	2,113	2,649	13,663	16,966	28,344
Aries	3,200	2,700	2,895	14,200	25,615	32,379
Daytona	1,200		757	5,192		12,811
Dodge 400		524			5,181	
Dodge 600	1,500	962	1,206	6,946	7,582	15,911
Diplomat	600		518	3,063		5,244
FORD MOTOR	31,364	24,540	39,348	135,725	261,727	321,866
Ford Division	21,743	16,296	26,928	90,398	169,623	216,109
Escort	6,448	5,948	8,317	30,170	45,580	66,567
Fairmont					23,728	
Mustang	2,387		2,903	9,071	22,141	23,962
LTD	4,195	3,457	4,862	19,925	34,415	46,654
Thunderbird	2,509	4,673	4,069	13,627	28,094	32,268
Crown Victoria	1,318	2,218	2,029	5,778	14,955	15,735
EXP	437		630	2,670	710	6,441
Tempo	4,449		4,118	9,157		24,482
L-M Division	9,621	8,244	12,420	45,327	92,104	105,757
Mercury Total	6,623	6,165	8,824	32,063	70,736	74,977
Lynx	1,113	1,430	1,509	6,242	11,487	13,419
Capri	320		358	1,022	4,425	3,347
Zephyr					8,601	
Marquis	1,806	1,092	2,123	8,350	11,586	18,524
Cougar	1,403	1,611	2,198	5,806	10,764	15,341
Grand Marquis	1,217	2,032	1,596	8,325	23,631	17,479
LN7					242	
Topaz	764		1,040	2,318		6,867
Lincoln Total	2,998	2,079	3,596	13,264	21,368	30,780
Continental	561	410	660	2,388	4,268	5,669
Lincoln	1,873	983	2,248	8,327	9,412	16,074
Mark VI/VII	564	686	688	2,549	7,688	9,037
GENERAL MOTORS	105,199	72,024	92,115	415,172	683,024	972,527
Buick Division	21,447	16,593	21,876	89,895	165,455	210,418
Skylark	2,228	1,490	2,222	8,317	19,896	19,687
Skyhawk	3,947	1,419	3,829	13,033	14,247	33,293
Century	4,322	4,093	5,191	20,736	30,278	44,946
Regal	4,770	4,272	4,603	19,245	49,286	45,682
Buick	4,864	4,514	5,051	23,070	44,674	53,350
Riviera	1,316	805	980	4,739	7,074	11,967
Electra (fwd)				755		1,493
Cadillac Division	7,845	7,569	5,319	26,638	68,605	66,949
Cimarron	391	588	356	1,918	5,242	4,407
Seville	1,008	691	798	3,618	7,324	8,015
Eldorado	1,816	1,571	1,386	6,482	15,702	14,758
Cadillac	4,218	4,719	2,779	15,957	40,337	38,073
DeVille (fwd)	412			663		1,696
Chevrolet Division	33,694	22,051	30,126	145,464	195,980	331,776
Chevette	4,840	4,499	4,836	19,403	39,987	43,169
Cavalier	9,142	4,399	6,256	33,861	34,962	81,842
Celebrity	5,830	852	5,691	29,171	10,672	59,459
Camaro	5,276	3,341	5,012	21,857	34,871	52,772
Citation	2,491	2,820	1,637	8,407	22,730	19,161
Malibu/El Camino	731	2,852	627	2,950	25,836	6,236
Monte Carlo	2,435	1,759	3,221	16,434	16,107	38,302
Chevrolet	2,324	961	2,223	10,344	8,842	23,823
Corvette	625	568	623	3,037	1,973	7,012
Oldsmobile Division	30,031	17,793	25,198	105,419	185,238	254,272
Omega	1,265	1,087	1,173	4,054	14,895	9,857
Firenza	1,695	772	1,615	5,377	7,555	14,637
Cutlass Supreme	8,662	4,826	7,506	32,158	54,637	75,704
Cutlass Ciera	5,986	3,370	5,797	20,055	31,640	51,146
Oldsmobile	11,100	6,369	6,312	38,948	68,431	92,504
Olds 98 (fwd)	220			645*		1,556
Toronado	1,103	869	795	3,781	8,080	8,868
Pontiac Division	12,182	8,018	9,596	45,756	67,746	109,112
Acadian†	200	530	193	1,445	3,083	3,060
2000 Sunbird	3,512	1,579	2,329	12,120	15,727	29,034
1000	930	1,160	708	3,530	8,304	8,132
Firebird	2,200	2,189	2,103	9,190	16,285	22,224
Phoenix	390	806	235	1,148	5,778	3,190
G. Prix/Bonneville	1,800	1,754	1,560	5,948	18,569	14,697
Parisienne	520		441	2,029		4,728
Fiero	2,630		2,027	10,346		24,047
HONDA	2,375	557	1,890	8,255	4,141	21,894
VOLKSWAGEN	2,350	2,061	2,355	9,998	18,368	23,241
Total Cars, U. S.	172,388	119,236	157,070	699,550	1,140,526	1,625,820
Total Cars, Canada	21,436	16,129	18,441	90,853	180,377	207,855
N. American Cars	193,824	135,365	175,511	790,403	1320,903	1,833,675
N. American Trucks	74,957	57,341	71,733	339,232	479,993	752,535
North American Cars and Trucks	268,781	192,706	247,244	1,129,635	1800,896	2,586,210

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

March 19, 1984

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Looking up Down Under

Holden's new Commodore Calaise

New Holden Calaise is a fully equipped car. Standard equipment includes air conditioning, power steering, central locking, electronic fuel injection, cruise control, trip computer, alloy wheels, 60-series tires, electronic instruments and a top-grade sound system. Story on Page 34.

Traditional franchise system to continue

Porsche changes its mind

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Porsche AG last week abandoned its plan to distribute cars in the U. S. through a channel that included company-run outlets and has opted for a traditional franchise system when it ends its agreement with Volkswagen of America Aug. 31.

According to Peter Schutz, president of Porsche AG, the decision was made "because we felt under the circumstances, we didn't have time to be operational by Sept. 1, which was a very high priority with us."

Schutz, who was reached by phone in West Germany, said all existing Porsche-Audi dealers will be invited to participate in the new setup. However, he said, the company is committed to severing its ties with Volkswagen of America and the independent distributors appointed by VW.

"We feel for our limited number of vehicles," Schutz said, "we don't see a role for a middleman between importer and dealer."

Schutz said dealer reaction and the barrage of lawsuits did not have as much to do with the decision as the lack of enthusiastic dealers willing to go along with the program.

"All this confusion created a climate so that we couldn't get those people committed to the idea on board," he said. "We continue to believe that we violated no laws, but that doesn't stop people from delaying you. We continue to believe that the legal problems are soluble."

However, "in the time available, we couldn't wrestle all the alligators," Schutz said.

• "We needed an enthusiastic organization," John (Jack) Cook, president of Porsche Cars North America, said from Reno. He had returned earlier in the week from West Germany, where the decision to alter the plans was made.

That dealer organization, Cook continued, is "not one where some of them hate us, some of them are just going along with it and others think it's a good idea."

Cook said the U. S. unit of Porsche will still maintain its headquarters in Reno and will name an East Coast distribution point later. Cook said he hopes to inventory some cars at both locations to act as a buffer, but that dealers will be able to stock cars and buy them from Porsche for resale.

"The main difference is that the Porsche Centers will not be built," Cook said. "We will have a regional operation — a wholesale operation. We will have direct relationship with dealerships, not agencies."

Cook admitted that the agency tag did not sit well with dealers.

"That one is my fault," he said. "I wanted to differentiate between dealerships and the new entity."

• Both men, however, were somewhat taken aback by the magnitude of the reaction, not so much by the Porsche-Audi dealers, but by dealers in general, their trade associations and the industry as a whole.

"The reaction I did not expect, and I don't think anyone could have expected, was the almost lockstep panic that set in in the industry," Cook said.

He said he was prepared to discuss Porsche's point of view with dealers in small groups, but "I had no idea that lockstep NADA, AIADA, the Porsche-Audi dealers would all get together, first of all in meetings and secondly, then would say we're going to get this company."

"We obviously not only struck a nerve, but we struck a chord much deeper in the whole retail automotive dealer organization," Cook said.

He said AUTOMOTIVE NEWS, by its headline over the initial story, saying the Porsche action cast a pall over the entire franchise system, added to the difficulty. "The thought had never even crossed my mind.

"We were doing what we thought was right just for us," Cook explained. "Dealers who weren't worried or hadn't thought of it were encouraged to think of it.

• "We didn't start out on a crusade, and I'm not out to fight a crusade, I'm trying to start a business," Cook said. "I wonder why, and I think every dealer in the country should ask himself, and these organizations (NADA, AIADA) should ask

Continued on Page 76, Col. 3

More on Porsche

- **Lawsuits top $3 billion, Page 76.**
- **VWoA to continue fight, Page 76**
- **Editorial, Page 10.**

Imported-car inventory moves up to 29 days

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars inched upward during February, but it didn't make much difference — shortages were still the rule, particularly among the Japanese nameplates as the current period of voluntary restraints neared its end and shipments lagged behind demand.

In fact, the increase was due in part to lower sales, which resulted from the meager stocks on hand.

New imported cars in dealer inventory and port stockpiles totaled 207,683 March 1, a 29-day supply, compared with 205,337 a month earlier, which was a 26-day supply.

A year ago, there were 316,745 new imported cars in stock, a 41-day supply.

The supply of new imported pickup trucks declined during the month, however, to 62,893 units, a 34-day supply, compared with 78,471 a month earlier, a 45-day stock. A year earlier, there were 93,593 trucks in stock, a hefty 83-day supply.

The combined imported car and truck inventory totaled 270,576, a 30-day supply, compared with 283,808 on Feb. 1, also a 30-day supply. A year ago, the combined inventory was 410,338 on March 1, a 47-day supply.

• The inventory of Japanese-built cars March 1 totaled 113,070 units, a 20-day supply, compared with 124,124 a month earlier, also a 20-day supply.

Japanese nameplates and their March 1 days-supply figures were: Toyota, 9; Mitsubishi, 18; Honda, 19; Mazda, 21; Nissan, 22; Subaru, 27, and Isuzu, 32.

In addition, Chrysler Corp. had a 64-day supply of Mitsubishi-built cars, including Plymouth and Dodge Vista, 25; Dodge Colt, 53; Plymouth Colt, 54; Plymouth Conquest / Sapporo,

Continued on Page 77, Col. 1

breaking news

Olds builds final rear-drive Ninety-Eight

LANSING. — Oldsmobile built its final rear-wheel-drive Ninety-Eight here March 16. It was a metallic blue four-door Regency Brougham and was the 2,297,601st Olds Ninety-Eight built in Lansing. Oldsmobile will retain the car for historical purposes, for parades and display at auto shows. The front-wheel-drive replacement for the Ninety-Eight will be introduced April 5.

After the festivities for the final RWD Ninety-Eight, construction crews began conversion of the Plant 1 complex for the GM-20 cars which will go on sale next fall. The GM-20 cars are the Oldsmobile Calais, Pontiac Grand Am and Buick Somerset Regal.

AMC allowed finance leasing option

WASHINGTON. — American Motors will be allowed to use a finance leasing option for the procurement of auto production equipment beginning this year, although Senate Finance Committee members voted to defer the program for use by most other corporations until 1988. The AMC exemption is part of an overall deficit reduction/revenue raising scheme drafted by the committee.

Chrysler annual meeting in New Orleans

DETROIT.—Chrysler Corp. has decided to hold its annual stockholders meeting at the New Orleans Marriott Hotel Thursday, June 7, at 10 a.m. Central Daylight Savings Time. Chrysler's tie to the city is its major exhibition at the Louisiana World Exposition there this summer.

Japan to increase kit exports, regain crown in '80s

U.S. to reign as output king—briefly

By Kathleen Hamilton
Financial Editor

This will be the year the U. S. regains its title as the world's largest auto producer, but the glory will be short-lived and due in large part to a shift in the Japanese export strategy.

The Japanese won't be in the driver's seat for long as far as profits are concerned, according to the latest Automotive News World Outlook, a quarterly service of Data Resources, Inc., and AUTOMOTIVE NEWS.

Faced with a high Japanese government deficit and easing capital restrictions, both interest rates and the value of the yen will rise in mid-decade, ending the easy overseas profits for Japan's auto makers, predicted John Lawson, London-based auto analyst of DRI Europe.

The Automotive News World Outlook shows only modest gains in Japanese auto production through 1990: In all, an increase of only 15 percent compared with 1983.

Projected growth in Japan's auto exports is larger: 24 percent, to 4.7 million units including kits with more than 50 percent Japanese content.

• But what doesn't show up in the Japanese production totals are the so-called "non-countable" kits — cars with less than 50 percent Japanese content that are assembled in foreign countries.

Production of those kits is expected to more than double, from last year's 790,000 to 1.8 million in 1990.

While they won't show up in Japan's production numbers, they will make a huge impact on U. S. production numbers because the U. S. is where a big

Continued on Page 77, Col. 3

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Total tops year ago by 31 pct.

Early-March car sales mark 7th gain in row

By Jenny L. King
Staff Writer

Early-March domestic new-car sales were up 50,000 units over the preceding year and registered the seventh consecutive 10-day improvement of this calendar year.

The most recent total was best for the period since 1979, though it was not outstanding compared with other years as the sales pace generally gains momentum this month as part of the traditional spring selling season.

U. S. auto makers reported sales of 211,240 new passenger cars for March 1-10, up 31.11 percent from 161,117 a year earlier. Back in 1979, sales were 233,332, while the record for the period was set in 1977: 256,926.

With nine selling days both this year and last, the daily rate likewise climbed 31.11 percent, to 23,471 from 17,902.

Year-to-date sales exceeded 1983 by an aggressive 42.44 percent. They numbered 1,449,685 compared with 1,017,736 in 1983.

Volkswagen was the only maker to report a drop in sales for the early-March period. VW's 1,209 total was down 19.13 percent from 1,495 last year. Honda reported sales of 2,620 Accords built at its Ohio plant, up 424.00 percent from an estimated 500 units a year earlier.

• General Motors sales were up 36.62 percent in early March, climbing to 126,808 from 92,816 in 1983. Ford Motor Co. was up 25.46 percent, to 51,006 from 40,656. Chrysler Corp. claimed a 17.60-percent sales gain, to 24,872 from 21,150. American Motors provided a sales estimate of 4,725, up 5.00 percent from 4,500 in 1983.

GM's share of the market grew to 60.03 percent from 57.61 percent. Ford had 24.15 percent, down 25.23 percent. Chrysler dropped to 11.77 percent from 13.13 percent. AMC was off to 2.24 percent from 2.79 percent. Honda claimed 1.24 percent compared with only 0.31 percent in 1983, and VW's share dwindled to 0.57 percent from 0.93 percent.

Buick dealers set a record for the first March period as they gathered sales of 22,811 units. It was also an increase of 20.63 percent from their year-ago total of 18,910 units. Chevrolet reported a sales increase of 84.68 percent, Pontiac was up 61.00 percent, Cadillac was up 7.35 percent and Oldsmobile was up 2.56 percent.

Plymouth sales were up 16.01 percent, Dodge was up 23.29 percent and Chrysler was up 13.84 percent. Ford sales climbed 25.04 percent, Mercury was up 19.11 percent and Lincoln was up 57.56 percent.

At American Motors, AMC sales were off 35.56 percent while Renault sales were up 18.52 percent based on the AUTOMOTIVE NEWS estimate of AMC and Renault figures for early March.

DOMESTIC SALES

	March 1-10, 1984	March 1-10, 1983
Renault		
Alliance/Encore	4,000†	3,375†
AMC	725†	1,125†
AMERICAN MOTORS	4,725†	4,500†
Chrysler	7,294	6,407
Imperial		82
Plymouth	8,022	6,910
Dodge	9,556	7,751
CHRYSLER CORP.	24,872	21,150
Ford	33,989	27,182
Mercury	13,048	10,955
Lincoln	3,969	2,519
FORD MOTOR CO.	51,006	40,656
Buick	22,811	18,910
Cadillac	7,831	7,295
Chevrolet	44,905	24,315
Oldsmobile	29,541	28,805
Pontiac	21,720	13,491
GENERAL MOTORS	126,808	92,816
VOLKSWAGEN	1,209	1,495
HONDA	2,620	500
U.S. INDUSTRY TOTAL	211,240	161,117

† estimated

Alfa unveils Arna TI hatchback

New Arna TI has been introduced by Alfa Romeo. The three-door hatchback is powered by a flat, four-cylinder engine of 1,351 cc developing 86 HP. The TI has comprehensive instrumentation, including a tachometer.

173 potential candidates fill out questionnaires

DeLorean's juror selection begins

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Jury selection in the drug trafficking case against John Z. DeLorean began in earnest last week with the individual questioning of potential jurors by defense and prosecution attorneys.

The process is expected to take about two weeks.

A pool of 173 potential candidates, who filled out questionnaires to determine how much pre-trial publicity they had been exposed to, has been impaneled and will be questioned in groups and individually to find a 12-member jury.

DeLorean, who was in court to listen to the proceedings and plead innocent to the superceding indictment against him, spoke for the first time to reporters outside the courtroom here.

He called the FBI case against him "a pure frame-up and FBI cheap shot."

DeLorean said it was hard to believe he was in this situation "with the contributions I've made to minorities and blacks and everyone else," a hint that the government action against him is similar to the experiences of other well-known figures such as Dr. Martin Lutner King and the late actress Jean Seberg, who both at one time or another came under FBI surveillance.

DeLorean said the government action threatens to take him away from his family.

"This is a very nerve-racking, awesome experience," he said.

Questioning of the prospective jurors began slowly, with Howard Weitzman, the former auto maker's attorney, grilling the candidates, identified by number only, extensively on their knowledge of events surrounding the case and exactly what they learned of DeLorean's arrest through the media.

Two panels of 16 jurors each were brought into the courtroom of U. S. District Judge Robert M. Takasugi, however, less than half were questioned in the first day. After each candidate was questioned, the judge and attorneys would confer briefly on the juror's suitability.

During the second phase of selection, both sides will be given pre-emptory challenges, that is, they will be allowed to remove prospective jurors without cause. The defense has been given 15 such challenges, the prosecution, 9.

When Lead Prosecutor James P. Walsh Jr., was asked if the conferences between the judge and attorneys on each juror was standard operating procedure, Walsh replied, "Nothing in this case is SOP."

Seminar dates set for Traverse City

ANN ARBOR, Mich. — Management Briefing Seminars, sponsored by the University of Michigan, will be held next August at the Grand Traverse Resort in Traverse City, Mich.

Dates and topics are: Aug. 9-10—Robotics and factory automation; Aug. 9-10—Occupational health and safety; Aug. 9-10—Planned innovation; Aug. 13-15—The ever-changing international automotive industry — evolution and revolution, and Aug. 16-17—Quality assurance.

Computer age for ads here, Edsel Ford says

By Aziz Shihab
Staff Correspondent

DALLAS. — Edsel B. Ford II plans to use flashy and computer-age techniques to advertise his company's products.

Ford, advertising manager for Ford Division, said the company will spend "more than last year" to sing the praises of Ford vehicles, emphasizing quality and advanced technology.

He declined to reveal the exact amount of the advertising dollars to be spent in 1984, but said, "We'll spend enough" to reach consumers.

"We'll have a heavy mix of TV and print media advertising," he said, "and since we haven't as yet fully exercised radio (advertising), we're leaning in that direction."

Ford said home computer systems will also be used to carry the company's message. "We'll use the Telextext," he said, "you know, the computer which consumers are using at home to do their shopping. I think computers are the coming thing for advertising."

Ford was here to officiate at a champagne introduction of the new "Fila" Thunderbird, launching a joint promotion of Ford, Neiman-Marcus and Fila Corp. of Italy.

A national promotion campaign is planned, featuring Fila Sportswear in Neiman - Marcus stores nationwide and a tie-in to a national ad campaign by Ford.

• In an interview, Ford said his goal is to attract "young, professional, affluent drivers of foreign cars" to his company's vehicles. He said the T-bird, Escort GT and Tempo are some of the cars which would convert those consumers to Ford.

"Of course, we have an owner base and it's the company's priority to keep the owner base we now have," he said.

"Our second goal is to attract new people. That's why we are pursuing what we call contemporary marketing."

Ford said women, blacks and

Continued on Page 78, Col. 1

Carroll to head Maryland dealers

BALTIMORE. — Joseph P. Carroll has been appointed executive vice president of the Automobile Trade Assn. of Maryland

Joseph P. Carroll

Carroll is a former Maryland assistant attorney general and has been serving as a vice president of the dealer group for the past eight years.

Carroll succeeds John J. Powell who retired Feb. 29.

Service Index soars; gain biggest in 5 years

By Francis J. Gawronski
Service Editor

The nation's new-car dealers opened 1984 in spectacular style by recording their biggest gain in service and parts business in five years and the seventh highest increase in the 23-year history of the Automotive News Service Index.

In January, according to the Service Index, dealers' service and parts volume amounted to 118.5 percent of the business recorded in the same month the year before. In January, 1983, shop business was up 9.5 percent.

January's increase was the best since January, 1979, when combined service and parts business was up 21.1 percent over the same month the year before.

January also marked the 10th consecutive month in which dealers' shop business has shown an increase over the comparable year-earlier figure.

In January, all five indicators used in the Service Index registered excellent gains, with sales of all parts and accessories leading the way, up 26.7 percent over the year-earlier figure.

Shop parts sales (those used on both customer-paid and warranty work) were up 22.4 percent, while gross profit on all labor, parts and accessories sold in the service department — the most important barometer from the dealer's viewpoint — was up 18.9 percent over the previous year's figure.

Total labor sales (both customer-paid and warranty) were up 13.8 percent, while repair orders written increased 8.2 percent over the number written during the same month in 1983.

Figures used in the Service Index are averages compiled from reports on shop business from a cross-section of the nation's new-car dealerships.

SERVICE INDEX
118.5*

	Jan., '84 vs. Jan., '83
Gross Profit on All Labor and P&A Sales	+18.9%
Repair Orders Written	+ 8.2%
Total Labor Sales (Customer & Warranty)	+13.8%
Shop Parts Sales (Customer & Warranty)	+22.4%
Sales of All P&A	+26.7%

*—Survey by Automotive News shows that dealers' service and parts business im January, 1984, was 118.5 percent of business in January, 1983.

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59th year — No. 5013

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Cost to customer can be competitive, dealers say

Leasing to individuals is growing

By Joseph Bohn

"Direct," "personal-use," or "retail-car" leasing is on the upswing and is the fastest-growing segment of the leasing business, according to Detroit auto firms.

Aside from its long-term outlook, retail leasing, as some dealers refer to it, is expected to become sharply more attractive to customers this year if interest rates climb.

That's because lease financing rates are easier to control than are retail sale rates, say the financial arms of the auto companies.

Generally speaking, younger married or young, upwardly mobile people, with good incomes and credit ratings, who either don't have a downpayment or don't want to tie up a lot of cash, are prime candidates for this type of lease.

The direct lease programs offer them use of a new car without a downpayment and on monthly terms that can be lower than retail purchases. They also avoid having to dispose of the car after the normal 48-month period.

The auto companies don't claim it's cheaper to lease than buy. They generally regard such leases as another form of merchandising or an alternative financing arrangement.

But some dealers claim that costs to the customer can be very competitive.

• One dealer gave the illustration that a customer could buy a car with $1,000 down and have payments of $260 a month for 48 months. Or he can lease a car with nothing down, with payments of $210 a month and no equity.

If the customer buying a car paid $50 a month more to build equity, he would have paid in another $2,400 plus $1,000 up front — and there's the possibility the car might not be worth $3,400 after 48 months.

Usually, though, dealers and companies are big beneficiaries of the programs.

Leases under Ford Motor Credit's "Red Carpet" program jumped from 20,000 in 1981 to 69,000 in 1983. Ford wrote 35,000 leases in the first two months of this year, and Clifford R. Damaska, retail lease manager at Ford Credit, is looking for a good spurt this year.

Although Ford's numbers include all types of leases under its "Red Carpet" program, personal use leases are the big driving force in the overall numbers increase, Damaska said.

GMAC's leases are on the upswing in 1984 after dropping last year because the company failed to adjust its lease financing rates fast enough to account for the swift drop in retail sales financing rates, said Keith Krutcher, GMAC director of dealer relations.

In 1982, GMAC wrote 42,000 personal-use leases out of a total of 140,000 leases it handled that year. Direct lease rates generally ran 9.9 percent to 10.9 percent compared with 16 to 17 percent for retail purchase rates, which made monthly base payments a lot more attractive to car shoppers.

In 1983, GMAC's direct lease dropped to 25,000 out of a total of 102,000 leases it wrote that year because retail purchase rates crept close to lease rates.

GMAC is now offering 9.9 percent financing on direct leases compared with 11-11½ percent financing generally available for retail purchases. It expects the number of direct leases to climb by about 15 percent into the 30,000-35,000 range.

• Krutcher added that if interest rates rise this year, GMAC will have a much easier time holding the line on its lease rates than on retail rates because of the investment tax credit and depreciation it factors into its pricing on lease rates.

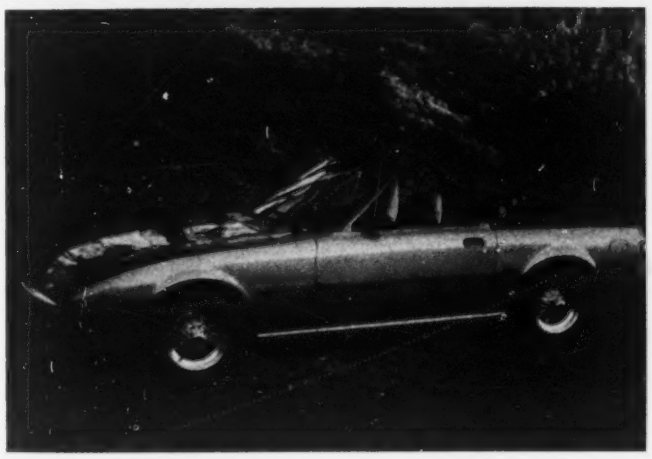
Chrysler Financial revamped its "Gold Key" lease program last year to become more competitive with Ford and GM. In nine months of 1983, it wrote 4,000 individual (as opposed to fleet) leases, but in the first two months of 1984, it wrote 5,000.

"You can see what's happen-

Continued on Page 8, Col. 1

Star of the show

The star of the 1984 Tarrant County Auto Show in Fort Worth was a 5½-foot, 225-pound robot named Oscar Oldsmobile. His appearance at the show was sponsored by David Ryan Oldsmobile, Meador Oldsmobile and Don Davis Oldsmobile. With Oscar is Johnny Dwire, general manager of Ryan Oldsmobile.



Sunnier Mazda

Convertible Specialists, Gardena, Calif., plans to build 150 of its new Mazda RX-7 convertible conversions this year. Top is electrically powered and rear seat folds down.

Ford's Pestillo not upset by UAW's contract demands

By Marjorie Sorge
Labor Editor

Ford Motor Co.'s chief negotiator is not upset by the demands the UAW intends to put on the bargaining table this summer.

"There is time to solve our differences," said Peter J. Pestillo, labor relations vice president. "I am not troubled by what was said vis-a-vis collective bargaining at this point."

Earlier this month, the UAW's Collective Bargaining Convention said job security would be the number one demand when bargaining begins this summer.

Next in line are a reduction in overtime, adoption of a group legal plan (currently in force only at General Motors), improved health care programs without co-pays and deductibles, paid educational leave and profit sharing on top of annual wage increases and cost-of-living adjustments (COLA).

Stephen P. Yokich, UAW vice president and head of the Ford department, said he was pleased with the outcome of the convention.

One of the big issues at that convention was a GM plan disclosed in a company document last month. The document said GM wanted to substitute profit sharing for both the annual raises and COLA.

Pestillo refused to say if Ford hopes to follow that pattern or if the company will give workers profit sharing in addition to annual wage improvements.

Two years ago, after Ford and the UAW negotiated profit sharing, Paul J. Ryder, Ford's director of hourly benefit planning, said profit sharing is a better way of linking workers to profitability than automatic wage increases such as the 3 percent annual improvement factor normally negotiated.

Like workers at GM, those at Ford gave up AIF increases in the 1982 negotiations.

Pestillo also said Ford's $1.87 billion profit for 1983 is not as much as it seems when compared with Ford's investment needs for new products. He said the UAW has "got to deal with that."

Total is 8.9 million; domestics up 17 pct., imports rise 8 pct.

1983 new-car registrations highest since 1979

By Jenny L. King
Staff Writer

New-car registrations in the U. S. in calendar year 1983 were best for any year since 1979, according to figures compiled by R. L. Polk & Co. December's total of 909,660 beat out every other month in the past four years with the highest sum since July of 1979.

Last year, 8,924,186 new passenger cars, including domestics and imports, were registered in the U. S. That represented a 15.09-percent increase over the 7,754,342 in 1982 and a 1.69-percent jump from 8,443,919 in 1981. Registrations in 1980 totaled 8,760,937. In 1979, they numbered 10,356,695.

Domestic registrations in 1983 reached 6,466,829, up 17.88 percent from 5,485,711 a year earlier. Two years ago, they totaled 6,012,239.

Import registrations of 2,457,357 in 1983 were up 8.32 percent from 2,268,631 in 1982. Their share of the market dropped 1.72 percentage points in the interim, to 27.54 percent from 29.26 percent.

For the year, three of the six major marketplace holders were up, three were down in shares. Besides the imports, GM slipped, though not so far. General Motors' 44.01-percent share of the total market in 1983 was down only 0.01 percentage points from 44.02 percent in 1982.

Miscellaneous domestics, once largely the province of Checker, which no longer builds cars, all but dropped from the picture in '83. They were down to 0.01 percent of the total from 0.03 percent.

American Motors gained 0.74 percentage points in '83, rising to 2.14 percent from 1.40 percent. Ford Motor Co. was up 0.43 percentage points, to 17.11 percent from 16.68 percent, and Chrysler Corp. gained 0.58 percentage points, stopping at 9.19 percent compared with 8.61 percent a year earlier.

In the domestics-only area, GM claimed 60.74 percent in 1983, down from 62.22 percent in 1982. Ford had 23.61 percent, up slightly from 23.58 percent. Chrysler grew to 12.69 percent from 12.17 percent. AMC added nearly a full percentage point,

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NEW-CAR MARKET SHARES IN U. S.

	DECEMBER					12 MONTHS				
	Regis., Dec., 1983	Percent Share of Market	Regis., Dec., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 12 Mos., 1983	Percent Share of Market	Regis., 12 Mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	136,422	15.00	116,797	15.26	− 0.26	1,310,503	14.68	1,222,624	15.77	− 1.09
Ford	111,631	12.27	86,912	11.35	+ 0.92	1,034,732	11.59	889,470	11.47	+ 0.12
Oldsmobile	99,070	10.89	77,038	10.06	+ 0.83	971,229	10.88	775,702	10.00	+ 0.88
Buick	79,906	8.78	72,252	9.44	− 0.66	818,256	9.17	713,671	9.20	− 0.03
Pontiac	61,215	6.73	46,925	6.13	+ 0.60	536,404	6.01	461,149	5.95	+ 0.06
Mercury	39,783	4.38	30,824	4.03	+ 0.35	395,041	4.43	316,293	4.08	+ 0.35
Cadillac	32,077	3.53	27,894	3.65	− 0.12	291,552	3.27	240,197	3.10	+ 0.17
Dodge	30,436	3.35	28,006	3.66	− 0.31	307,633	3.44	252,183	3.25	+ 0.19
Chrysler	25,420	2.79	17,827	2.33	+ 0.46	254,175	2.85	171,878	2.22	+ 0.63
Plymouth	24,751	2.72	23,001	3.01	− 0.29	258,684	2.90	243,519	3.14	− 0.24
AMC	21,039	2.31	15,918	2.08	+ 0.23	190,797	2.14	108,706	1.40	+ 0.74
Lincoln	9,306	1.02	10,993	1.44	− 0.42	97,206	1.09	87,820	1.13	− 0.04
GENERAL MOTORS	408,690	44.93	340,906	44.54	+ 0.39	3,927,944	44.01	3,413,343	44.02	− 0.01
FORD MOTOR CO.	160,720	17.67	128,729	16.82	+ 0.85	1,526,979	17.11	1,293,583	16.68	+ 0.43
CHRYSLER CORP.	80,607	8.86	68,894	9.00	− 0.14	820,492	9.19	667,580	8.61	+ 0.58
AMC	21,039	2.31	15,918	2.08	+ 0.23	190,797	2.14	108,706	1.40	+ 0.74
IMPORTS	238,581	26.23	210,833	27.54	− 1.31	2,457,357	27.54	2,268,631	29.26	− 1.72
MISCELLANEOUS	23	0.00	181	0.02	− 0.02	617	0.01	2,499	0.03	− 0.02
TOTAL	909,660		765,461			8,924,186		7,754,342		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available. Nov.-Dec. New York figures from manufacturers' sales records.

3 Ford recalls involve 5,400 cars and trucks

DEARBORN. — Three recalls involving nearly 5,400 vehicles were announced by Ford Motor Co.

Involved are 2,924 1984-model Broncos with V-8 engines, 1,954 1984-model Econoline Vans and Club Wagons and 489 1984-model Thunderbirds, LTDs, Cougars and Marquis.

The Broncos are being recalled for inspection of a clamp on the fuel hose. Some of the clamps may not be securely fastened and the line could disconnect in a front-end collision, presenting a risk of fuel spillage and fire, Ford said.

The Econoline and Club Wagon recall involves vehicles with 16.5x6.75-inch single rear wheels. Some of the wheels could have substandard welds, Ford said.

The passenger cars are being recalled because incorrect thermactor air-control valves may have been installed.

This tractor is not in tow

This tractor isn't being towed, it's a demonstration unit called the "Yo-Yo." According to the Detroit Diesel Allison Division, it shows the advantages of automatic transmissions built by the division. The truck climbs steel cables attached to the drive wheels and can be held at any angle, DDA said, showing precision control using only throttle pressure.

DDA road show stars diesels, transmissions

INDIANAPOLIS. — Detroit Diesel Allison Division is taking a product show on the road—12 vehicles powered by Detroit Diesel engines and Allison automatic transmissions. They will travel 13,000 miles and visit 17 cities in the U. S. and Canada.

The Product Demonstration Caravan, a spokesman said, will show the features, advantages and benefits of DDA equipment to key truck and bus users, original-equipment manufacturers dealers and distributor personnel at each stop.

The program got under way in February at the GM Proving Grounds in Mesa, Ariz., with a "ride-and-drive" demonstration for DDA customers, predominantly OEMs.

The Arizona program included meetings at which buyers could learn about new technology features such as electronic controls and output retarders.

After the Arizona demonstration, the caravan rolled eastward to begin a three-month journey which will take it to cities in all six DDA national sales regions and Canada.

"This is the first time in recent years that DDA has taken Detroit Diesel engines and Allison automatics to the customers in the regions for a ride-and-drive demonstration," said Tom Winter, DDA transmission sales.

The caravan includes several different combinations of Detroit Diesels and Allison automatics so the potential customer can test drive the application that best fits his needs, he added.

Guests at each location are given information on the total engine and transmission line offered by DDA, including the performance capabilities and economic value associated with each. "Potential customers then can drive the vehicles so they may compare the performance with their current equipment," said Winter. "Many distributors have plans to conduct open houses of their facilities in conjunction with the caravan demonstration."

The caravan moved through the southern U. S., up the East coast to Philadelphia and Toronto late in February and early in March.

From there it is traveling west through the Great Lakes region, the Midwest region, back into central Canada and on to Vancouver, B. C. The last leg of the trip takes the caravan down the Pacific coast to Portland, Ore., and finally into Los Angeles.

truck personnel

Ford appoints Kahn HD marketing manager

Jeffrey Kahn has been appointed heavy-truck marketing manager of Ford Truck Operations. He replaces **Robert E. Guina,** who has retired after 27 years with Ford Motor Co.

Jeffrey Kahn

Kahn, who had been manager of Ford Parts & Service Division's Truck Service Engineering Department since 1977, will be responsible for all Ford heavy-truck marketing, sales promotion and advertising. He joined Ford in 1964 as a product design engineer in Ford Division's Truck Product Engineering Office.

Fruehauf's Hulverson heads product planning

Adrian F. Hulverson, a 24-year veteran with Fruehauf Corp.'s Fruehauf Division, has been appointed to the newly created position of product-planning vice president.

Hulverson, previously engineering vice president, joined Fruehauf in 1960 as chief engineer for advance design.

Rockwell names Basas engineer of the year

Dr. Jesus E. Basas, supervisor of engineering technology for Rockwell Heavy Vehicles Com-

Continued on Page 51, Col. 1

truck industry news

Increases recorded in all three market segments

'83 registrations up 22 pct. over '82

Registrations of new trucks of all types in the U. S. last year increased sharply over the previous year, with gains in all three market segments for the first time since 1979.

During the year, according to R. L. Polk & Co. statistics, there were 2,976,556 new-truck registrations, a gain of 22.5 percent over the year-earlier 2,430,471.

The December total was up 34.9 percent to 331,870 units, compared with 246,093 in the final month of 1983.

As usual, no registrations are available for Oklahoma, but Polk noted that the 1983 figures include November-December New York totals compiled from manufacturers' sales records.

After a one-year absence, Ford again was No. 1 in new-truck registrations in 1983, leading runnerup Chevrolet by almost 38,000 units. Ford also topped Chevrolet in retail truck sales in 1983.

Light-truck tallies last year totaled 2,799,636 units and accounted for 94.1 percent of the industry total. The count was 24 percent higher than the previous year's 2,257,335 light trucks.

• Medium trucks were up 5.1 percent last year to 47,482 units, compared with 45,194 in 1982. Heavy trucks began to rally late in the summer and finished the year 1.2 percent higher than the previous year, 129,438 units versus 127,942.

Registrations were higher in 1983 in all three light-truck weight classifications, in two of the three medium groups and one of the two heavy-truck categories.

Last year there were 1,572,277 Group 1 tallies, an increase of 23.1 percent of the previous year's 1,277,374 units. About a million of the Group 1 registrations in 1983 were compact trucks.

The biggest percentage gain in 1983 was achieved by Group 2 vehicles. There were 1,205,417 tallies during the year, an in-

GVW table, Page 60.

crease of 25.5 percent over the previous year's 960,469.

Group 3 registrations continue to grow, and the 1983 total of 21,942 units was 12.6 percent higher than the year-earlier 19,492. The steady rise in big motor-home sales is a major reason for the surge in Group 3 tallies.

Group 4 also is making an impressive comeback. In 1983, there were 360 registrations, compared with only 13 the previous year.

Group 5 was the big percent-

Continued on Page 58, Col. 5

HD registrations in '83 hit 129,438, highest in 4 years

A surge in new heavy-truck registrations in the last four months of the year enabled the 1983 total to top the year-earlier count for the first time in four years.

During the year, according to R. L. Polk & Co. statistics, 129,438 new Groups 7 and 8 trucks were registered in the U. S., an increase of 1.2 percent over the previous year's 127,942 units.

The heavy-truck count hit an alltime high of 213,174 units in 1979.

Last year's Group 8 registrations climbed to 80,012 units, a gain of 9.2 percent over the 73,285 tallied in 1982. The Group 7 count, however, was down 9.6 percent to 49,426 units, compared with the year-earlier 54,657.

International regained the No. 1 spot in the heavy-truck registrations from Ford with a total of 30,824 units, 17.4 percent higher than runnerup Ford's 26,255.

International's tallies accounted for 23.81 percent of the in-

Continued on Page 58, Col. 5

International recalls 1,100 heavy '83 trucks

CHICAGO. — International Harvester's Truck Group has announced the voluntary recall of approximately 1,100 Paystar and Transtar model heavy trucks built from July through December, 1983, at its Canadian plant in Chatham, Ont.

The recall involves the possible omission of a cotter pin used to secure the hinge pin of the floor-mounted brake pedal. Potential result of this omission could mean separation of the brake-pedal assembly. The company said, however, that no such occurrences have been reported.

Truck calendar

March 21-24—National Truck Equipment Assn., 20th annual Convention and Supershow II, Baltimore Convention Center, Baltimore.

March 22-24 — 13th annual Mid-America Trucking Show, Kentucky Fair & Exposition Center, Louisville.

April 7-10 — American Truck Dealers, 21st annual convention/exposition, Hyatt Regency Hotel, Phoenix, Ariz.

April 25-27 — International Trucking Show, Anaheim Convention Center, Anaheim, Calif.

May 18-23 — Truck Trailer Manufacturers Assn. annual convention, Palm Beach, Fla.

May 23-25 — New England Truck Show, Hynes Auditorium, Boston.

Aug. 7-12—30th annual Midwest RV Show, Notre Dame University campus, South Bend.

Sept. 30-Sept. 3—Truck '84, American Trucking Assns. convention and exposition, Las Vegas Hilton/Las Vegas Convention Center, Las Vegas.

Oct. 13-18 — Recreation Vehicle Dealers Assn., annual convention, Sheraton World, Orlando, Fla.

Nov. 27-30 — 22nd annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

Dec. 3-6—SAE annual truck and bus meeting, Hyatt Regency Hotel, Dearborn.

U. S. TRUCK REGISTRATIONS

12 MONTHS, 1983 VS. 1982★

	12 mos., 1983	Percent Share of '83 market	1982 1983	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	942,568	31.65	733,120	30.16	+ 1.51
Chevrolet	904,672	30.39	758,107	31.19	− 0.80
Dodge	253,500	8.52	218,078	8.97	− 0.45
GMC	247,970	8.33	212,908	8.76	− 0.43
Jeep	76,453	2.57	62,097	2.56	+ 0.01
International	50,526	1.70	45,902	1.89	− 0.19
Mack	15,038	0.50	15,590	0.64	− 0.14
Freightliner	11,111	0.37	7,292	0.30	+ 0.07
Plymouth	10,187	0.34	10,174	0.42	− 0.08
Peterbilt	8,026	0.27	5,781	0.24	+ 0.03
Kenworth	7,972	0.27	7,344	0.30	− 0.03
White	3,242	0.11	2,669	0.11	.....
Mercedes-Benz	2,888	0.10	2,960	0.12	− 0.02
Volvo	1,641	0.06	763	0.03	+ 0.03
Autocar	992	0.03	596	0.03	.....
Western Star	322	0.01	638	0.03	− 0.01
Miscellaneous*	439,448	14.76	346,452	14.25	+ 0.51
TOTALS	2,976,556	100.00	2,430,471	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982; November-December New York totals compiled from manufacturers' sales records.

U. S. HEAVY DUTY REGISTRATIONS

12 MONTHS, 1983 VS. 1982★

	12 mos., 1983	Percent Share of '83 market	12 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	30,824	23.81	28,754	22.47	+ 1.34
Ford	26,255	20.28	30,180	23.59	− 3.31
GMC	16,363	12.64	20,298	15.86	− 3.22
Mack	12,919	9.98	13,569	10.61	− 0.63
Freightliner	11,111	8.58	7,292	5.70	+ 2.88
Peterbilt	8,026	6.20	5,781	4.52	+ 1.68
Kenworth	7,972	6.16	7,344	5.74	+ 0.42
Chevrolet	7,530	5.82	7,605	5.94	− 0.12
White	3,242	2.51	2,669	2.09	+ 0.42
Volvo	1,641	1.27	763	0.60	+ 0.67
Autocar	992	0.77	596	0.46	+ 0.31
Mercedes-Benz	967	0.75	984	0.77	− 0.02
Western Star	322	0.25	638	0.50	− 0.25
Miscellaneous	1,274	0.98	1,469	1.15	− 0.17
TOTALS	129,438	100.00	127,942	100.00	.....

★—No registrations for Oklahoma 1983 and 1982; November-December New York totals compiled from manufacturers' sales records.

service management

43 years of service

Wilfred Seguin, second from right, who retired from Cliff Anscheutz Chevrolet-Oldsmobile-Datsun, Inc., Alpena, Mich., after 43 years as a parts manager, was honored at a retirement party. Seguin accepts a plaque from Harley Guite, right, GM Parts Detroit zone manager, while Brad Brunken, GM Parts district manager, left, and Cliff Anschuetz, dealer, look on.

Walker sues Kar Crest over parts labeling system

RACINE, Wis. — Walker Mfg. Co. has filed a lawsuit in the U. S. District Court for the Northern District of Illinois, charging the Kar Crest Division of J. M. Tull Industries, Norcross, Ga., with unfair competition, trademark infringement and false representation.

Walker, a manufacturer of automotive exhaust system parts, is part of Tenneco Automotive, a division of Tenneco, Inc.

Gordon Kay, president, J. M. Tull Industries, said the suit "has been referred to our attorneys and we are waiting for their interpretation. It seems to be a routine suit filed against one of our subsidiaries."

The complaint alleges that since 1971 Walker has used a distinctive five-digit part numbering system for labeling mufflers, pipes and accessories; that Walker has promoted its part numbering system by advertising, and that the system has become identified with Walker.

The complaint charges that Kar Crest has adopted Walker's part numbering system for use in the advertising and sale of exhaust pipes manufactured by Kar Crest in order to benefit from Walker's goodwill, in a manner likely to cause confusion that Kar Crest's exhaust pipes are legitimately connected with Walker.

In addition, Walker charges Kar Crest with trademark infringement by using the Walker name and trademark on price sheets relating to Kar Crest pipes.

Finally, Walker charges that

Continued on Page 24, Col. 5

GNB develops new battery for Escort, Lynx

ST. PAUL.—A group 58 battery, delivering 430 cold-cranking-amps (CCA), will begin to arrive at retail outlets in March, according to GNB Batteries, Inc.

The battery was developed by GNB as a high-performance replacement option for the Ford Escort/EXP and Mercury Lynx/LN7 autos. GNB is a supplier of original equipment batteries to Ford.

The standard OE battery for these cars was a group 57, and optional 380 and 410 CCA bat-

Continued on Page 24, Col. 5

FWD flaws not excessive, fleet repair survey finds

By Francis J. Gawronski
Service Editor

For the most part, front-wheel-drive cars are not presenting fleet managers with excessive maintenance and repair problems, but those who do encounter abnormal difficulties cite the drivetrain as the most common and the GM X-bodies as the most troublesome models.

These are the results of a recent survey of U. S. and Canadian executives responsible for fleets conducted by Runzheimer Reports on Transportation, Northbrook, Ill.

According to Runzheimer, survey results, based on responses of 402 fleet managers representing 265,000 cars, showed that 70 percent of the fleet managers have not encountered "other than normal maintenance" of front-wheel-drive cars, while 30 percent said various front-wheel-drive cars present repair problems.

Fleet managers who noted abnormal maintenance and repair requirements cited, in order of frequency, drivetrain, suspension, engine, steering and general problems as the most troublesome. (See accompanying table.)

In the drivetrain category, fleet managers cited transmission problems, 50 percent; transaxle, 22 percent; camshaft, clutch and transmission seals, 2 percent each, and loose torque converter, 1 percent.

Under suspension, they cited front-suspension system and constant velocity (CV) joints, 10 percent each; excessive tire wear, 7 percent; alignment, 4 percent; shocks and struts, 3 percent each, and excessive front-end vibration, 2 percent.

Abnormal Maintenance or Difficulty With FWD Fleet Cars*

Program	Percent of Mentions
Drivetrain	
Transmission	50
Transaxle	22
Camshaft	2
Clutch	2
Transmission Seals	2
Loose Torque Converter Bolts	1
Suspension	
Front Suspension System	10
C.V. Joints	10
Excessive Tire Wear	7
Alignment	4
Shocks	3
Struts	3
Excessive Front End Vibration	2
Engine	
Engine	7
Timing Belt	3
Loose Motor Mount Bolts	2
Rough Running	1
Steering	
Power Steering	5
Steering Apparatus	4
Rack & Pinion	3
General	
Excessive Maintenance & Repair	18
Brakes	10
Electric System/Computer	9
Heater Core	3
Air Conditioning	3

Continued on Page 52, Col. 3

shop talk

By FRANCIS J. GAWRONSKI

Certifying counterpersons

In a move designed to "recognize professional competency of parts counterpeople in the areas important to the successful conducting of business at the parts counter," the Automotive Wholesalers Assn. Executives (AWAE) has established a national program to certify auto parts counter men and women.

Other objectives of the program, announced at the recent 25th annual convention of the Automotive Service Industry Assn. in Chicago, include an "effort to foster professional development of the counterperson and to assist in raising the overall image of the counter sales person."

Testing for the certification will be under the administration of each of the state wholesaler associations and they will select times and sites for testing to be done in their states, according to Loyal Hellweg, AWAE president, who announced the new program at the ASIA convention.

Hellweg, who also is executive director of the Iowa Automotive Wholesalers Assn., said the tests, consisting of 150 questions, are being written and validated by Northwood Institute, Midland, Mich., a co-sponsor of the program. College credit will be given for successfully completing the certifying test.

The test is designed to verify the counterperson's knowledge in such areas as one-on-one selling, catalog use, vehicle systems, handling the do-it-yourself customer, automotive terms and other administrative and sales subjects.

In addition to the test score, Hellweg said years of experience on the counter as well as other training programs will add points to an individual's score.

The certified counterman, Hellweg told the meeting, will receive uniform patches of the logo, a certificate, a lapel pin and an identification card.

"I think it's important for counterman certification to be administered on a local level," Hellweg said. "That way, the grass roots support needed for

Continued on Page 52, Col. 4

Replacement glass sales expected to set record in 1984

Bright future for windshield market

PHOENIX. — Sales of windshield replacement glass in the U. S. are expected to set an all-time record in 1984, according to Robert S. Terrell, sales and marketing manager, Glass Division, Ford Motor Co.

Speaking to the Flat Glass Marketing Assn. here, Terrell predicted that industry sales of windshield replacement glass would top 5.7 million units this year — an increase of 6 percent, or 300,000 units over 1983 sales and 100,000 units better than the previous record of 5.6 million units set in 1979.

He said stable fuel prices and an increase in motor-vehicle travel were two reasons behind the growing demand for automotive replacement glass.

"We expect gasoline prices to rise by only 7 to 8 percent in 1984, compared with increases of 35 percent in 1979, 39 percent in 1980 and 12 percent in 1981," Terrell said.

"Although Americans drove fewer miles in 1979 and 1980 than they did in previous years, we have a modest growth in miles driven in each of the past three years."

• Terrell said American motorists are expected to drive nearly 1.65 trillion miles this year, up 2 percent from 1983 and an increase of nearly 140 million miles from 1980's total of 1.51 trillion.

He added that a general recovery in the automotive industry, the increasing popularity of trucks and severe 1983-84 weather conditions were other factors pushing glass sales toward record levels in 1984.

"The disaster years of 1980, 1981 and 1982 for vehicle sales greatly inhibited our replacement business," Terrell said. "Solid vehicle sales growth in 1983 and 1984, however, will give us a much bigger universe

Continued on Page 52, Col. 3

Motorcraft promo car hits the street

Les Pomeroy, left, president of Quality Auto Body, Inc., Fairfax, Va., presents the keys of the Motorcraft Thunderbird to Paul Lansingh, Washington district manager for Ford Parts and Service Division. The car will be used in the promotion of Motorcraft and Ford-branded parts at store openings and selected motorsports events in Virginia, Maryland and the District of Columbia.

Fleet-car service life is 29 months

Mileage averages 56,135 before replacement

By Francis J. Gawronski

The average service life of a fleet car tops 29 months and is driven slightly more than 56,000 miles, according to the 1983 Used-Car Marketing Survey conducted by the National Assn. of Fleet Administrators (NAFA).

NAFA said survey results also confirm the "belief that leased cars are kept in service a few months less, driven fewer miles than company-owned vehicles in U. S. commercial fleets."

According to NAFA, 257 association members responsible for fleets totaling 166,409 cars participated in the survey. The responses, NAFA said, were divided into four fleet segments —U. S. commercial, public utility, government and Canadian.

Among the 178 U. S. commercial fleets, with 105,254 cars, the average car is kept in service 29.6 months and driven 56,135 miles before being replaced.

In 1983, according to NAFA, these fleets sold 34.8 percent of their vehicles. Of this total, 32 percent were 1980 model-year cars or older; 44 percent were 1981 models; 20 percent were 1982 models, and 4 percent were 1983 models.

NAFA said a further analysis of this segment indicates that leased cars are kept in service an average of 28.4 months and driven 56,668 miles, while company owned cars are kept 30.5 months and driven 58,039 miles.

Although sales to employes continues to be the most popular method of disposing of used cars — 30 percent of all used cars—NAFA said the survey indicates that wholesalers and auto auctions are increasing their penetration of the fleet market.

In 1983, NAFA said, wholesaling and auctioning were up 29 percent and 27 percent, respectively, of all sales.

Five percent of the used cars were sold to used-car dealers; 8 percent were traded to new-car dealers (more by leased fleets than by company owned fleets); and 1 percent were sold as wrecks or as salvage, according to NAFA.

NAFA said company owned fleets sell a higher percentage of their used cars to employes than do leased fleets — 37 percent as compared with 24 percent.

The public utility group — 22 respondents with 32,758 vehicles (28,958 company owned, 3,800 leased) — has the distinction of keeping its cars longer and driving them further than any other group in the survey. NAFA said the average service life of utility cars is 71.2 months and 88,684 miles, while the government group of 27 fleets and 23,079 cars (22,679 agency owned and 400 leased) kept its cars for an average of 52.4 months and 79,066 miles.

Among the 30 Canadian fleets with 5,327 vehicles, the average service life was 28.8 months and 87,000 kilometers (53,939 miles).

Utility fleets sold only 4,305 cars in 1983, 13 percent of their total stock.

Of the cars that were sold, 94 percent were 1980 or older models; 5 percent were 1981 models; 1 percent were 1982 models, and less than one-half of 1 percent were 1983 models.

Seventy-four percent of the used cars were sold through auction; 13 percent were sold to employes; 8 percent to wholesalers; 2 percent to used-car dealers, and 3 percent were traded to new-car dealers.

The government fleets sold 6,408 vehicles in 1983, approximately 28 percent of the total stock.

Of the vehicles sold during the year, 87 percent were 1980 or earlier model cars; 8 percent were 1981 models; 2 percent were 1982 models and three percent were 1983 models.

Ninety-eight percent of government cars are sold through the auction. In a majority of the cases, the marketing is done through public auction required by statute, rather than through a wholesale auction.

Only 1 percent of government used cars were sold to employes, and 1 percent were sold to used-car dealers.

NAFA said survey results make it "difficult to define a trend in future vehicle cycling policies."

Twenty-six U. S. commercial fleets said they plan to change their cycle in 1984, with 14 indicating they would lengthen it (either months or mileage) and 12 said they were shortening the cycle life.

Four public utility fleets said they plan to change their replacement cycle in 1984. In each case the new cycle will be shorter.

Six government fleets reported that they plan to change their replacement cycle in 1984, with five moving to a longer cycle and one shortening its from 84 months-60,000 miles to 60 months-80,000 miles.

Eight Canadian fleets indicated they plan to change their replacement cycles in 1984. Six are increasing either the months in service or miles driven, while two will shorten the cycle.

In 1983, the 30 Canadian fleets operating 5,237 cars (1,339 company owned, 3,988 leased) sold 1,975 cars, approximately 37 percent of total stock.

Twenty-eight percent of the vehicles sold were 1980 models or older; 51 percent were 1981 models; 20 percent were 1982 models, and one percent were 1983 or current year models.

SURVEY SUMMARY SHEET

	Cars in Fleet	Owned	Leased	Sold in 1983	MODEL YEARS 1980	1981	1982	1983	SELLING METHODS Older	Employee	Wholesale	Used Car	Auto Auction	Trade Ins	Average Months	Average Miles
Mfg.-Industrial (30)	20,312	15,376	4,936	7,505	2,329	3,443	1,402	56	275	3,195	1,889	52	2,047	3	29.1	58,129
Mfg.-Consumers (22)	10,635	3,585	7,050	3,263	827	1,940	446	37	13	893	441	35	1,736	106	29.4	57,680
Insurance (29)	21,532	17,203	4,329	7,550	2,874	2,747	1,554	248	127	2,316	1,471	797	1,904	1,061	31.9	52,534
Chemical & Petroleum (21)	14,374	4,583	9,791	5,010	1,674	2,005	947	225	159	917	2,708	25	1,045	306	31.2	61,215
Food & Beverage (23)	9,112	6,054	3,058	3,502	706	1,122	983	549	142	813	603	179	908	999	26.7	47,082
Drug & Cosmetics (24)	20,344	2,183	18,161	7,705	1,632	4,131	1,720	205	17	2,192	2,870	494	1,748	401	27.0	55,282
Banking (9)	1,644	1,208	436	555	84	354	80	4	33	235	165	26	129	11	28.5	48,522
Retailing (7)	1,960	293	1,667	413	135	161	104	13	....	87	87	1	230	8	30.7	72,484
Other (13)	4,341	1,827	2,514	1,194	472	368	94	24	236	506	416	4	248	20	36.3	70,574
U.S. Commercial (178)	105,254	53,312	51,942	36,697	10,733	16,271	7,330	1,361	1,002	11,154	10,650	1,613	9,945	2,915	29.6	56,134
Public Utility (22)	32,758	28,958	3,800	4,305	456	221	46	2	3,580	540	323	83	3,143	165	71.2	88,684
Government (27)	23,079	22,679	400	6,408	1,552	481	151	197	4,020	12	....	15	2,354*	4	52.4	79,066
Canada (30)	5,327	1,339	3,988	1,975	507	1,012	398	19	39	1,183	334	167	97	184	28.9	87,000 kilometers Canada only

*Many government agencies reported that they sold their cars through public auction rather than through a wholesale auto auction or they disposed of them through another agency such as a General Service Agency.

Supercharge for UK fleets

'It is a flexible cost-control tool'

HUNT VALLEY, Md. — PHH Group, Inc., the Baltimore-based corporate services company, announced that its international subsidiary, PHH, Ltd., of Swindon, England, has entered into an agreement with the British Petroleum Co. (BP) to operate and administer the largest fuel card system in Great Britain.

Called Supercharge, the card is for use by UK companies that operate fleets of 20 or more vehicles. The BP and National gasoline stations will honor the card, as will stations that use the PHH AllStar Fuel Card.

Supercharge, which does not compete with BP's agency card —this is for fleets of commercial vehicles—will be accepted at twice as many UK filling stations as any other fuel card.

• Frank J. Schmieder, executive vice president of PHH Group said, "We are excited about this arrangement with British Petroleum. It marks a new stage of PHH's activities overseas. This expansion of our services to European business is in keeping with the growth we have experienced domestically over the past several years.

"Last year in the U. S. we saw a movement towards cash purchase of fuel. In the UK the reverse has been true," Schmieder said. "With the Supercharge card we have created a massive network of over 7,000 gasoline stations and garages that honor this card. That is one in every three stations in the United Kingdom.

"Over 30 percent of the fuel purchased at UK filling stations goes into company owned automobiles, that represents a potential volume of over 1.5 billion gallons of fuel," he said. "We're enthusiastic that the Supercharge card will earn a major share of this market because it provides significant customer benefits.

"The Supercharge card was designed to respond to the unique needs of the UK marketplace and to provide company management with a detailed summary of transaction reports that are vital to maintaining high levels of operating efficiency," Schmieder said. "It is a flexible cost control tool that isolates fuel costs from running costs and creates a single value-added tax invoice to deal with."

PHH International offers fleet management, fuel purchase and leasing services for cars and trucks, as well as relocation management services throughout the United Kingdom.

PHH Group and its subsidiary companies provide a broad range of cost control management services including vehicle and business aircraft fleet management and leasing, location assistance for corporations, relocation assistance for their transferred personnel and various expense management programs.

History is made—quietly

UK Undersecretary of State for Industry John Butcher silently eases a Bedford CF Electric off the line at Luton. With him, standing, is John T. Battenberg III, general manager, Bedford Commercial Vehicles.

Daimler-Benz short on CAFE

WASHINGTON. — Daimler-Benz is projecting its CAFE for '84 models at 26.5 MPG, just missing the '84 fuel-economy standard of 27 MPG.

But Daimler noted that in model year '81, its CAFE was 25.6 MPG—well above the 22.0 MPG standard—and its earned credits worth $9,744,122 will easily offset its 1984 expected need of about $1.9 million.

Seminars cover key issues for fleet operators

BALTIMORE. — The key issues that will affect fleet operators during the 1985 model year will be covered in a series of seminars sponsored by Peterson, Howell & Heather, Inc.

Called Fleet Management Perspective 1985, the series will open April 19 in Baltimore at the Marriott's Hunt Valley Inn and end May 9 in Houston at the Westin Galleria.

Other seminars will be held April 24, Parsipanny-Troy Hills, N. J., Parsipanny Hilton; April 25, New York, Plaza Hotel; April 26, Danbury, Conn., Ethan Allen Inn; April 27, Bedford, Mass., Stouffer's Bedford Glen.

Also, April 30, San Francisco, Hyatt Regency - San Francisco; May 1, Los Angeles, Los Angeles, Marriott Hotel; May 2, Schaumburg, Ill., Hyatt Regency Woodfield.

Also May 3, Pittsburgh, Allegheny Club; May 4, Cincinnati, Clarion Hotel - Cincinnati; and May 8, Atlanta, The Waverly.

Matching leasees to the right car

ATLANTA. — Town and Country Leasing has come up with a new leasing promotion with the opening of its Sandy Springs, Ga. office.

The policy, according to Fred Amtower, director of operations, is to focus on matching leasees to the right car. The prospective customer is given a questionnaire and is consulted via an "advice conference."

The goal is to find the car that best suits the customer's needs, Amtower said.

"We then give them a choice after we've made a selection presentation from every car available," he said.

Reimbursement

Continued from Page E-6

lows its use by "others" living in the same household.

Eighteen fleets in the group have established a minimum business mileage as one consideration in assignment of fleet cars. Three fleets set the requirement at 20,000 miles a year. Three each set it at 14,000, 15,000 and 18,000 miles a year.

Fourteen fleets in the chemical and petroleum group report that some form of compensation or ability to purchase the car was fleet policy when an employe loses eligibility for a company car. In one case, the employe is allowed to keep the car. One fleet gives a "one time salary adjustment." and one fleet reported its policy was an increase in salary but it was lost if the employee was ever assigned a car again.

In the drug and cosmetics group, every one of the 45 responding fleets permit personal use of company cars after working hours, on weekends and holidays, and for vacation travel. Three fleets place some limitations on the extent of personal use, generally in regard to the length of vacation trips.

Forty-two of the 45 fleets charge for personal use; three do not. Of 42 fleets that charge, 17 base it on mileage; 18 have a flat weekly or monthly rate, and six use a combination of both.

Every fleet in the group permits the employe's spouse to use the car; 27 extend the privilege to licensed children, and seven permit others in the household to use it.

In reporting on criteria for car assignment, the majority of fleets in this group said job title was the key factor, but a substantial number included the amount of business mileage driven as another factor.

When reimbursing employes for use of personal cars, every respondent in the group relies on a straight mileage payment.

Thirty-one fleets in the drug and cosmetics group provides some form of compensation or offered to sell the fleet car to an employe who no longer qualifies for a company car.

In the manufacturing-consumer group, of 53 responding fleets, all but one permit personal use of company cars. One fleet does not permit the car to be used on vacation, while six others place some limitation on personal use.

Forty-seven of the fleets permitting personal use charge for such use, either on a straight mileage basis, flat weekly or monthly charge or a combination of both.

Five fleets in this group limit personal use of the company car to the employe only. All others permit the spouse to drive the vehicle, and 30 fleets extend personal use privileges to licensed children, and seven permit the car to be used by "others" in the same household.

The question of criteria for assignment of company cars invariably draws more than one response. The majority of fleets always mention "job title" but a large percentage also mention business mileage driven.

Twenty-one fleets in the group reported they compensated employes, either in the form of cash payments or sale of the car, if he or she was no longer eligible for a company car.

In the food beverage group, all 27 fleets permit personal use of the company car and all but three charge employes for personal use. Eight fleets each charge straight mileage, a flat weekly or monthly charge or a combination of both.

Every fleet permits the employe's spouse to drive the car, while 18 extend the privilege to licensed children and five fleets allow others in the household to use it.

Twelve fleets in the group said mileage is a factor in assignment of cars, while 22 said job title or duties is a factor. Only three said fringe benefits are a consideration in car assignment.

Fifteen fleets said an employe who no longer rates a company car receives cash compensation or is given the opportunity to purchase the vehicle. Three fleets said they pay the employe $4,000 less taxes; one pays two months salary up to $6,000 maximum. One fleet said an employe with 15 years of service is given the car.

Cadillac

FLEET SALES

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U.S. Average Annual Costs to Own and Operate Selected 1984 Models

Make/model	Cyl./Engine	Drivetrain	Operating (Variable)	Ownership (Fixed)	Total
Subcompact					
Chevrolet/Chevette	4/1.6L	RWD	$1,430	$2,428	$3,858
Ford/Escort L	4/1.6L	FWD	1,430	2,549	3,979
Compact					
Ford/Mustang L	4/2.3L	RWD	1,610	2,875	4,485
Plymouth/Reliant	4/2.2L	FWD	1,530	2,725	4,255
Intermediate					
Ford/LTD	4/2.3L	RWD	1,650	2,929	4,579
Oldsmobile/Ciera LS	4/2.5L	FWD	1,600	2,924	4,524
Mercury/Marquis	4/2.3L	RWD	1,650	3,014	4,664
Dodge/600	4/2.2L	FWD	1,610	2,973	4,583
Sports Specialty Cars					
Chevrolet/Camaro	4/2.5L	RWD	1,730	3,208	4,938
Chrysler/Laser	4/2.2L	FWD	1,490	3,215	4,705
Luxury					
Lincoln/Continental	8/5.0L	RWD	2,230	5,726	7,956
Cadillac/Eldorado	8/4.1L	FWD	2,130	5,704	7,834

BASIS: All costs based on 3 years/60,000 miles of ownership. All cars similarly equipped, including AT, PS, PB, AC, tinted glass, AM radio, wheel covers, body side moldings, and remote left mirror. Operating expenses include gasoline, oil, maintenance, and tires. Ownership expenses include licensing, depreciation, financing, taxes, and insurance ($100 deductible for comprehensive, $100/300/50M for property damage and personal liability, plus $250 deductible for collision).

Source: Runzheimer and Co., Inc.

Front-drive cuts costs

Averages $100 less than RWD for three years

NORTHBROOK, Ill. — Total annual cost to own and operate a 1984 front-wheel-drive car is $100 less on average, than a comparable 1984 rear-wheel-drive car.

This is the highlight of cost analysis of 12 selected front and rear-wheel-drive cars by Runzheimer Reports on Transportation.

The cars were evaluated by the firm's data analysts on the basis of variable costs, such as gasoline, oil, maintenance and tires, and fixed costs, including licensing, depreciation, financing, taxes and insurance.

The costs, Runzheimer said, are based on a three-year, 60,000-mile tradein cycle.

The front-wheel-drive compact Plymouth Reliant, for example, costs $1,530 in variable costs each year and $2,725 in fixed costs, totaling $4,255 annually. The comparable rear-wheel-drive Ford Mustang L, with variable costs of $1,610 and fixed costs of $2,875, according to Runzheimer, costs a total of $4,585, making the difference $230 a year (see accompanying table).

The average variable costs for all rear-wheel-drive cars amounted to $1,717, while fixed costs were to $3,363 for a total average of $5,080, compared with front-wheel-drive variable costs of $1,630 and fixed costs of $3,348 for a total of $4,980 and a difference of $100.

For four selected intermediate cars, the total cost difference is $140.

In the luxury-car category, the front-wheel-drive Cadillac Eldorado costs $7,834 annually, making it $122 less to own than the rear-wheel-drive Lincoln Continental at $7,956, according to Runzheimer.

In the sports specialty category the front-wheel-drive Chrysler Laser costs $4,705 annually, making it $233 less to own than the Chevrolet Camaro at $4,938, the firm said.

The slight cost advantage of front-wheel-drive cars over the rear-wheel-drive cars, according to Runzheimer, is primarily due to engineering changes resulting in weight reduction which helps achieve greater fuel efficiency.

The exception to the lower yearly costs for front-wheel-drive cars is the subcompact category. The Ford Escort L costs $121 more annually at $3,979, than the rear-wheel-drive Chevrolet Chevette costing $3,858.

The Runzheimer newsletter editors point out that cost difference should not be the only factor in choosing between front and rear-wheel-drive cars. Variables such as ride comfort, cargo capicity, traction, car handling and repair costs should also be considered.

Cost of car ownership goes down

Second time in history, says Hertz study

By Francis J. Gawronski

Average expenses for owning and operating a new car in the U.S. dipped in 1983, for only the second time in history, to 43.28 cents per mile, down 1.4 cents or 3.1 percent from 44.67 cents in 1982, according to annual automotive cost estimates released by Hertz Corp.

The ownership and operating costs, according to Hertz, are for typically equipped new compact-sized U.S. cars.

The 1983 decline, which the New York based lease-rental company attributes to lower interest rates and reduced gasoline prices, is said to end a decade of double-digit increases that boosted auto operating expenditures 174 percent between 1972 and 1982.

According to Hertz, the only previous decline in the more than half-century that it has kept records was during the price-control era of 1971, when costs to run new intermediate-sized sedans, then the most typical new cars, declined from 19.0 cents a mile to 18.7 cents.

By comparison, Hertz noted, the nation's overall cost of living climbed 129 percent in the 1972-1982 decade.

The drop in total costs came despite a 3.2 percent hike in prices to $8,358 for a typically equipped 1983 compact from $8,102 in 1982, Hertz said. This rise boosted vehicle depreciation some 4/10ths of a cent per mile in typical driving.

Insurance, licenses, fees, taxes, maintenance and repair expenses also increased fractionally last year, adding another 3/10ths of a cent a mile. But interest costs fell 2 cents, while gasoline and other service station charges were another 1/10th cent lower, the Hertz study revealed.

(A comparison of the Hertz 1983, 1982 and 1978 estimates for typically equipped, new compact-sized domestic sedans driven 10,000 miles yearly for five years appears in an accompanying table.)

"The 1983 drop in ownership and operating expenses for most new models is welcome news to owners of the nation's 120 million passenger cars," Frank A. Olson, Hertz chairman and chief executive officer, said. "After reducing their business and personal travel substantially in recent years, Americans seem to be back on the road again.

"Our figures indicate it is more than a coincidence that automotive sales began to turn up last year, just as driving expenses began turning down," Olson said. "Continued pricing restraint by manufacturers should benefit American motorists, and the auto industry itself."

According to the Hertz report, car prices are a key factor in overall driving outlays, bearing on depreciation, interest, insurance and taxes—the "fixed" or standing annual expenses which comprise some three-quarters of total auto costs.

The Hertz data showed that over the past 10 years the trend has been to driving less, keeping cars longer and purchasing smaller vehicles with fewer options, in an attempt to keep driving outlays in line with income.

Since 1972, average yearly car mileage has dropped 22 percent to 8,037 miles; compact cars, rather than intermediates, are now the most typical new models purchased; new cars are now kept an average of 5.1 years against 3.6 years; and, the average age of cars in use is 7.2 years today, compared with 5.7 years in 1972.

Automotive expenses differ significantly by vehicle size and optional equipment, annual mileage, duration of ownership and where autos are driven, Hertz said.

Cars purchased used and new units kept for longer periods cost substantially less, the report indicated.

(The new Hertz cost estimates for 1983, 1982 and 1978 for new models of different sizes driven 10,000 miles a year for five years are shown in the above table.)

Figures in the study also revealed that keeping cars longer can save: New 1983 compacts driven 10,000 miles a year but traded annually cost 50.47 cents a mile, 7.2 cents more than those kept a more typical five years; units retained 10 years averaged 33.29 cents a mile, 10.5 cents less than five-year ownership, and nearly 17.2 cents under cost for annual trading, Hertz said.

The Hertz report also stressed that variations in annual driving distances also have a material effect on the cents-per-mile costs because annual fixed dollar outlays are divided by more, or fewer miles.

For the five-year driver, a new 1983 compact's costs ranged from 73.91 cents a mile at 5,000 miles a year to 28.35 cents as an annual 20,000 miles of driving — 45.6 cents a mile less, Hertz said.

However, on an annual dollar basis, Hertz noted, 50,000 miles a year totals $3,696, while 20,000 miles comes to $5,670, or $1,974 more. The average driving distance for U.S. cars in their first five years of service was 9,507 miles in 1982.

AVERAGE OWNERSHIP/OPERATING COST

ITEM	1983	1982	'82-'83 % Change	1978	'78-'83 % Change
Purchase Price	$8,358	$8,102	+ 3.16%	$4,707	+ 63.8%
Depreciation	13.71*	13.29*	+ 3.16%	8.19*	+ 67.4%
Insurance, Licenses, Fees	9.98	9.80	+ 1.8	5.65	+ 76.6
Interest Paid and Lost	7.66	9.67	−20.8	3.59	+113.3
Maintenance and Repair	3.55	3.42	+ 3.8	2.09	+ 69.9
Gas and Other Service Station Charges	8.38	8.49	− 1.3	5.33	+ 57.2
TOTAL	43.28*	44.67*	− 3.1 %	24.85*	+ 74.2%

*—Cents.

AVERAGE COST PER CAR SIZE

CAR SIZE	1983	1982	'82-'83 % Change	1978	'78-'83 % Rise
Subcompact	34.63*	34.18*	+1.3%	22.52*	+53.8%
Compact	43.28	44.67	−3.1	24.85	+74.2
Mid-Size	45.46	49.02	−7.3	28.73	+58.2
Intermediate	49.56	50.69	−2.2	28.91	+71.4
Standard	55.42	52.31	+5.9	32.33	+71.4
AVERAGE	45.67*	46.17*	−1.1%	27.47*	+66.3%

*—Cents. Source: Hertz Corp.

Gillis named president of ACRA

'H.R. 1415 is bad legislation . . . ill conceived'

PALM SPRINGS, Calif. — Richard J. Gillis has been elected as the sixth president of the American Car Rental Assn. (ACRA) during the association's annual convention here.

Gillis is the president and chief executive officer of Americar Rental and Leasing System of Washington and surrounding metropolitan area. He is also the president of Americar Corp., the franchisor of Americar Rental and Leasing System nationwide, and owns and operates Sterling Ford, a Ford dealership in Sterling, Va.

During the 1984 convention, Gillis stressed his commitment to educating the industry and the consumer on the consequences of H.R. 1415, a bill currently pending in the U.S. House of Representatives, which seeks to prohibit incentives offered by automobile manufacturers for volume or fleet purchases of automobiles.

"H.R. 1415," Gillis said, "is bad legislation. It is ill-conceived, clearly anticompetitive and harmful to manufacturers, new car dealers, fleet purchasers and ultimately the general public."

In December, 1983, Gillis testified against H.R. 1415 before the House Energy and Commerce's Subcommittee on Commerce, Transportation and Tourism.

In addition to electing Gillis as president, the ACRA also elected the following officers: Senior vice president - Rajiv Tandon, corporate vice president & general manager, Car Rental Division, National Car Rental System, Inc., Minneapolis; vice president of legal and legislative affairs - Robert L. Aprati, vice president & general counsel/secretary, Budget Rent A Car Corp., Chicago; vice president of programs - Robert E. Pirtle, president, ai Rent A Car Corp., Dallas; vice president of membership - John P. Kennedy, vice president, Rent A Car Operations, Avis, Inc., Garden City, N. Y.; secretary - C. Kenneth Wright, chairman, Rent A Car Co., Inc., bda/Avis Rent A Car, Richmond, Va.; treasurer - Roger A. Murch, Director of Government Relations, National Car Rental System, Inc., Minneapolis.

Elected as directors for a three-year term expiring in 1987 were: Charles A. Bovino, vice president - operations support, Avis; Bill Plamondon, vice president - operations, Budget Rent A Car; James D. Pratt, Director, Thrifty Rent A Car System, Inc., Dallas, Tandon; Richard C. White, vice president, Mr. Rent-A-Car/Mr. Lease-A-Car, Andover, Mass.; and Joe W. Wimberly, president, Tri-City Rentals, Inc., dba/Hertz Rent A Car, Kingsport, Tenn.

Directors whose terms expire in 1985 are: Larry R. Depace, vice president, Central Leasing Co., dba/National Car Rental, Cleveland; Richard J. Gillis, president, Corporate Fleet Management, Inc., dba/Americar Rental System, Alexandria, Va.; Robert W. Klyce, president, Car and Truck Rentals, Inc., dba/Avis Rent A Car, Birmingham, Ala., Pirtle; Elliott Weinstein, vice president of Fleet, Grand Rent A Car Corp., dba/Avis Rent A Car Licensee, Marina del Rey, Calif.; Thomas J. Zarcone, corporate vice president, Car Rental Division, National Car Rental System, Inc., Minneapolis.

Directors whose terms expire in 1986 are: Aprati; H. F. Boubelik, corporation vice president - sales, National Car Rental System, Inc., Minneapolis; Ken Elder, president, Welcome Corp., dba/Thrifty Rent A Car, Alexandria, Va.; Richard Haiman, president, Budget Rent A Car of Florida, Orlando, Fla.; Kennedy; Les E. Netterstrom, II, president, Holiday - Payless Rent A Car System, St. Petersburg, Fla.

Hole-in-one winner receives car

It seemed like Christmas in July for Marty Dickerson, a member of the Ladies Professional Golf Assn. tour from Middletown, O. By sinking a hole-in-one at the McDonald's Kids Classic benefit golf tournament in Philadelphia, Dickerson won a Cutlass Ciera Brougham, donated by National Car Rental in Philadelphia, and a full-length mink coat.

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For more information, please call or write:

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(215) 898-6320

Case for 27-month replacement cycle

'Potential savings of $10 per car, per month'

Peterson, Howell & Heather, Inc., fleet lessor of cars, trucks and equipment, has changed its replacement policy recommendations, effective this month.

For several years, PH&H has recommended a 36-month or 55,000-mile replacement cycle for its clients' cars, with some special usage exceptions. Based on recent changes in the economy and the automotive industry, however, the fleet leasing and management company is now convinced that, for most fleets, replacement timing must be accelerated to less than 30 months, with an optimum point of 27 months in most cases, to capture maximum savings.

Assumptions underlying the change concern the sensitivity of resale prices to months in service versus mileage. Based on examination of used car sales and return on original cost over the past 10 months, PH&H has determined that months in service is now the most important variable to consider.

A number of recent changes in the fleet management environment have led to this re-evaluation.

The drop in interest rates presents opportunities to capture lower rates than those applicable to older leased units, a source of potentially large savings in financing costs, the company says.

A stronger resale market also prevails, in terms of percent return on original cost, and is placing a higher premium on newer used cars.

'The numbers speak for themselves,' says PH&H president Eugene Arbaugh.

Regulations permitting more flexible use of investment tax credits present the opportunity for earlier and greater ITC cash flow with accelerated fleet turnover, according to the company.

Lower maintenance and tire costs, enhanced by warranty coverage on newer cars, and the continuing improvement in fuel economy in newer cars, also are said to contribute to overall savings through accelerated replacement.

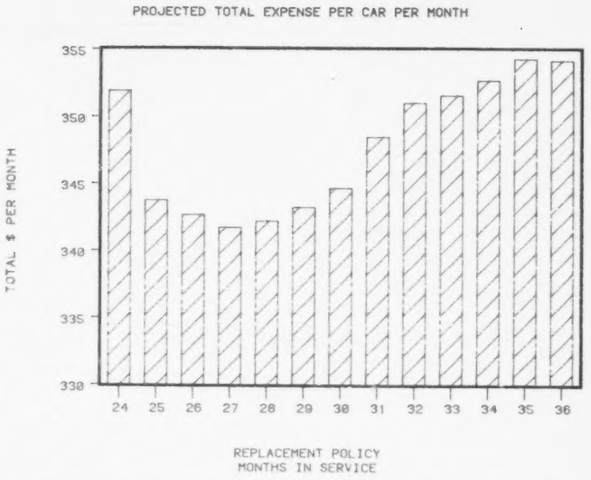
With the original cost of automobiles relatively stable, PH&H believes all these elements combine to offer important total fleet savings through a targeted, shortened replacement cycle.

For the typical fleet car, traveling an average 2,200 miles per month, the window between 25 and 27 months appears to be the replacement threshold to target for maximum savings, so that all replacements can be completed within a 30-month cycle, the company says.

PH&H president Eugene A. Arbaugh emphasizes the changing nature of the replacement policy decision. "The information we have provides strong evidence that a replacement policy of 27 months is the optimum for the large majority of our clients.

"We have modeled many scenarios, and they all have indicated the same thing. The numbers speak for themselves. Clients still operating under a 36-month policy should seriously consider taking advantage of this opportunity for accelerated replacement. We are convinced there are potential savings of five to 10 dollars per car, per month, which represents millions of dollars of savings over our entire fleet."

A letter announcing results of the computer modeling was recently mailed to PH&H clients. More information will be available at the company's annual client seminars to be held in 12 cities across the country in April and May.



PH&H says 27 months is the optimum time for fleet replacement.

Call me a 'manager'

And pay me $35,227 a year

NORTHBROOK, Ill. — More than twice as many of those responsible for fleet management classify themselves as managers rather than administrators, according to a recent survey by Runzheimer Reports on transportation.

According to the industry newsletter, 41 percent of the respondents are ranked as managers, while 19 percent are titled administrators.

Other corporate ranks, according to the survey of 489 executives responsible for fleets, include vice president, 11 percent; director, 10 percent; supervisor, 7 percent; and president, 2 percent.

Examining compensation, according to title (see table), the survey notes that six out of 10 respondents in the $60,000-and-up category are presidents or vice presidents.

Those with the titles of president and vice president usually have other duties in addition to fleet management, which represents a part-time responsibility, according to the newsletter.

However, once the upper levels are excluded, the survey reveals that compensation for fleet managers reaches higher levels with greater statistical frequency than for fleet administrators, Runzheimer said.

The survey also revealed that the median compensation for fleet managers ($35,227) is $8,852 higher than for fleet administrators ($26,375).

Compensation of Executives with Fleet Responsibility According to Corporate Rank Designated by Survey Respondents*

Salary Level	President #	President %	Vice President #	Vice President %	Manager #	Manager %	Administrator #	Administrator %	Director #	Director %	Supervisor #	Supervisor %
Under $15,000	0	0.0%	0	0.0%	0	0.0%	2	0.5%	0	0.0%	1	0.2%
$15,001-$20,000	0	0.0%	0	0.0%	3	0.7%	12	2.8%	0	0.0%	1	0.2%
$20,001-$25,000	0	0.0%	0	0.0%	15	3.5%	26	6.1%	5	1.2%	8	1.9%
$25,001-$30,000	1	0.2%	1	0.2%	37	8.6%	20	4.7%	4	0.9%	14	3.3%
$30,001-$35,000	0	0.0%	6	1.4%	42	9.8%	12	2.8%	5	1.2%	7	1.6%
$35,001-$40,000	2	0.5%	3	0.7%	33	7.7%	10	2.3%	5	1.2%	2	0.5%
$40,001-$45,000	1	0.2%	5	1.2%	25	5.8%	3	0.7%	12	2.8%	2	0.5%
$45,001-$50,000	0	0.0%	6	1.4%	23	5.4%	4	0.9%	2	0.5%	0	0.0%
$50,001-$55,000	0	0.0%	5	1.2%	6	1.4%	1	0.2%	7	1.6%	0	0.0%
$55,001-$60,000	0	0.0%	6	1.4%	5	1.2%	0	0.0%	2	0.5%	0	0.0%
$60,001 and up	6	1.4%	16	3.7%	8	1.9%	1	0.2%	6	1.4%	0	0.0%
TOTAL	10	2.3%	48	11.2%	197	45.9%	91	21.2%	48	11.2%	35	8.2%

(Note: # = Number, % = percent.)
*All respondents did not list salaries.

Source: Runzheimer and Co., Inc.

Compensation for fleet supervisors falls most often into the $20,001 to $35,000 range, while that of directors is somewhat scattered, but with the response in the $40,001 to $45,000 range.

Based on the survey results, and recognizing that the title of "manager" obviously carries more weight than "administrator," the editors of the Runzheimer newsletter recommended that the National Assn. of Fleet Administrators change its name to National Assn. of Fleet Managers and work for achieving the designation of fleet manager for all fleet professionals.

CAPITAL EXPENDITURES AND LEASE FINANCING OF SELECTED TYPES OF EQUIPMENT, 1982
(Amounts in Billions of Dollars)

Category	Capital Expenditures	Lease Financing — Amount	Lease Financing — Percent of Capital Expenditures
Computers	34.0	5.0	14.7
Railroads—Class I	2.0	0.7	35.0
Motor Vehicles	30.1	9.3	30.9
Aircraft[1]	40.1	1.8	45.0
Shipping[2]	3.1	0.7	22.6
Agricultural Equipment[3]	13.3	0.7	5.3

1/ Capital leases plus tax benefit transfers.
2/ Capital expenditures consist of the value of newly produced non-military vessels.
3/ Farm gross capital expenditures ($12.6 billion) plus new leases of equipment ($0.7 billion), 1981.

Source: Estimates by Brimmer & Company

Leasing as financial tool

It's a means of lowering cost of capital

STAMFORD, Conn. — The leasing of capital equipment in the motor vehicle industry has expanded so rapidly in recent years that it now represents one of the most important sources of financing for the acquisition of capital equipment.

According to a new report on lease financing by Andrew Brimmer, a former member of the Federal Reserve Board, the leasing of capital equipment in the auto industry accounted for 31 percent or $9.3 million of the capital expenditures in 1982.

The report, commissioned by the General Electric Credit Corp. (GECC), explains the current strategies behind the growing use of leasing as a financial tool.

Many companies unable to take advantage of the tax benefits associated with the purchase of new equipment look to leasing as a means of lowering their cost of capital, the report said.

Leasing companies like GECC can apply incentives such as accelerated depreciation and investment tax credits, often charging depreciation and investment tax credits, often charging rates below what the company would pay if purchasing the equipment outright.

The study points out that companies in the motor vehicle industry enjoy the further advantage of improving their cash flow by avoiding the high cost of tying up their cash in equipment purchases.

"This money could be put to better uses, such as working capital, research and development, or acquiring short-term financial assets," explained Gary Wendt, GECC vice president.

"What's more, compared with bank loans, leasing typically requires a smaller down payment and fewer restrictions," he said. "Plus many lease arrangements included maintenance and repair services."

Wendt also noted that leasing also makes a major contribution to the motor vehicle industry by creating jobs. Outlays on new plants and equipment stimulated the demand for capital goods plus a variety of related products and services.

"As output rises to meet these demands, labor requirements increase and new jobs are created," Wendt said.

"Leasing has helped to expand the availability of funds and to reduce the cost of credit to many segments of the railroad industry," Wendt said.

"Many companies would otherwise find it impossible to obtain the equipment and facilities needed to expand the supply of goods and services so critical to the growth of the motor vehicle industry," he said.

Educational courses available

NEW YORK. — The National Assn. of Fleet Administrators, Inc. (NAFA), has released its 1984 Educational Catalogue providing information on courses that meet the educational and training needs of fleet managers, according to Marilyn Leach, chairperson of NAFA's national education committee, and equipment administrator, Dowell Division, Dow Chemical.

The 16-page booklet includes an in-depth description of the three courses NAFA is offering in 1984. They are Basic Principles of Fleet Management, Advanced Fleet Management, and Automotive Familiarization.

"Attending a NAFA conference or seminar provides fleet managers with an excellent opportunity to share ideas and discuss new concepts in the field with their fellow professionals," says Leach.

The catalogue contains a registration and housing form for those interested in attending any of the three courses. It is available by writing to NAFA, 295 Madison Ave., New York, New York 10017 or by calling (212) 689-3200.

Dates and locations for the courses are May 8-10, Detroit, Basic Principles of Fleet Management; July 11, 12, Chicago, Advanced Fleet Management; September 10-14, Chicago, Automotive Familiarization; October 17-19, Vancouver, B.C., Basic Principles of Fleet Management; November 5-9, Montreal, Automotive Familiarization, and November 14, 15 Houston, Advanced Fleet Management.

Are supplier jobs at stake?

Studies can't quantify Foreign Trade Zones

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — It is not possible to quantify the employment effects Foreign Trade Zones and Subzones are having on the Commerce Department's Foreign Trade Zone (FTZ) program.

The release of the General Accounting Office (GAO) study follows an earlier International Trade Commission report on FTZs. The ITC report also found net employment information difficult to ascertain.

Both studies were prepared at the request of the chairman of the House Ways and Means Committee, Dan Rostenkowski, Illinois Democrat. Rostenkowski was said to be concerned that the FTZ was encouraging imports, while eliminating American supplier jobs.

The GAO report said the auto industry had encountered "little or no opposition" as the largest user of subzones and that "the automotive parts industry and the UAW have not voiced opposition to date because they believe that the subzones are helping them and that general purpose zone operations do not affect them."

The study also said, "Affected parties told us that the benefits of continued operation of final assembly plants and the continued purchase of many U. S.-made components offset the negative impact of reduced employment related to a small percent of components."

However, GAO's findings tend to contradict UAW testimony before the ITC. The UAW told the ITC it is difficult to oppose Foreign Trade Subzone creation on a site-by-site basis, since the national union would often find itself at odds with individual locals.

Nevertheless, the union said it believed the FTZs are taking more jobs out of the American economy than they are preserving and the union looked to both the ITC and GAO to determine whether this was so.

The AFL-CIO advocated total elimination of the FTZ program in those same hearings, and the ITC's study uncovered opposition to auto maker subzones by the U. S. iron and steel industries.

The GAO found that the effect of FTZ, on local economies is "mixed" and that "it is uncertain whether, and to what extent, Foreign Trade Zones contribute to a net addition to total U. S. employment, even if local employment is increased by increasing exports or by reducing imports."

The auto industry told GAO it "would still import parts if zones did not exist but added costs would render them less competitive."

The industry said "changing economic conditions plus foreign and domestic competition" led to a greater need for imported auto parts and that subzones had made it economically feasible to increase imported components and raw materials."

K J appoints Achilles

MC PHERSON, Kans. — Kansas Jack, Inc., has appointed Mike Achilles national Sales coordinator, a new position for the collision repair equipment manufacturer.

DECORATIVE ROOF OPTIONS ON 1983 U. S. MODELS

	Vinyl Roofs	Percent of Output	Electric Slide Sunroofs	Percent of Output	Pop-up Sunroofs	Percent of Output	T-roof	Percent of Output
AMERICAN MOTORS	4,610	2.88	177	0.11	N.A.	—	N.A.	—
Alliance	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Eagle	4,610	26.00	177	1.00	N.A.	—	N.A.	—
CHRYSLER CORP.	225,999	27.27	3,739	0.45	10,915	1.32	0	0.00
C-P Total	189,660	35.91	3,690	0.70	4,402	0.83	0	0.00
Turismo	N.A.	—	N.A.	—	4,402	11.70	N.A.	—
Horizon	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Reliant	11,669	6.70	N.A.	—	N.A.	—	N.A.	—
Gran Fury	1,841	11.70	16	0.10	N.A.	—	N.A.	—
Fifth Avenue	83,501	100.00	3,674	4.40	N.A.	—	N.A.	—
E-Class	N.A.	—	N.A.	—	N.A.	—	N.A.	—
LeBaron	55,042	69.70	N.A.	—	N.A.	—	N.A.	—
New Yorker	37,607	100.00	N.A.	—	N.A.	—	N.A.	—
Dodge Total	36,339	11.05	49	0.01	6,513	1.98	0	0.00
Omni	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Charger	N.A.	—	N.A.	—	6,513	13.70	N.A.	—
Aries	9,141	6.70	N.A.	—	N.A.	—	N.A.	—
Dodge 600	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Diplomat	4,155	17.00	49	0.20	N.A.	—	N.A.	—
Dodge 400	23,043	81.10	N.A.	—	N.A.	—	N.A.	—
FORD MOTOR	241,326	18.68	8,151	0.63	31,562	2.44	13,770	1.07
Ford Division	56,143	6.70	N.A.	—	21,995	2.62	11,985	1.43
Escort	N.A.	—	N.A.	—	8,812	3.60	N.A.	—
EXP	N.A.	—	N.A.	—	597	26.60	N.A.	—
Must./Must II	N.A.	—	N.A.	—	9,456	8.70	11,985	11.10
LTD	17,629	12.20	N.A.	—	15	0.00	N.A.	—
Thunderbird	N.A.	—	N.A.	—	2,456	2.20	N.A.	—
Crown Victoria	34,666	61.10	N.A.	—	N.A.	—	N.A.	—
Fairmont	3,848	5.10	N.A.	—	655	0.90	N.A.	—
Tempo	N.A.	—	N.A.	—	4	0.00	N.A.	—
L-M Division	185,183	40.87	8,151	1.80	9,567	3.11	1,785	0.34
Lynx	N.A.	—	N.A.	—	2,729	3.93	N.A.	—
Capri	N.A.	—	N.A.	—	4,506	17.77	1,785	7.03
Marquis	8,527	12.66	N.A.	—	N.A.	—	N.A.	—
Cougar	8,595	11.35	N.A.	—	629	0.83	N.A.	—
Grand Marquis	91,844	95.95	N.A.	—	N.A.	—	N.A.	—
LN7	N.A.	—	N.A.	—	1,703	—	N.A.	—
Topaz	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Continental	N.A.	—	2,273	13.52	N.A.	—	N.A.	—
Lincoln	51,033	95.60	1,395	2.61	N.A.	—	N.A.	—
Mark VI	25,184	81.62	4,483	14.53	N.A.	—	N.A.	—
GENERAL MOTORS	1,168,292	32.48	56,192	1.56	42,924	1.19	123,360	3.43
Buick Division	371,974	46.01	15,832	1.96	13,093	1.62	3,221	0.40
Skylark	17,329	16.56	—	—	1,913	1.83	—	—
Skyhawk J	—	—	—	—	7,367	11.67	—	—
Century	26,983	21.09	—	—	3,813	2.98	—	—
Regal	119.793	52.49	3,832	1.68	—	—	3,221	1.41
Buick	169,462	72.35	4,275	1.83	—	—	—	—
Riviera	38,407	76.46	7,725	15.38	—	—	—	—
Cadillac Division	188,494	64.37	17,272	5.90	2,064	0.70	—	—
Cimarron	—	—	280	1.45	2,064	10.70	—	—
Seville	3,347†	11.00	3,407	11.20	—	—	—	—
Eldorado	32,930†	48.85	8,016	11.89	—	—	—	—
Cadillac	152,217	87.37	5,569	3.20	—	—	—	—
Chevrolet Division	77,376	6.49	—	—	8,314	0.70	74,723	6.27
Chevette	—	—	—	—	—	—	—	—
Cavalier	—	—	—	—	8,314	18.00	—	—
Celebrity	10,923	12.95	—	—	—	—	—	—
Camaro	—	—	—	—	—	—	51,531	70.96
Citation	—	—	—	—	—	—	—	—
Malibu	—	—	—	—	—	—	—	—
Monte Carlo	28,209	48.98	—	—	—	—	6,734	11.69
Chevrolet	38,244	23.10	—	—	—	—	—	—
Corvette	—	—	—	—	—	—	16,428	100.00
Oldsmobile Division	423,740	46.23	19,238	2.10	4,292	0.47	9,742	1.06
Omega	7,850	14.95	—	—	—	—	—	—
Firenza	—	—	—	—	—	—	—	—
Cutlass	125,576	42.65	5,295	0.44	—	—	9,742	3.31
Cutlass/Ciera	22,278	13.13	—	—	4,292	2.53	—	—
Oldsmobile	237,847	69.80	7,124	2.09	—	—	—	—
Toronado	30,189	76.23	6,819	17.22	—	—	—	—
Pontiac Division	106,708	27.56	3,850	0.99	15,161	3.92	35,674	9.21
6000	1,077	1.57	—	—	5,459	7.97	—	—
2000	—	—	—	—	8,039	10.26	—	—
1000	—	—	—	—	—	—	—	—
Firebird	—	—	—	—	—	—	29,787	39.77
Phoenix	2,511	9.13	—	—	1,663	6.05	—	—
Grand Prix	61,353	71.51	3,850	4.49	—	—	5,887	6.86
Bonneville	38,129	45.45	—	—	—	—	—	—
Parisienne	3,638	20.85	—	—	—	—	—	—
VOLKSWAGEN	—	—	14,349	19.54	—	—	—	—
Total Cars, U.S.	1,640,227	27.43	74,457	1.25	85,401	1.43	137,130	2.29

Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

††—Manual sunroof.

† —Includes simulated convertible tops.

truck personnel

Continued from Page 16

ponents Operations, has been named Engineer of the Year, Rockell International Corp.'s highest honor for engineering achievement.

The company said Basas was cited "for distinguished contribution in the development of a unique approach for generation of software that can automatically create finite element models."

Mack's Meacock named product egineering chief

Mack Trucks, Inc., has announced the promotion of **Leslie A. Meacock II** from chief-engineer - vehicle development to product-engineering director. He succeeds **John B. Mastin,** who has retired after more than 35 years in heavy-truck engineering.

Meacock, who has been with Mack since 1965, will be responsible for all Mack product engineering activities, including powertrain components.

2 Autocar sales chiefs named by Volvo White

Appointment of two national sales manager for Autocar trucks has been announced by Volvo White Truck Corp.

Donald W. White, who had been district sales manager in the Northeast region, will coordinate all Autocar sales activities in the East (Northeastern and Southeastern regions.

William A. Bruss, who had been Southwest regional sales manager, will have similar responsibilities for Autocar in the West (Southwestern, Midwestern and Western regions).

Weinhardt will direct Bendix braking programs

W. John Weinhardt has been appointed worldwide program director of Bendix antiskid and electronic braking programs for the Allied Automotive Sector, which includes Bendix, Fram, Autolite and Prestolite operating units.

For the last three years, Weinhardt has been group director of business strategy for Bendix medium and heavy-truck products. He joined Bendix in 1973.

Ford names Clissold light-truck sales head

Jack G. Clissold has been named Ford Division light-truck sales manager.

He formerly was general marketing manager in Ford of Canada's Central Office in Oakville, Ont.

He joined Ford in May, 1962, and was named marketing plans manager for the Central Office in 1968. After serving in regional marketing posts, he served as manager of the Pacific and Great Lakes (Burlington) regions prior to being named Central Office general marketing manager.

December dip offsets October-November gains, AAA says

Auto travel steady in 4th quarter

WASHINGTON. — U. S. auto travel showed moderate gains during October and November of 1983, but declined in December, according to the American Automobile Assn.'s fourth quarter Triptik survey.

Compared with the same months a year earlier, auto travel rose 3.3 percent in both October and November. A 6.9 percent decline registered in December resulted in an overall increase of 0.1 percent for the entire fourth quarter.

The decrease recorded in December was due largely to adverse weather conditions in most regions of the country.

For all of 1983, auto travel remained virtually unchanged from the previous year.

AAA's survey is based on a tabulation of the number of Triptiks requested by members of AAA-affiliated clubs.

Triptiks are individually prepared routings made up of detailed strip maps adapted to fit each member's travel needs. AAA clubs issued 5.6 million Triptiks in 1983, with 900,000 issued in the fourth quarter.

On a regional basis, increases during the fourth quarter were recorded in the Southeast, 6.8 percent; the West, 3.6 percent; the Southwest, 3.0 percent, and the Midwest, 1.4 percent.

Regions of the country showing decreases were the Great Lakes, 1.6 percent; the Mid-Atlantic, 1.9 percent, and New England, 2.9 percent.

Florida was the most popular destination for auto travelers from New England, Mid-Atlantic, Great Lakes, Midwest and Southeast regions, while California was on top of the list for the Southwest and West.

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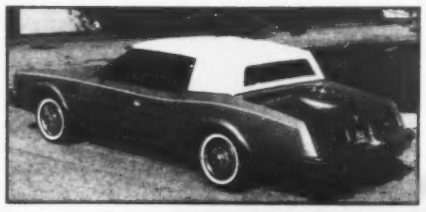
IT MUST BE E&G



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By fleet repair survey

FWD flaws found not excessive

Continued from Page 20

Program	Percent of Mentions
Unavailability of Parts	3
Bearings	1
Hydroplaning	1

*—Percentage total exceeds 100 due to multiple answers.

Source: Runzheimer & Co., Inc.

According to the report, one of the fleet managers noting suspension problems commented, "CV joint boots (are) vulnerable to road hazards," and there is "poor diagnosis on causes of vibration and tire wear."

Another 18 percent of the fleet managers said general problems were excessive maintenance and repair, and 10 percent cited difficulties with brakes.

Despite negative comments about maintenance of front-wheel-drive cars, the Runzheimer survey included this comment by one fleet manager who represents the 70 percent with no abnormal front-wheel-drive maintenance:

"We encounter from time to time other than normal maintenance requirements with all vehicles, but the front-wheel-drive and four-cylinder vehicles are no more a problem than the traditional rear-wheel intermediate vehicle."

• Runzheimer said the fleet managers, in citing their problems, listed the GM X-body cars most frequently, 34 percent citing the 1981 model, 24 percent the 1980 model, 22 percent mentioning the 1982 model and 6 percent the 1983 model. (See accompanying table.)

According to the Runzheimer study, the most often mentioned X-car was the Chevrolet Citation, followed by the Buick Skylark, the Pontiac Phoenix and the Oldsmobile Omega.

The Chrysler K-car (Plymouth Reliant and Dodge Aries) also was noted by the fleet managers as being troublesome, 7 percent citing the 1982 model, 5 percent listing the 1981 model, 3 percent mentioning the 1983 model.

Four percent of the managers cited the 1982 Ford Escort as being troublesome, while another 2 percent mentioned the 1981 Escort.

Various model years of the GM A and J-body cars were also mentioned by the respondents as requiring abnormal maintenance, according to Runzheimer.

"We have had very expensive transmission repairs on all GM front-wheel-drive models in various years. GM seems to have done nothing to improve quality. They just advertise that they have made improvements," Runzheimer quoted one fleet manager, who is responsible for 500 cars, 80 percent of which are front-wheel-drive, as saying.

Power steering, computer, drivetrain and suspension problems were listed by the fleet managers as being associated with GM X-bodies.

Runzheimer editors noted, however, that because GM comprises 61.6 percent of all cars in all fleets, the manufacturer will proportionately be shown to have more problems.

Ford's share of the fleet market, according to Runzheimer, is 22.5 percent, while Chrysler accounts for 13.5 percent, and others have 2.4 percent.

Abnormal Maintenance With FWD Models

Year/model or Body Style	Percent
1981/GM X-body	34
1980/GM X-body	24
1982/GM X-body	22
1982/Chrysler K-car	7
1983/GM X-body	6
1981/Chrysler K-car	5
1982/Ford Escort	4
1983/GM A-body	3
1983/Chrysler K-car	3
1981/Ford Escort	2
1982/GM J-body	2
1983/GM J-body	2

Source: Runzheimer & Co., Inc.

shop talk

Continued from Page 20

its success is closer to the jobber."

Hellweg said one of the best ways to overcome competitors "is standing behind the counter of a jobber store—the professional counterman, male or female. They can be the difference."

"The counterman, however, is often the most overlooked part of the parts business," Hellweg said. "A good counterman must be a salesman, a problem solver, computer operator, receiving clerk, consultant and, often times, a delivery person, outside salesman, assistant manager and janitor. And, as cars get more complex, the counterman's job will too."

• Hellweg said "a professional counterman (man or woman) has one of the most demanding sales jobs in our parts industry."

"A professional counterman can be the important difference to the jobber owner, the professional counterman can be the important difference in every step in the distribution system and yet the counter person generally receives less credit for business success than anyone else in the system," Hellweg said.

"Why is that? Part of the reason has to be the lack of a way to recognize the counterman.

"He or she has to be the expert to the DIY customer aiding with parts selection and suggesting installation techniques," he said. "At the same time, the professional counterman has to be able to suggest tools or installation techniques that save the mechanic time and to be sure the mechanic has all the parts he needs to do the job right.

"With all this responsibility, the counterman is rarely considered to be a professional," Hellweg said. "It's recognized that the professional counterman can be the important difference. In my opinion, the time has come to raise the overall image of the counterman."

Bright future seen for replacement windshield market

Continued from Page 20

of cars and trucks for future replacement business."

He said that trucks now account for a larger portion of total vehicle sales — 28 percent in 1983 compared with about 23 percent five years ago.

"The growth in truck sales means more replacement business for glass installers because breakage rates for trucks are much higher than cars — 5.2 percent vs. 3.2 percent," he said.

"The severe winter of 1983-84 and generally poor road conditions also should result in added windshield replacement business," he said.

Ford Motor supplies replacement windshields for virtually all General Motors, Chrysler Corp., American Motors and Ford vehicles, as well as most foreign makes cold in the U. S. and Canada.

Ursomarso receives GM Parts award

Anthony Ursonarso, third from left, Union Park Pontiac, Inc., Wilmington, Del., receives an achievement plaque for completing the GM Parts Management Action Program from Arthur J. Carrado, second from left, GM Parts Philadelphia zone manager. From left are Jim Bullock, GM Parts district manager; Corrado; Ursomarso; Frank Ursomarso, and Peter Trapuzzano, dealership parts manager. Nationally, over 700 GM dealers have completed the program which analyzes the sales, profits and expenses of the dealership's parts and service business.

'83 market for new cars best since '79

Continued from Page 6

climbing to 2.95 percent from 1.98 percent, and miscellaneous domestics dropped from 0.05 percent to 0.01 percent.

The market-class breakdown for all classes for the 1983 calendar year was as follows: Imports at 27.54 percent (2,457,357); intermediates at 26.43 percent (2,358,384); compacts at 16.52 percent (1,474,566); standards at 12.78 percent (1,140,783); subcompacts at 11.27 percent (1,005,937), and luxuries at 5.46 percent (487,159).

December's registrations total of 909,660 was up 29.68 percent from 701,448 the preceding year. The ballooning was due both to a steady sales growth industry-wide and also to the capture of figures for the State of New York which were delayed for both November and December. New York figures were compiled from manufacturers' sales records instead of state registrations, according to R. L. Polk & Co.

The December total was 18.84 percent above the 1982 total of 765,461 and proved highest for the 12th month since 1978 when 948,536 new passenger cars were tallied.

December domestic registrations were up 27.69 percent, to 671,079 from 525,546. They represented a 21.00-percent gain over the 554,628 recorded two years earlier.

Import registrations rose 13.16 percent to 238,581 from 210,833 in 1982.

• For the month, AMC, Ford and GM increased their pieces of the total market. AMC was up 0.23 percentage points, Ford gained 0.85 percentage points and GM was up 0.39 percentage points.

Imports in December were down 1.31 percentage points, to 26.23 percent from 27.54 percent. Chrysler dropped 0.14 percentage points and miscellaneous domestics were wiped out, down 0.02 percentage points, from 0.02 percent to zero.

Excluding the imports, GM earned 60.90 percent of the December market, down from 61.47 percent in 1982. Ford cornered 23.95 percent, up from 23.21 percent. Chrysler dropped to 12.01 percent from 12.42 percent. AMC claimed 3.14 percent, up from 2.87 percent, and miscellaneous domestics were down to nothing from 0.03 percent.

Intermediates edged out imports with the largest segment of the market class total in December. Intermediates had 26.60 percent (241,965), followed by imports at 26.23 percent (238,581); compacts had 17.11 percent (155,646); subcompacts had 12.15 percent (110,491); standards had 12.00 percent (109,213), and luxury models had 5.91 percent (53,764).

A year earlier, intermediates had 25.54 percent, imports claimed 27.54 percent, compacts had 17.10 percent, subcompacts had 11.63 percent, standards had 12.01 percent and luxuries had 6.18 percent.

Of the domestics alone in December, 36.06 percent were intermediates, 23.19 percent were compacts, 16.47 percent were subcompacts, 16.27 percent were standards and 8.01 percent were luxury cars.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
DECEMBER, 1983 VS. DECEMBER, 1982

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Alliance FWD	10,671	126,076	9,242	24,637
Encore FWD	6,627	15,757		
Spirit	94	4,975	1,009	16,797
Concord	69	9,167	1,349	23,000
Concord SW	50	4,252	704	8,565
Eagle 4WD	437	3,836	421	5,801
Eagle 4WD SW	2,822	20,944	2,296	19,019
Eagle 4WD SX4	269	5,790	897	10,887
TOTAL AMC	21,039	190,797	15,918	108,706
Chrysler Laser FWD	3,311	9,518		
LeBaron FWD	6,216	67,886	6,296	77,325
LeBaron SW FWD	1,126	11,578	1,036	8,659
E-Class/New Yorker FWD	8,273	81,845	3,397	7,953
Cordoba	135	10,421	1,234	15,372
New Yorker Fifth Avenue	5,343	71,663	5,635	59,966
Imperial	16	1,264	229	2,603
Total	25,420	254,175	17,827	171,878
Plymouth Horizon FWD	6,621	56,485	5,331	72,436
Turismo FWD	3,507	35,381	2,794	10,457
Reliant FWD	9,036	108,802	10,157	104,199
Reliant SW FWD	5,159	45,877	4,002	41,017
Gran Fury	428	12,139	717	15,410
Total	24,751	258,684	23,001	243,519
Dodge Omni FWD	5,718	50,022	5,112	62,958
Charger FWD	4,260	44,938	3,144	15,214
Daytona	3,414	7,412		
Aries FWD	7,127	81,043	6,983	77,921
Aries SW FWD	4,116	36,945	3,552	33,725
600 '84/400 '83 FWD	1,781	28,929	3,167	27,466
Diplomat	554	20,857	1,315	23,094
Diplomat SW			2	74
Mirada	136	4,435	509	7,172
600 FWD	3,330	33,052	2,282	4,559
Total	30,436	307,633	28,006	252,183
TOTAL CHRYSLER CORP	80,607	820,492	68,894	667,580
Ford Escort FWD	22,753	242,622	20,443	248,882
Escort SW FWD	7,401	80,938	7,163	79,983
EXP	965	20,333	3,654	38,421
Fairmont	332	46,869	16,656	129,439
Fairmont SW			17	2,057
Tempo FWD	24,632	124,060	3	9
Granada			3,252	61,945
Granada SW			1,007	33,606
LTD	12,426	117,337	7,784	14,478
LTD SW	5,724	47,993	2,785	4,752
LTD '82			1,102	44,349
LTD Crown Victoria	8,211	94,701	8,422	53,183
LTD Crown Victoria SW	2,303	20,930	2,571	21,027
Mustang	10,438	113,957	10,142	115,095
Thunderbird	16,446	124,992	1,911	42,244
Total	111,631	1,034,732	86,912	889,470
Lincoln Town Car	4,829	57,348	5,440	40,087
Mark VI and VII	2,941	26,353	3,145	25,929
Continental	1,536	13,505	2,408	21,804
Total	9,306	97,206	10,993	87,820
Mercury Lynx FWD	4,571	61,599	5,450	73,526
Lynx SW FWD	1,321	17,135	1,637	20,434
LN7 FWD	103	4,945	1,282	12,829
Capri	2,055	22,951	3,234	30,162
Zephyr	73	13,361	4,080	40,256
Zephyr SW			6	815
Topaz FWD	7,231	36,106		
Cougar '82			1,125	28,632
Cougar '82 SW			291	13,150
Marquis '83/'84	5,541	49,689	3,019	5,189
Marquis '83/'84 SW	1,248	15,678	1,217	2,677
Marquis '82			156	7,292
Marquis Brougham '82			196	14,486
Grand Marquis	7,092	81,097	7,134	41,419
Grand Marquis SW	1,041	12,092	1,267	9,868
Cougar '83/'84/XR-7	9,507	80,388	730	15,558
Total	39,783	395,041	30,824	316,293
Lincoln-Mercury Division Total	49,089	492,247	41,817	404,113
TOTAL FORD MOTOR CO.	160,720	1,526,979	128,729	1,293,583

	1983 Month	1983 Year	1982 Month	1982 Year
Buick Skylark FWD	9,388	100,213	11,513	143,012
Skyhawk FWD	5,504	61,409	5,347	44,141
Skyhawk SW FWD	755	10,092	473	845
Century FWD	16,110	145,481	13,772	96,548
Century SW FWD	616	730		
Regal	19,031	214,999	17,845	207,111
Regal SW	148	11,967	1,336	14,372
LeSabre	12,769	127,412	9,076	91,695
Electra	7,360	76,479	6,598	57,930
Electra FWD	9	159		
Buick SW	1,579	18,192	1,637	14,918
Riviera FWD	6,637	51,123	4,655	43,099
Total	79,906	818,256	72,252	713,671
Cadillac DeVille	13,145	126,867	11,972	109,584
DeVille FWD		103		
Cimarron	1,740	19,124	1,788	13,195
Fleetwood and Chassis	5,360	43,437	4,834	38,627
Fleetwood FWD		33		
Eldorado FWD	7,673	69,487	6,337	55,761
Seville FWD	4,159	32,501	2,963	23,030
Total	32,077	291,552	27,894	240,197
Chevrolet Chevette	17,719	176,053	17,430	229,164
Camaro	17,306	175,690	18,168	173,686
Cavalier FWD	20,519	180,228	9,803	91,170
Cavalier SW FWD	7,695	69,469	3,228	26,940
Citation FWD	7,296	92,126	15,736	184,396
Malibu	810	43,992	5,404	64,998
Malibu SW	407	41,505	4,834	42,766
Celebrity FWD	22,812	170,410	14,160	96,799
Celebrity SW FWD	1,707	1,940		
Monte Carlo	12,820	102,628	8,354	95,619
Impala	4,492	46,037	3,480	49,619
Caprice	13,951	126,744	10,186	101,990
Chevrolet SW	6,135	57,644	4,080	44,015
Corvette	2,753	26,037	1,934	21,462
Total	136,422	1,310,503	116,797	1,222,624
Oldsmobile Omega FWD	3,577	49,081	5,833	71,711
Firenza FWD	2,975	31,491	2,941	26,004
Firenza SW FWD	1,074	12,405	498	806
Cutlass Ciera FWD	19,920	183,141	13,822	109,942
Cutlass Ciera FWD	2,176	2,615		
Cutlass Supreme/Calais	31,455	301,620	22,351	256,025
Cutlass SW	135	17,454	1,935	20,003
Delta 88	18,167	193,981	14,754	154,110
98	12,018	114,409	9,595	85,005
98 FWD	1	24		
Oldsmobile SW	2,857	25,907	2,009	19,729
Toronado FWD	4,715	39,101	3,400	32,367
Total	99,070	971,229	77,038	775,702
Pontiac 1000	2,681	33,710	4,448	49,286
Firebird	9,537	90,859	11,677	98,114
2000 FWD	8,037	73,119	4,729	47,425
2000 SW FWD	1,182	12,316	870	8,277
Phoenix FWD	1,674	24,619	4,486	48,130
Bonneville	7,509	69,209	5,159	58,751
Bonneville SW	234	12,789	1,137	14,182
6000 FWD	10,106	89,116	7,978	52,687
6000 SW FWD	691	774		
Grand Prix	7,470	87,012	6,384	80,158
Catalina			2	453
Bonneville '81/Parisienne	1,364	6,997	21	1,711
Bonneville Brougham '81/Paris Bgm	1,896	12,125	28	1,500
Pontiac SW	1,349	5,721	6	475
Fiero	7,485	18,038		
Total	61,215	536,404	46,925	461,149
TOTAL GM CORP.	408,690	3,927,944	340,906	3,413,343
Checker	1	250	128	1,151
Miscellaneous Domestic	23	617	181	2,499
Domestic Station Wagon Total	61,051	615,882	51,496	506,756
Domestic Grand Total	671,079	6,466,829	554,628	5,485,711
Import Total	238,581	2,457,357	210,833	2,268,631
Grand Total All Registrations	909,660	8,924,186	765,461	7,754,342

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma. New York Nov.-Dec. figures compiled from manufacturer's sales records.

Autos are incentives at Mary Kay Cosmetics

Sales staff rewarded with GM cars

ATLANTA.—Money may be a motivator of people, but these days the high prices of automobiles may be a better one.

Mary Kay Cosmetics, Inc., the Dallas direct selling company that encourages women to sell beauty aids door-to-door and through sales parties, is among the list of companies using cars as a sales incentive.

Last year, Mary Kay awarded 750 pink Cadillacs and a similar number of Buicks to its top producers.

This year, the program is being expanded, the company announced at a sales meeting here. The firm is now offering cream-colored Oldsmobile Firenzas to leading sales producers, in addition to Cadillacs and Buicks.

The company is another one turning to cars as incentives for better sales. Chik-fil-A, an Atlanta-based fast food restaurant, recently awarded 40 Continental Mark VIIs to store managers who achieved certain sales increases.

Faced with declining sales volume, Mary Kay is tightening its efforts with the new incentive campaign. The Firenza will now be used as a lure for the women who sell the beauty products to achi[illegible]tter sales.

To qualify for [illegible]renza, saleswomen must for three consecutive months order at least $600 worth of products while supervising a staff of five other beauty consultants who place combined wholesale orders of at least $3,000 a month.

The team leaders will be able to keep the cars for as long as they continue to meet quotas.

Referring to the policy of giving sales representatives the use of a Mary Kay car, Dick Bartlett, vice president of marketing, said it is a most liberal plan for hard-working representatives.

"That's not a whole heck of a lot of sales dollars or wholesale volume to qualify for a large bonus like a car," he said.

Sales recovery, import restrictions result in tight supply

Shortages in some car lines hound dealerships

Continued from Page 54

The export total has been raised from 1.68 million units to 1.85 million.

A spokesman for Toyota, the largest-volume Japanese importer, said the company is "short on everything," with supplies running less than 15 days on all models.

However, he said, customers who are "flexible" in demands can find cars on dealer lots or expect shipment of the car of their choice "relatively soon."

"Everything has been in short supply," said Ron Napoli, a Toyota dealer in Mt. Kisco, N. Y. "Everything we are writing now is pretty much predicated on a May delivery and people are happy to wait. That seems to be indicative of the situation for most of the import dealers in our town."

Nissan reports an average 22-day inventory for its models, with the Maxima running at just 17 days' supply.

Paul Brown, sales manager at a Nissan dealership in Minneapolis, said all models are hard to come by. He said the wait for customers is 30-60 days.

"We've got limited availability across the board," said Brown.

A Honda dealer in Memphis said he has been unable to maintain Prelude and Civic CRX models in stock.

"I would love to have either one of them for a demo to drive around," he said. "All the Civics are really short now, but especially the CRX. The press the CRX has received has been fantastic. But when people come in to see one and find out they have to wait two or three months, they look at other Civics."

He said the wait on a new Prelude has been about six weeks, while customers ordering a CRX must be patient for two to three months.

Elsewhere among the Japanese imports, a Mazda spokesman said all models are "going out the door as soon as they come in." He said customers are waiting about a month for all cars in the company's line.

A Subaru spokesman said the company is operating with a 12-day supply of automobiles in the U. S. He said the wait for new cars ranges from one to two months.

"We don't encourage dealers to pre-sell and take a lot of money," said the Subaru representative. "When the dealer knows the car has been shipped, he can go ahead and sell the car and know that the customer will not have to wait too long."

"Among European imports, spokesmen for Mercedes - Benz, Saab, Porsche and Audi report substantial waiting periods for customers.

Mercedes acknowledges that the wait for some models can be 10 to 12 months, depending on the dealership. The company does not announce inventory levels, but industry sources have pegged a six-day supply for the 500-SEL and a nine-day stock of 190-E models.

Delivery time at some Mercedes outlets may be significantly shorter than others, according to a company spokesman. He said individual allocations and trading among franchisees makes for a different supply story at each dealership.

"We really can't function in the U. S. market (with the current delay in filling orders)," said the spokesman. "This is the land of instant gratification. The ideal is to have a two-month supply of everything, but we haven't had that for some time."

A Porsche-Audi representative called supplies "not too terrific."

The average for all Porsche models was placed at 17 days, while the 944 was running at only 14 days' supply. The Audi line averages 33 days, but the 5000 has only a 21-day inventory, according to a spokesman.

"There is a wait for virtually anything in the Porsche or Audi line," he said.

Customers who want to buy a Porsche 944 today would have to wait for a 1985 model, according to Fred Lavery, a Porsche-Audi dealer in Birmingham, Mich.

"I could probably get one before the end of the year, but it might be December," said Lavery. "Absent an order cancellation, we are sold out, as best we know, for the remainder of the 1984 model run in 944s. I have probably one unsold 911 that I have been allowed to order."

Lavery's supply of Audis is less tight, but he said the 5000 Turbos are being sold three months in advance of delivery.

A spokesman for Saab said delays on customer orders are ranging from three to four weeks on all models.

"I can remember when you could buy 10 at a time," he said. "But we've been short for two years. Selling them is just a matter of how fast they can make them in Sweden and ship them over."

"Saab sales are limited by lack of availability," said Bob Bruzas, sales manager for Westlake Imports, Elmhurst, Ill. "They can't get production up as fast as demand."

Bruzas put the wait for new-car orders at between 30 and 45 days, if a car is not in current stock or available through a dealer trade.

"The difficulty is that you are not placing an order with the factory," he said. "You are waiting for the next shipment to come in, and if it's not there you wait until the next one. You have to quote a range on delivery dates because it is difficult to predict."

Maremont shifts two executives in reorganization

CHICAGO.—Maremont Corp. has announced a reorganization of its management.

James W. Thomas, group vice president in charge of the company's subsidiary operations, has been named vice preesident, sales and marketing, Domestic Automotive Division. This position was previously held by Peter J. Huber, who recently resigned to join CR Industries as vice president of its Replacement Division.

Thomas, who joined the company in 1969, will also have responsibility for corporate research and engineering functions. Thomas will report to Byron O. Pond, Maremont chairman, president and chief executive officer.

In a related move, Kenneth C. Cornelius, chief financial officer, will assume direct responsibility for the company's wholly owned subsidiaries, including Marwil Products Co., C&C Mfg. and Apex Automotive. He will continue as chief financial officer.

In addition, W. Thomas Clements, vice president and general manager of Maremont's Saco Defense Systems Division, will now report to Pond.

Eyewitness

At Allied Automotive's Bendix Hydraulic Division, St. Joseph, Mich., assembly and test operator Marcia Cummings conducts a visual inspection of a split-system brake master cylinder before attaching the unit to a pressurized leak test stand.

Truck market posts '83 gain of 22 percent

Continued from Page 16

age loser in 1983. Its 12-month total of 923 registrations was 33.3 percent below the previous year's 1,384 units.

There were 46,199 Group 6 registrations last year, an increase of 5.5 percent over the year-earlier 43,797 units. Trucks in this weight class are fast closing the gap between it and Group 7. Only about 3,000 units separated the two in 1983, compared with 9,000 the year earlier.

The Group 7 count last year was off 9.6 percent to 49,426 units, compared with 54,657 in 1982. There were 80,012 Group 8 tallies during the year, an increase of 9.2 percent over the previous year's 73,285.

Ford's 942,568 registrations during the year accounted for 31.67 percent of the industry total, an increase of 1.51 percentage points over the year-earlier 30.16 percent on 733,120 tallies.

Second-place Chevrolet took 30.39 percent of the total in 1983 with 904,672 tallies. Its share was down 0.80 points from the previous year's 31.19 percent on 758,107 units.

HD registrations in '83 hit 129,438, highest in 4 years

Continued from Page 16

dustry total, a gain of 1.34 percentage points over the previous year's 22.47 percent, when International finished second with 28,754 units.

Ford's market share in 1983 was down 3.31 points from the year earlier. Its 26,255 tallies accounted for 20.28 percent of the year's total, compared with 23.59 percent on 30,180 units in 1982.

Freightliner was the biggest gainer in penetration in 1983. Its 11,111 tallies took 8.58 percent of the total, an increase of 2.88 points over the pervious year's 5.70 percent on 7,292 registrations.

Peterbilt, Kenworth, White, Volvo and Autocar also increased their market share last year. Ford was the biggest loser in penetration, followed by GMC, Mack, Western Star, Chevrolet, Mercedes-Benz and the miscellaneous group.

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Arnold J. Creekmore Appointed a Manager at Vawter, Kennedy & Kennedy, P.C.

A specialist in automobile accounting has joined the Memphis-based CPA firm of Vawter, Kennedy & Kennedy. Arnold J. Creekmore, who has been employed as a manager, has 18 years of accounting experience, including 14 years assisting automobile dealers in such areas as income tax, Buy-Sell and management service. Previously a partner in a local CPA firm, the Mississippi State University graduate also worked with International Minerals & Chemical Corporation on the internal audit staff and as an area accounting supervisor.

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NEW TRUCK SALES BY MAKE AND GVW CLASS

12 MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,000-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Dec., '83**	.....	.....	.....	.....	.....	.....	.....	**135**	**135**
	Dec., '82	.....	.....	.....	.....	.....	.....	.....	49	49
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**992**	**992**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	596	596
CHEVROLET	**Dec., '83**	**53,707**	**43,165**	**2,856**	.....	**22**	**507**	**598**	**39**	**100,894**
	Dec., '82	42,348	32,305	1,464	.....	34	427	560	44	77,182
	Year to Date '83	**491,968**	**377,945**	**21,212**	.....	**282**	**5,735**	**7,079**	**451**	**904,672**
	Year to Date '82	412,255	314,103	18,549	.....	372	5,223	6,948	657	758,107
(Memo Units) #	**Dec., '83**	**37,095**	**15,562**	.....	.....	.....	.....	.....	.....	**52,657**
	Dec., '82	26,602	11,543	.....	.....	.....	.....	.....	.....	38,145
	Year to Date '83	**330,583**	**151,345**	.....	.....	.....	.....	.....	.....	**481,928**
	Year to Date '82	244,509	107,467	.....	.....	.....	.....	.....	.....	351,976
DODGE	**Dec., '83**	**17,361**	**11,041**	.....	.....	.....	.....	.....	.....	**28,402**
	Dec., '82	12,346	6,228	.....	.....	.....	.....	.....	.....	18,574
	Year to Date '83	**153,088**	**100,412**	.....	.....	.....	.....	.....	.....	**253,500**
	Year to Date '82	143,893	74,165	20	.....	.....	.....	.....	.....	218,078
(Memo Units) #	**Dec., '83**	**11,967**	**7,229**	.....	.....	.....	.....	.....	.....	**19,196**
	Dec., '82	7,888	4,141	.....	.....	.....	.....	.....	.....	12,029
	Year to Date '83	**98,029**	**72,352**	.....	.....	.....	.....	.....	.....	**170,381**
	Year to Date '82	90,138	52,183	.....	.....	.....	.....	.....	.....	142,321
FORD	**Dec., '83**	**29,443**	**70,022**	.....	.....	.....	**1,016**	**1,788**	**792**	**103,061**
	Dec., '82	24,846	48,122	.....	.....	.....	1,118	1,943	726	76,755
	Year to Date '83	**329,925**	**575,921**	.....	.....	.....	**10,467**	**18,714**	**7,541**	**942,568**
	Year to Date '82	250,724	439,217	.....	.....	.....	12,999	21,124	9,056	733,120
(Memo Units) #	**Dec., '83**	**26,645**	**24,374**	.....	.....	.....	.....	.....	.....	**51,019**
	Dec., '82	16,463	18,599	.....	.....	.....	.....	.....	.....	35,062
	Year to Date '83	**261,992**	**214,273**	.....	.....	.....	.....	.....	.....	**476,265**
	Year to Date '82	145,994	167,592	.....	.....	.....	.....	.....	.....	313,586
FREIGHTLINER	**Dec., '83**	.....	.....	.....	.....	.....	.....	.....	**1,245**	**1,245**
	Dec., '82	.....	.....	.....	.....	.....	.....	.....	845	845
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**11,111**	**11,111**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	7,292	7,292
GMC	**Dec., '83**	**11,843**	**12,146**	**100**	.....	**136**	**555**	**1,067**	**882**	**26,729**
	Dec., '82	9,832	9,646	64	.....	48	366	641	475	21,072
	Year to Date '83	**109,321**	**114,677**	**720**	.....	**634**	**6,255**	**9,079**	**7,284**	**247,970**
	Year to Date '82	89,782	96,475	923	.....	1,001	4,429	12,430	7,868	212,908
(Memo Units) #	**Dec., '83**	**7,417**	**4,114**	.....	.....	.....	.....	.....	.....	**11,531**
	Dec., '82	5,322	2,962	.....	.....	.....	.....	.....	.....	8,284
	Year to Date '83	**65,957**	**45,876**	.....	.....	.....	.....	.....	.....	**111,833**
	Year to Date '82	44,291	28,773	.....	.....	.....	.....	.....	.....	73,064
INTERNATIONAL	**Dec., '83**	.....	.....	.....	.....	.....	**1,630**	**1,132**	**2,030**	**4,792**
	Dec., '82	.....	.....	.....	.....	.....	1,314	991	1,458	3,763
	Year to Date '83	.....	.....	.....	.....	.....	**19,702**	**11,443**	**19,381**	**50,526**
	Year to Date '82	.....	.....	.....	.....	.....	17,148	11,782	16,972	45,902
JEEP	**Dec., '83**	**9,868**	**2,717**	.....	.....	.....	.....	.....	.....	**12,585**
	Dec., '82	3,459	3,104	.....	.....	.....	.....	.....	.....	6,563
	Year to Date '83	**50,702**	**25,751**	.....	.....	.....	.....	.....	.....	**76,453**
	Year to Date '82	36,635	25,462	.....	.....	.....	.....	.....	.....	62,097
(Memo Units) #	**Dec., '83**	**9,868**	**2,320**	.....	.....	.....	.....	.....	.....	**12,188**
	Dec., '82	3,459	2,627	.....	.....	.....	.....	.....	.....	6,086
	Year to Date '83	**50,702**	**21,770**	.....	.....	.....	.....	.....	.....	**72,472**
	Year to Date '82	36,635	20,008	.....	.....	.....	.....	.....	.....	56,643
KENWORTH	**Dec., '83**	.....	.....	.....	.....	.....	.....	.....	**1,104**	**1,104**
	Dec., '82	.....	.....	.....	.....	.....	.....	.....	652	652
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**7,972**	**7,972**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	7,344	7,344
MACK	**Dec., '83**	.....	.....	.....	.....	.....	**178**	**33**	**1,345**	**1,556**
	Dec., '82	.....	.....	.....	.....	.....	152	77	1,581	1,810
	Year to Date '83	.....	.....	.....	.....	.....	**2,119**	**901**	**12,018**	**15,038**
	Year to Date '82	.....	.....	.....	.....	.....	2,021	690	12,879	15,590
MERCEDES-BENZ	**Dec., '83**	.....	.....	.....	.....	.....	**184**	**119**	.....	**303**
	Dec., '82	.....	.....	.....	.....	.....	150	75	.....	225
	Year to Date '83	.....	.....	.....	.....	.....	**1,921**	**967**	.....	**2,888**
	Year to Date '82	.....	.....	.....	.....	.....	1,976	984	.....	2,960
PETERBILT	**Dec., '83**	.....	.....	.....	.....	.....	.....	.....	**975**	**975**
	Dec., '82	.....	.....	.....	.....	.....	.....	.....	613	613
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**8,026**	**8,026**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	5,781	5,781
PLYMOUTH	**Dec., '83**	**2,744**	**28**	.....	.....	.....	.....	.....	.....	**2,802**
	Dec., '82	523	284	.....	.....	.....	.....	.....	.....	807
	Year to Date '83	**6,797**	**3,390**	.....	.....	.....	.....	.....	.....	**10,187**
	Year to Date '82	6,288	3,886	.....	.....	.....	.....	.....	.....	10,174
VOLVO	**Dec., '83**	.....	.....	.....	.....	.....	.....	**102**	**63**	**165**
	Dec., '82	.....	.....	.....	.....	.....	.....	80	34	114
	Year to Date '83	.....	.....	.....	.....	.....	.....	**1,010**	**631**	**1,641**
	Year to Date '82	.....	.....	.....	.....	.....	.....	536	227	763
WESTERN STAR	**Dec., '83**	.....	.....	.....	.....	.....	.....	.....	**43**	**43**
	Dec., '82	.....	.....	.....	.....	.....	.....	.....	45	45
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**322**	**322**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	638	638
WHITE	**Dec., '83**	.....	.....	.....	.....	.....	.....	.....	**976**	**976**
	Dec., '82	.....	.....	.....	.....	.....	.....	.....	312	312
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**3,242**	**3,242**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	2,669	2,669
MISCELLANEOUS*	**Dec., '83**	**45,413**	**496**	**4**	**54**	.....	.....	**17**	**119**	**46,103**
	Dec., '82	35,741	830	.....	5	.....	1	22	113	36,712
	Year to Date '83	**430,476**	**7,321**	**10**	**360**	**7**	.....	**233**	**1,041**	**439,448**
	Year to Date '82	337,797	7,161	.....	13	11	1	163	1,306	346,452
TOTALS	**Dec., '83**	**170,379**	**139,645**	**2,960**	**54**	**158**	**4,070**	**4,856**	**9,748**	**331,870**
	Dec., '82	129,095	100,519	1,528	5	82	3,528	4,389	6,947	246,093
	Year to Date '83	**1,572,277**	**1,205,417**	**21,942**	**360**	**923**	**46,199**	**49,426**	**80,012**	**2,976,556**
	Year to Date '82	1,277,374	960,469	19,492	13	1,384	43,797	54,657	73,285	2,430,471

★—No registrations for Oklahoma, 1983 and 1982; November-December New York totals compiled from manufacturers' sales records.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.

—Compiled from R. L. Polk & Co. data

Let Detroit 'fend for itself,' he says

Senator asks for end to Japanese quotas

WASHINGTON. — Quotas on Japanese cars exported to the U. S. should be ended, Senator John Chafee, Rhode Island Republican, told his Congressional colleagues, and "Detroit should be left to fend for itself."

"It is time for the quota to be exposed for what it is: A hoax on workers and the American consumers," he added in his speech on the Senate floor.

The Japanese Government has extended quotas on cars exported to the U. S. until March 31, 1985.

Enough, Chafee said, of this "breathing space," which Detroit said would put workers back on the job and enable it to make cars better and cheaper.

Instead, he said, all three companies have posted record profits by selling fewer cars "at a hefty premium for the simple reason they are spared competition." But the companies are talking of fewer workers in the future.

But, said Chafee, it is the consumer "who has really taken a beating." The average price of U. S. cars this year, he said, will be more than "$10,500 — an increase of $2,000 in just two years. The Japanese, moreover, are pushing their most expensive models and adding extra options."

"Go into any Japanese automobile dealership and you will find the sticker price usually includes a premium cost of $1,000 or more labeled 'added dealer markup' or, more euphemistically, 'market adjustment fee,'" he said.

Now, Japanese cars often cost more than American cars, Chafee said, and Detroit, instead of using its "breathing space" to undersell the Japanese and regain market share, has raised prices "although it tends to keep them just under the prices for restricted imports."

Concluded Chafee, "If ever there were a need for free enterprise, that need exists in the auto industry."

California law permits delay on installments

SACRAMENTO. — New legislation in California prohibits new-car dealers, banks and other creditors from enforcing installment sales contracts against buyers with credit disability insurance who may miss payments after April 1, 1984, because of disabilities.

Henceforth, such a buyer must be provided a three-month grace period to give time to file a claim and have action taken on the claim. During the three-month period, all collection efforts and repossessions are forbidden.

If the claim is approved, the buyer is relieved of his obligation while the insurance company makes the payments. If the claim is denied or only partially approved, the buyer has 35 days from the date of the denial to make up payments due, including accrued interest and late charges.

The Northern California Motor Car Dealers Assn. has told all dealer members that "if an insured buyer notifies you that a disability is forcing him or her to miss payments, you must immediately notify him or her in writing of the name, address and telephone number of the insurance company so that he or she can make a claim for coverage."

Big Three February, year-to-date sales

	February 1984	February 1983	Year to Date 1984	Year to Date 1983
Vans	14,867	9,882	26,039	20,310
Ford				
Club Wagon	3,000	2,210	5,474	4,099
Ranger	15,493	11,816	28,577	23,515
Courier	.....	619	.....	5,471
Bronco	3,652	3,244	7,025	6,051
Bronco II	6,823	184	13,152	199
Pickups	41,909	28,842	80,811	56,544
Mediums	3,161	1,989	5,139	4,438
Heavies	860	425	1,425	1,076
Chevrolet				
Vans	13,505	10,186	25,695	20,428
Sportvan	1,754	1,517	3,494	2,970
S-10	13,907	12,388	27,322	25,722
S-10 Blazer	9,841	5,972	19,545	11,779
LUV	.....	517	.....	1,364
El Camino	1,898	1,316	3,721	2,771
Blazer	4,419	1,962	8,318	3,787
Suburban	4,002	2,118	7,149	4,536
Pickups	34,951	25,200	68,660	51,941
Mediums	1,101	990	2,157	2,068
Chrysler				
Vans	5,780	5,231	11,206	8,627
Ram Wagon	3,601	2,486	6,469	4,062
Voyager	6,745	.....	10,863	.....
Caravan	7,071	.....	11,143	.....
Mini Ram Van	160	.....	172	.....
Ram 50	3,539	2,109	6,642	3,642
Other Plymouth Trucks..	.....	774	378	1,318
Ramcharger	2,316	1,479	4,333	2,389
Rampage	804	831	1,448	1,369
Pickups	11,556	6,721	20,806	10,300
GMC				
Vans	4,198	2,941	8,742	5,282
S-15	3,247	2,649	6,567	5,397
S-15 Jimmy	2,371	991	5,140	1,829
Jimmy	721	436	1,626	805
Caballero	209	151	403	274
Suburbans	1,200	731	2,458	1,430
Pickups	9,404	7,334	19,916	14,637
P Models	378	252	899	389
Mediums	1,948	1,680	3,543	3,194
Heavies	1,078	493	2,026	1,000

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For Additional AUCTION DIRECTORY LISTINGS — See the Following Page

factories list auction dates

American Motors

March 20—Aptco Auto Auction, Taylor, Mich.

March 21—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

March 22—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

March 27—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

March 28—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn., and Metro Milwaukee Auto Auction, Caledonia, Wis.

March 29—Minneapolis Northstar Auto Auction, Shakopee, Minn., ad Evansville Auto Auction, Evansville, Ind.

March 30—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Chrysler Corp.

March 20—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago, Ill.; NuCarPrep System, Santa Fe Springs, Calif., and Portland Auto Auction, Portland, Ore.

March 21—Butler Auto Auction, Gibsonia, Pa.; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

March 22 — Northway Exchange, Clifton Park, N. Y.

March 23 — Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

March 27—Hatfield Auto Auction, Hatfield, Pa.; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

March 29 — Fredericksburg Auto Auction, Fredericksburg, Va.

March 30 — Concord Auto Auction, Acton, Mass.

Ford Motor Co.

March 20—Harrisonburg Auto Auction, Harrisonburg, Va.

March 21 — Concord Auto Auction, Acton, Mass., and Central States Auto Auction, Mason City, Ia.

March 22—Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

March 27—Aptco Auto Auction, Taylor, Mich.

March 28—Golden Gate Auto Auction, Fremont, Calif.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Southwest Auto Auction, Phoenix, Ariz.

March 29—Skyline Auto Exchange, Fairfield, N. J.

General Motors

March 20 — Southern Auto Auction, E. Windsor, Conn.

March 21 — Metro Auto Auction, Kansas City, Mo., and Golden Gate Auto Auction, Fremont, Calif.

March 22—Indianapolis Auto Auction, Indianapolis, Ind.

March 28—Arena Auto Auction, Chicago, Ill., and Clanton's Auto Auction, Darlington, S. C.

March 29—Butler Auto Auction, Gibsonia, Pa.

Model breakdown

Auction Averages

	March to date	February	January
1984	$11,460	$10,278	$10,118
1983	7,677	8,567	8,110
1982	6,039	6,218	6,338
1981	5,238	5,154	5,279
1980	4,091	4,526	4,239
1979	3,478	3,469	3,902
1978	2,573	2,421	2,589
1977	1,893	1,907	1,999
Overall Average	$ 4,877	$ 5,340	$ 5,359

Used Car Sales

Auction Averages

March to date	$4,877
Month ago	$5,296
Year ago	$4,985

Anglo American buys auto auction in Florida

WEST PALM BEACH, Fla. — Anglo American Auto Auctions, Inc., Nashville, has purchased West Palm Beach Auto Auction, Inc. It is the ninth major U.S. acquisition by AAAA, a unit of British Car Auction Group, P.L.C., since it began operation in May, 1982.

William B. and Ruth Kemp, former owners, will remain with the auction, which will be expanded to include an automotive reconditioning center. The purchase includes a two-lane auction branch in Fort Lauderdale, which AAAA plans to expand at a larger site in the same city.

Anglo American buys Nashville auction firm

CHICAGO.—Anglo American Auto Auctions, Inc. (AAAA), Nashville, has purchased Arena Auto Auction, Inc., and its associated Midwest Recon Center, based here, for an undisclosed amount.

AAAA is a unit of British Car Auction Group, P.L.C.

New auctioneer

Brad Phillips is a recent graduate of Mendenhall School of Auctioneering, High Point, N. C. Brad will be working with his father, Bill Phillips, owner of the Mid-America Auto Auction, Wichita.

Trucks show 86 pct. gain

February car sales up 61 pct. in Canada

By Jenny L. King
Staff Writer

New-car sales in Canada continued to reflect sales trends of its neighbor to the south but with even more intensity in February when a 61.09-percent increase was reported. The January increase was 53.91 percent for cars, bringing the year-to-date gain over 1983 levels to 57.71 percent.

By comparison, U. S. domestic sales were up 48.03 percent in February and 40.88 percent in January.

Truck sales in Canada moved at breakneck speed, up 86.40 percent in February, following a 67.20-percent rise in January.

Sales of North American-built passenger cars numbered 51,792 the second month of this calendar year, up almost 20,000 units over 32,151 the preceding year. Year-to-date sales reached 95,911, a gain of 57.71 percent over 60,816 in 1982.

In February, General Motors sales exploded 76.61 percent, to 27,811 from 15,747 in 1983. Ford squeezed past Chrysler to take second place with sales of 10,399, compared with 10,366 at Chrysler. Ford sales were up 59.46 percent, Chrysler figures were up 43.03 percent.

American Motors reported sales of 2,595 passenger cars, up 15.28 percent from 2,251. Totals include 779 imported Renaults this year versus 792 a year earlier. Volvo's February sales of 621 were up 44.42 percent from 430 in 1983.

GM's share of the market climbed to 53.70 percent from 48.98 percent. Ford slipped to 20.08 percent from 20.28 percent. Chrysler was down to 20.01 percent from 22.40 percent. American Motors had 5.01 percent compared with 7.00 percent a year ago, and Volvo dropped to 1.20 percent from 1.34 percent.

February truck sales, including captive imports, totaled 18,895, up 86.40 percent from 10,137 in 1983. Sales for the first two months of this year improved by 76.96 percent, to 35,277 from 19,935.

GM sales totaled 8,055, up 67.12 percent from 4,820. Ford was up 74.71 percent, to 6,368 from 3,645. Chrysler's total more than doubled, to 3,901 from 1,542, and AMC Jeep sales mushroomed 539.23 percent, to 571 from 130.

GM's share of the truck market in February was 42.63 percent, down from 47.55 percent. Ford slipped to 33.70 percent from 35.96 percent. Chrysler was up to 20.65 percent from 15.21 percent, and AMC gained close to two percentage points, rising to 3.02 percent from 1.28 percent.

Adjust to fit

Seat of the Volvo LCP travels only slightly. Instead, the plastic pedal group and the steering wheel-instrument cluster adjust to fit the driver.

SOUND-EQUIPMENT OPTIONS INSTALLED ON 1983 U. S. MODELS

	AM Radio	Percent of Output	AM/FM Radio (Mono)	Percent of Output	AM/FM Stereo Radio	Percent of Output	AM/FM Stereo w/8-track	Percent of Output	AM/FM Stereo w/8-track and CB	Percent of Output	AM/FM Stereo w/Cassette	Percent of Output	AM/FM Stereo w/Cassette and CB	Percent of Output	AM/FM Stereo w/CB	Percent of Output
AMERICAN MOTORS	17,911	11.20	31,337	19.59	40,582	25.37	N.A.	—	N.A.	—	12,473	7.80	N.A.	—	N.A.	—
Alliance	15,074	10.60	28,677	18.90	33,845	23.80	N.A.	—	N.A.	—	10,523	7.40	N.A.	—	N.A.	—
Eagle	2,837	16.00	2,660	15.00	6,737	38.00	N.A.	—	N.A.	—	1,950	11.00	N.A.	—	N.A.	—
CHRYSLER CORP.	157,935	18.43	N.A.	—	410,518	47.90	N.A.	—	N.A.	—	115,570	13.48	N.A.	—	N.A.	—
Chrysler-Plymouth Total	85,647	16.22	N.A.	—	256,188	18.51	N.A.	—	N.A.	—	98,421	18.64	N.A.	—	N.A.	—
Horizon	13,319	23.30	N.A.	—	16,006	28.00	N.A.	—	N.A.	—	400	0.70	N.A.	—	N.A.	—
Reliant	53,644	30.80	N.A.	—	86,562	49.70	N.A.	—	N.A.	—	2,438	1.40	N.A.	—	N.A.	—
Turismo	4,967	13.20	N.A.	—	18,588	49.40	N.A.	—	N.A.	—	2,070	5.50	N.A.	—	N.A.	—
Gran Fury	4,989	31.70	N.A.	—	5,273	33.50	N.A.	—	N.A.	—	126	0.08	N.A.	—	N.A.	—
Fifth Avenue	1,587	1.90	N.A.	—	30,144	36.10	N.A.	—	N.A.	—	51,770	62.00	N.A.	—	N.A.	—
LeBaron	4,580	5.80	N.A.	—	51,094	64.70	N.A.	—	N.A.	—	15,873	20.10	N.A.	—	N.A.	—
E-Class	2,035	4.70	N.A.	—	31,786	73.40	N.A.	—	N.A.	—	6,452	14.90	N.A.	—	N.A.	—
New Yorker	526	1.40	N.A.	—	16,735	44.50	N.A.	—	N.A.	—	19,292	51.30	N.A.	—	N.A.	—
Dodge Total	72,288	21.97	N.A.	—	154,330	46.92	N.A.	—	N.A.	—	17,149	52.10	N.A.	—	N.A.	—
Omni	11,990	22.20	N.A.	—	14,042	26.00	N.A.	—	N.A.	—	378	0.70	N.A.	—	N.A.	—
Aries	36,975	27.10	N.A.	—	66,856	49.00	N.A.	—	N.A.	—	1,910	1.40	N.A.	—	N.A.	—
Charger	7,464	15.70	N.A.	—	24,439	51.40	N.A.	—	N.A.	—	3,423	7.20	N.A.	—	N.A.	—
Dodge 400	2,614	9.20	N.A.	—	17,730	62.40	N.A.	—	N.A.	—	3,893	13.70	N.A.	—	N.A.	—
Dodge 600	2,286	6.00	N.A.	—	25,030	65.70	N.A.	—	N.A.	—	6,934	18.20	N.A.	—	N.A.	—
Diplomat	10,951	44.80	N.A.	—	6,233	25.50	N.A.	—	N.A.	—	611	2.50	N.A.	—	N.A.	—
FORD MOTOR	206,966	16.02	34,972	2.71	441,438	34.18	10,211	0.79	511	0.04	326,092	25.25	41,371	3.20	5,547	0.43
Ford Division	172,364	20.91	27,471	3.28	268,580	32.03	3,054	0.36	511	0.06	103,998	12.40	41,371	4.93	5,547	0.66
Escort	81,240	33.20	13,459	5.50	49,919	20.40	489	0.20	N.A.	—	12,480	5.10	N.A.	—	N.A.	—
Fairmont	25,743	33.90	4,565	6.00	36,365	47.90	118	0.20	N.A.	—	1,268	1.70	N.A.	—	N.A.	—
Mustang/Mustang II	15,230	12.60	1,813	1.50	39,646	32.80	604	0.50	N.A.	—	45,811	37.90	N.A.	—	N.A.	—
LTD	26,675	18.50	5,677	3.90	82,083	56.80	574	0.40	N.A.	—	13,835	9.60	2,923	2.00	398	0.30
Thunderbird	6,965	6.10	N.A.	—	42,691	37.60	352	0.30	N.A.	—	16,114	14.20	35,183	31.00	4,764	4.20
Crown Victoria	5,787	10.20	N.A.	—	29,389	51.80	908	1.60	511	0.90	8,851	15.60	1,581	11.60	227	0.40
EXP	575	25.60	22	1.00	537	23.90	9	0.40	N.A.	—	660	29.40	N.A.	—	N.A.	—
*Tempo	10,149	18.40	1,935	3.50	30,641	55.40	N.A.	—	N.A.	—	4,979	9.00	1,684	3.00	158	0.30
L-M Division	34,602	7.64	7,501	1.66	172,858	38.15	7,157	1.58	N.A.	—	222,094	49.02	N.A.	—	N.A.	—
Lynx	18,695	26.90	4,656	6.70	17,861	25.70	139	0.20	N.A.	—	6,880	9.90	N.A.	—	N.A.	—
Capri	2,538	10.00	711	2.80	4,948	19.50	102	0.40	N.A.	—	15,327	60.40	N.A.	—	N.A.	—
Marquis	8,689	12.90	1,549	2.30	41,964	62.30	337	0.50	N.A.	—	13,202	19.60	N.A.	—	N.A.	—
Cougar	18.94	2.50	N.A.	—	32,418	42.80	530	0.70	N.A.	—	37,947	50.10	N.A.	—	N.A.	—
Grand Marquis	N.A.	—	N.A.	—	39,244	41.00	3,063	3.20	N.A.	—	52,071	54.40	N.A.	—	N.A.	—
LN7	41	5.90	4	0.60	161	23.00	5	0.70	N.A.	—	433	61.90	N.A.	—	N.A.	—
*Topaz	2,745	15.60	581	3.30	9,326	53.00	N.A.	—	N.A.	—	4,135	23.50	N.A.	—	N.A.	—
Continental	N.A.	—	N.A.	—	808	4.80	152	0.90	N.A.	—	15,872	94.30	N.A.	—	N.A.	—
Lincoln	N.A.	—	N.A.	—	23,968	44.90	107	1.70	N.A.	—	28,505	53.40	N.A.	—	N.A.	—
Mark VII	N.A.	—	N.A.	—	2,160	7.00	1,922	3.60	N.A.	—	47,722	89.40	N.A.	—	N.A.	—
GENERAL MOTORS	500,568	13.92	151,274	4.21	1,563,877	43.48	8,991	0.25	2,570	0.07	856,766	23.82	29,120	0.81	6,495	0.18
Buick Division	67,137	8.30	N.A.	—	440,045	54.43	3,369	4.17	N.A.	—	276,149	34.16	1,112	0.14	339	0.04
Skylark	25,825	24.70	N.A.	—	64,164	61.30	N.A.	—	N.A.	—	12,592	12.00	N.A.	—	N.A.	—
Skyhawk J	9,326	14.80	N.A.	—	41,475	65.70	N.A.	—	N.A.	—	10,950	17.30	N.A.	—	N.A.	—
Century	9,342	7.30	N.A.	—	80,853	63.20	N.A.	—	N.A.	—	35,717	27.90	N.A.	—	N.A.	—
Regal	15,714	6.90	N.A.	—	142,894	62.60	N.A.	—	N.A.	—	60,049	26.30	N.A.	—	N.A.	—
Buick	6,930	2.96	N.A.	—	102,126	43.60	3,646	1.56	N.A.	—	116,082	49.56	1,112	0.47	339	0.15
Riviera	N.A.	—	N.A.	—	5,533	17.00	723	1.40	N.A.	—	40,759	81.10	N.A.	—	N.A.	—
Cadillac Division	N.A.	—	N.A.	—	105,372	35.99	4,622	1.58	N.A.	—	136,894	46.75	23,483	8.02	N.A.	—
Cimarron	N.A.	—	N.A.	—	7,532	39.00	N.A.	—	N.A.	—	11,762	61.00	N.A.	—	N.A.	—
Seville	N.A.	—	N.A.	—	6,001	19.70	N.A.	—	N.A.	—	13,328	43.80	3,007	9.90	N.A.	—
Eldorado	N.A.	—	N.A.	—	16,299	24.20	933	1.40	N.A.	—	31,521	46.80	5,544	8.20	N.A.	—
Cadillac	N.A.	—	N.A.	—	75,540	43.00	3,689	2.10	N.A.	—	80,283	45.70	14,932	8.50	N.A.	—
Chevrolet Division	315,733	26.49	145,702	12.23	361,010	30.29	N.A.	—	N.A.	—	211,744	17.77	N.A.	—	N.A.	—
Chevette	104,482	61.60	23,217	13.70	12,253	7.20	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cavalier	57,886	26.50	44,721	20.50	65,805	30.10	N.A.	—	N.A.	—	21,591	9.90	N.A.	—	N.A.	—
Celebrity	19,172	18.10	25,739	24.30	44,911	42.40	N.A.	—	N.A.	—	11,016	10.40	N.A.	—	N.A.	—
Camaro	10,786	7.00	4,031	2.60	43,367	28.10	N.A.	—	N.A.	—	74,220	48.10	N.A.	—	N.A.	—
Citation	45,560	49.40	14,127	15.30	20,993	22.80	N.A.	—	N.A.	—	4,521	4.90	N.A.	—	N.A.	—
Malibu	37,977	32.30	11,545	9.80	38,635	32.90	N.A.	—	N.A.	—	7,010	6.00	N.A.	—	N.A.	—
Monte Carlo	10,637	11.00	4,782	5.00	42,214	43.80	N.A.	—	N.A.	—	24,383	25.30	N.A.	—	N.A.	—
Chevrolet	29,233	13.20	17,486	7.90	92,531	41.90	N.A.	—	N.A.	—	52,906	24.00	N.A.	—	N.A.	—
*Corvette	N.A.	—	N.A.	—	301	1.80	N.A.	—	N.A.	—	16,097	97.06	N.A.	—	N.A.	—
Oldsmobile Division	53,067	5.79	N.A.	—	493,191	52.72	N.A.	—	N.A.	—	342,563	37.37	4,525	0.49	6,156	0.67
Omega	14,037	2.60	N.A.	—	32,115	59.60	N.A.	—	N.A.	—	6,914	12.80	N.A.	—	N.A.	—
Firenza	9,867	24.20	N.A.	—	22,986	56.40	N.A.	—	N.A.	—	7,092	17.40	N.A.	—	N.A.	—
Cutlass	12,507	4.60	N.A.	—	163,951	60.30	N.A.	—	N.A.	—	85,102	31.30	N.A.	—	N.A.	—
Cutlass/Ciera	10,183	0.60	N.A.	—	105,090	61.90	N.A.	—	N.A.	—	52,080	30.70	N.A.	—	827	0.50
Oldsmobile	6,473	1.90	N.A.	—	159,049	46.70	N.A.	—	N.A.	—	161,346	47.30	4,525	1.30	4,055	1.20
Toronado	N.A.	—	N.A.	—	9,326	23.50	N.A.	—	N.A.	—	30,029	75.80	N.A.	—	1,274	3.20
Pontiac Division	64,631	16.69	5,572	1.44	164,259	42.43	N.A.	—	2,570	0.66	101,160	26.13	N.A.	—	N.A.	—
*6000	5,932	8.67	N.A.	—	39,754	58.08	N.A.	—	N.A.	—	20,540	30.01	N.A.	—	N.A.	—
2000	21,496	27.38	N.A.	—	13,567	17.32	N.A.	—	N.A.	—	8,754	11.18	N.A.	—	N.A.	—
1000	16,947	65.24	3,255	12.53	3,002	12.71	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Firebird	2,904	3.88	N.A.	—	29,570	39.49	N.A.	—	N.A.	—	34,064	45.49	N.A.	—	N.A.	—
Phoenix	9,327	33.92	2,317	8.43	11,939	43.42	N.A.	—	2,570	9.35	N.A.	—	N.A.	—	N.A.	—
Grand Prix	2,370	5.90	N.A.	—	22,351	55.65	N.A.	—	N.A.	—	22,511	56.05	N.A.	—	N.A.	—
*Parisienne	302	1.73	N.A.	—	10,263	58.83	N.A.	—	N.A.	—	6,106	35.00	N.A.	—	N.A.	—
Bonneville	5,403	9.93	N.A.	—	33,813	62.14	N.A.	—	N.A.	—	9,185	16.88	N.A.	—	N.A.	—
VOLKSWAGEN	N.A.	—	8,226	11.20	5,068	6.90	N.A.	—	N.A.	—	6,904	9.40	N.A.	—	N.A.	—
Total Cars, U. S.	883,380	14.78	225,809	3.78	2,431,483	40.67	19,202	0.32	3,081	0.05	1,317,805	22.04	70,497	1.18	12,042	0.20

*—Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

Suit establishes many 'firsts'

Government and GM square off on X-cars

Continued from Page 8

changes and eventually three of them were made in running changes or in partial recalls.

• Now, said Maloney, the government wants these changes for all owners of '80 X-body cars "immediately" because they pose a "grave danger." The government also claimed GM knew of the problems that developed over time—for example, the 40-percent reduction of output from the front brakes after 5,000 miles.

Besides, said Maloney, when the government asked GM for data in May, 1980, Buick engineers recommended a change in the proportioning valve and also brake lining and brake drums, but GM addressed only the proportioning valve and continued to do so for its partial initial recall.

Maloney cited other instances of GM's failure to respond fully although its division engineers had data. Thus, said Maloney, GM's "credibility" is at issue.

Moreover, he added, GM knew of the potential for loss of control, hence its two early and partial recalls. GM also knew, said the government, of developing problems over use and the sporadic nature of the problem both from its consumer complaints and its own engineers.

The government, which alleged 13 fatalities and 75 injuries among its thousands of consumer complaints, plans to start with testimony of 13 consumers. Its chief witness will be Robert Hellmuth, head of defect evaluation and the man who has read all the GM documents.

It will also use Dr. Keith Brewer, an expert in vehicle dynamics, who has been working on possible harmonization of American and European brake standards and who will say the '80 X-bodies "stuck out like a sore thumb" because of bias toward rear brakes — more dangerous than front-wheel lockup.

It will also call George Parker, NHTSA associate administrator for enforcement, to speak on brake design especially for lightly loaded vehicles, and Dr. James Hedlund, a NHTSA statistician, to rebut GM's testimony on real world data from Failure Analysis.

The government will also use two persons from the University of Michigan's Highway Safety Research Institute (HSRI) and one Canadian expert on anti-skid.

GM will have its accident data specialists and Robert J. Eaton, vice president in charge of advanced engineering. The evidence will show the "kids still let grandma drive her car and she's still doing it . . ."

GM is questioning the propriety of a government video tape on grounds that the car was mechanically set to brake itself and the driver was told not to steer.

But while GM noted that Standard 105 allows wheel lockup, GM does not mention that it also uses the standard operating test procedure—ability to stop in a straight line with no steering.

Government engineers explain that the no-steering and mechanical brake provisions are intended to make the test as objective as possible by removing all driver variability.

Finally, GM addressed a peripheral issue which may or may not come up at the trial—GM's failure to use the government HOTLINE number in its recall letter.

GM said the regulation is invalid because there was no public comment period, but in any case, the government had adopted a "nonenforcement policy" toward other companies which had sent out 79 letters not mentioning the HOTLINE number.

Import stocks move higher to 29-day supply

Continued from Page 1

94, and Dodge Conquest/Challenger, 114.

West German-made cars in inventory March 1 totaled 62,374, a 56-day supply, compared with 53,288 a month earlier, a 50-day stock.

German nameplates and their March 1 days-supply figures were: Porsche, 25; Audi, 26; Mercedes-Benz, 28; BMW, 68, and Volkswagen, 91. In addition, VW had an 88-day supply of U. S.-built Rabbits.

Days-supply figures for other European lines included: Jaguar, 14; Alfa Romeo, 24; Volvo, 51; Saab, 51; Peugeot, 51, and Renault, 219.

Days-supply figures for imported pickup trucks March 1 were: Mazda, 18; Mitsubishi, 25; Toyota, 28; Nissan, 40; Chrysler/Mitsubishi, 60, and Isuzu, 92.

IMPORT INVENTORIES

	Mar. 1, 1984	Feb. 1, 1984	Mar. 1, 1983
Honda	19	18	22
Isuzu	32	60	109
Mazda	21	18	46
Mitsubishi	18	29	84
Nissan	22	22	42
Subaru	27	28	30
Toyota	9	10	19
Chrysler	64	48	77
JAPANESE MODELS	21	20	34
Audi	26	28	119
BMW	68	76	34
Mercedes-Benz	28	30	25
Porsche	25	17	27
Volkswagen	91	74	84
GERMAN MODELS	56	51	61
Alfa Romeo	24	32	138
Jaguar	14	17	26
Peugeot	51	50	136
Renault	219	112	287
Saab	51	33	50
Volvo	51	42	42
OTHER MODELS	41	45	95
TOTAL IMPORTED CARS	29	26	41
Isuzu	92	107	232
Mazda	18	21	74
Mitsubishi	25	37	111
Nissan	40	56	66
Toyota	28	35	52
Chrysler	60	82	72
TOTAL IMPORTED TRUCKS	34	45	83
TOTAL IMPORTED VEHICLES	30	30	47

AUTOMOTIVE NEWS WORLD OUTLOOK

Generated by Data Resources, Inc.

(Thousands of Units)

	1983	1984	1985	1986	1987	1988	1989	1990
NEW-CAR REGISTRATIONS								
Western Europe	10,460	10,514	10,861	10,931	11,113	11,308	11,504	11,738
% Change	4.2	0.5	3.3	0.6	1.7	1.8	1.7	2.0
North America	10,020	11,168	11,642	11,730	11,867	12,198	12,568	12,895
% Change	15.3	11.5	4.2	0.8	1.2	2.8	3.0	2.6
Japan	3,126	3,227	3,307	3,406	3,321	3,411	3,510	3,611
% Change	2.9	3.2	2.5	3.0	−2.5	2.7	2.9	2.9
CAR PRODUCTION								
Western Europe	11,104	11,125	11,387	11,298	11,414	11,575	11,759	11,976
% Change	8.4	0.2	2.4	0.8	1.0	1.4	1.6	1.8
U. S.	6,821	7,668	7,703	7,615	7,625	7,643	7,788	7,881
% Change	37.1	12.4	0.5	−1.1	0.1	0.2	1.9	1.2
Japan	7,152	7,410	7,640	7,735	7,689	7,858	8,051	8,239
% Change	3.8	3.6	3.1	1.2	−0.6	2.2	2.5	2.3
NEW-TRUCK REGISTRATIONS								
Western Europe	1,083	1,067	1,109	1,133	1,154	1,179	1,196	1,196
% Change	2.1	−1.5	3.9	2.2	1.9	2.2	1.4	0
U. S.	3,129	3,792	3,941	4,061	4,101	4,271	4,467	4,629
% Change	22.3	21.2	3.9	3.0	1.0	4.1	4.6	3.6
TRUCK PRODUCTION								
Western Europe	1,282	1,288	1,338	1,395	1,423	1,461	1,487	1,492
% Change	−0.7	0.5	3.9	4.3	2.0	2.7	1.8	0.3
N. Amer. Light Trucks	2,688	3,339	3,413	3,592	4,033	3,766	3,966	4,117
% Change	N.A.	24.2	2.2	5.2	12.3	−6.6	5.3	3.8

Japan to increase kit exports, regain crown in '80s

U.S. to reign as output king—briefly

Continued from Page 1

chunk of those kits will be assembled.

In fact, Lawson predicted 35 to 40 percent of those 1.8 million Japanese kits will be assembled in the U. S. by 1990. Another 30 percent or so will be built in Europe, Australia and other developed nations, and the remaining 30 to 35 percent assembled in developing nations.

"The conventional wisdom would be that these kits would go to developing countries because they have insufficient manufacturing infrastructure to build vehicles themselves," Lawson said. "Paradoxically enough, they are going to developed countries, especially the U. S."

Honda, for example, is expected to be assembling 300,000 to 350,000 cars annually in the U. S. by 1990. Toyota and General Motors will add 200,000 when (if) their joint venture begins. Nissan will probably be building cars as well as trucks in the U. S. by 1990, Lawson said.

The U. S. is far more attractive than Europe to the Japanese because the U. S. is more likely to allow local assembly, Lawson said.

He pointed to Nissan's on-and-off-and-on again plans to assemble cars in Great Britain. In order to make UK assembly worthwhile, 200,000 units a year should be built, he said.

But in order to find a market for that many cars, Nissan would have to send some of its products to the continent.

"There they could run afoul of European protectionism and nationalism," Lawson said.

France and Italy likely would not accept the cars as British because of their high Japanese content, he said.

"It is not at all clear that Nissan will be able to obtain access to those markets," he said.

There's another reason to aim at the North American market: The car market is expected to grow nearly 3 percent a year through 1990, compared with annual growth rates of 2 percent in Japan and Europe.

By 1990, U. S. car sales are expected to reach 11.76 million; North American sales, 12.90 million. The Japanese market is expected to grow from last year's 3.13 million to 3.61 million. And Western European auto sales will go from the 1983 total of 10.46 million to 11.74 million in 1990.

"The spectacular growth in the Japanese market has come to a close," Lawson said.

Increases in the driving-age population and in the number of women drivers will push Japanese new-car sales up slightly.

But several factors will cap sales.

First of all, much of the growth will come from second cars in two-car families. These will be driven only short distances, so used cars will be perfectly acceptable.

Second, Japan's car fleet is relatively young, so replacement demand is low. Finally, the small size of the Japanese islands will limit the number of cars that can be accommodated without major road-building projects, Lawson said.

In 1990, Japan will have 370 cars for every 1,000 people of driving age. Today in the U. S., there are already 612 cars per 1,000 drivers.

That slow growth in the Japanese home market is one reason Japanese makers are expected to see their profits diminish in mid-decade. Competition at home is already cutthroat, with profit margins squeezed nearly to the point of red ink.

But when the expected recession and high yen values hit, the cushion provided by foreign profits will be much thinner. Local assembly will have eroded Japanese profits even more.

Lawson said he expects the value of the yen to rise from the 1983 average of 236 per dollar to 162 per dollar at the end of the decade. And that would cause the Japanese auto makers, which have heavy debt loads, to restructure.

"There won't be fewer names (companies) around, but there will have to be moves to cut costs in the industry," Lawson said. "For example, they won't be able to finance their current R&D levels," and instead will have to do more joint development work.

cars are assembled in the U. S.

But even if 700,000 Japanese cars are assembled in the U. S. in 1990, it won't be enough to make the U. S. the world's biggest car producer.

Until the Japanese took the world's car production crown in 1980, it had belonged to the U. S.

This year's forecasted U. S. auto production of 7.67 million units will make the U. S. the leader again, as the Japanese produce 7.41 million.

The U. S. should retain its No. One spot next year, producing 7.70 million cars compared with Japan's 7.64 million.

But Japan is expected to regain the lead in 1987 with production of 7.69 million, compared with 7.63 million for U. S. makers. The Automotive News World Outlook calls for Japan to widen its lead through 1990.

The fate of the Japanese truck makers parallels that of the country's car makers, with one exception: Japanese exporters of medium and heavy-duty trucks don't have a giant manufacturing lead on U. S. and European truck makers, Lawson said.

So the Hinos, Isuzus and Nissans that are making their way into the U. S. and Europe won't have quite the same cost advantages that the Japanese car makers enjoy outside their home market.

Depressed economies in the Mideast and Africa have slowed Japanese truck export growth. Japanese truck makers are setting up shop in those countries, which have long been the bastions of European truck makers.

When those markets rebound in the late 1980s, the Japanese will come out stronger than the Europeans, Lawson predicted.

But from 1983 through 1988, truck sales in Japan are expected to stay flat, at or below the 2.2 million mark, as the Japanese economy is hit by recession.

The forecast calls for the Japanese economy to rebound and take truck sales with it in 1988, bringing the total to 2.6 million in 1990.

In the same 1983-1990 period in which the Japanese truck market is expected to rise a total of only 18 percent, U. S. truck sales are expected to grow 48 percent — 46 percent growth for light trucks and 93 percent for the mediums and heavies.

Minitrucks will be the only trucks to fare well in that time frame in Japan, Lawson said.

Alpen expands

WEST LIBERTY, Ia. — Ron Alpen and Joe Stift are co-owners of a new satellite dealership of Ron Alpen Ford, Inc., Durant.

But week's output falls by 2,000 cars

19 auto plants schedule overtime

By Joe Wilssens
Staff Writer

With 19 domestic auto assembly plants working extra hours last week, U. S. auto makers slated production of 179,722 units, down 1.20 percent from the prior week's output of 181,909.

Last week's total was a healthy 38.61 percent improvement over the 129,657 produced in the year-ago week.

The 1984 production total climbed to 1,815,063 units, up 42.97 percent from 1,269,562 autos built in the comparable period last year.

Breakdown for the week by company was: General Motors, 56.71 percent; Ford Motor Co., 22.31 percent; Chrysler Corp., 15.61 percent; American Motors, 2.67 percent; Honda, 1.39 percent, and Volkswagen of America, 1.31 percent.

Facilities working two Saturday (March 17) overtime shifts at GM were Flint (B, D and G lines), Detroit, Arlington (Tex.), Doraville (Ga.), Lordstown (O.) and Oklahoma City.

Eight Ford facilities put in extra daily hours. They were: Atlanta, Chicago, Edison (N. J.), Kansas City, Lorain (O.), St. Louis, Wayne (Mich.) and Wixom (Mich.).

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2 worked two 9-hour daily shifts while Jefferson (Detroit) worked two 8½-hour daily shifts. All five plants were scheduled to work two 8-hour Saturday shifts.

Computer age has arrived for ads, Edsel Ford says

Continued from Page 4

Hispanics are some of the groups his company is trying to attract. "We're trying to attract some of the more influential contemporary groups," he said.

"We now have unique and creative Hispanic TV commercials and this is a first for the auto industry," he said. These commercials will be aired in cities like San Antonio, Miami and Los Angeles, he added.

Ford also said, "We have hired an excellent black ad agency in Chicago. It's Burrell. We have asked them to create unique TV commercials for the black market."

Ford said his company listens carefully to women and added, "There is a women's committee in Dearborn which reviews our products. We're building our products to appeal to women drivers."

Asked about his future at Ford Motor Co., Ford said, "I really don't have time to think about that right now. I very much enjoy my current career path since I consider myself to be a good marketing person and love to be with dealers. If I had my druthers, I'd make my career in sales and marketing."

Volvo Canada recalls 1,900 cars

WILLOWDALE, Ont.—Volvo Canada, Ltd., has announced two recall campaigns affecting approximately 1,900 cars in Canada.

Turbocharged GLT models built from 1983 to 1984 will be recalled to reroute an alternator wire which, as originally positioned, could be pushed into contact with the turbo heat shield during servicing, shorting the wire and melting or burning the wiring harness. Approximately 1,400 cars in Canada are involved.

About 490 Volvo 760-GLEs of the 1983 model year are being recalled for the correction of a brake warning valve design which could result in a loss of brake fluid without the warning light coming on. Correction consists of replacement of the valve end plugs or, if leakage has occurred, replacement of the entire valve assembly.

Truck production continues strong; 63,582 assembled

Domestic truck production last week remained at about the same level as the previous week.

The truck makers slated assembly of 63,582 units, down 822 from the previous week's 64,404. The output led the year-ago tally of 45,649 by 39.29 percent.

Extra hours were worked at 10 truck plants last week.

At General Motors, Lordstown (O.) worked two Saturday (March 17) shifts while the Detroit truck and bus plant added one Saturday shift.

Ford Motor Co. scheduled extra daily hours at all six of its truck plants.

Nissan's Smyrna (Tenn.) facility continued to work additional daily hours last week. The extra daily production will continue through March.

Chrysler Corp. scheduled two nine-hour daily shifts at its Warren (Mich.) facility.

Canadian makers steady for week with 23,336 cars

Canadian auto makers slated production of 23,336 units last week, 37 less than the previous week's 23,373 and 1.33 percent better than 23,029 assembled in the year-ago week.

So far this year, the manufacturers have built 233,128 cars, leading the 1983 total of 202,247 by 15.27 percent.

Truck production last week was targeted at 12,483, down 167 units from the previous week's 12,650 and 14.85 percent better than the 10,869 trucks built in the year-ago week.

American Motors' Brampton (Ont.) facility was down last week for inventory adjustment.

Chrysler Corp. estimated production of 2,364 Dodge Caravans, 2,196 Plymouth Voyagers and 912 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 44,816.

Japanese group picks Kansas City for headquarters

JEFFERSON CITY, Mo. — Missouri Gov. Christopher Bond has announced the selection of Kansas City as the site of the first U.S. office of the Japan Chamber of Commerce and Industry (JCCI), representing 479 local chambers.

JCCI is accociated with the Ministry of International Trade and Industry.

According to Hiroshi Ikawa, senior managing director, the Kansas City office will promote and coordinate investment of medium and small enterprises in this country.

Bond said, "The state is pleased with the decision of the Japanese chamber to locate in Missouri since JCCI's primary responsibility is to work with small-and medium-size Japanese companies to investigate direct investment opportunities in the U. S."

CANADIAN CAR PRODUCTION

	Week Ended March 17, 1984	Week Ended March 19, 1983	Week Ended March 10, 1984	March to Date	Jan. 1 to March 19, 1983	Jan. 1 to March 17, 1984
AMERICAN MOTORS		698	608	799	6,480	5,837
CHRYSLER CORP.		4,893			46,410	
FORD MOTOR	9,600	5,245	8,644	21,111	39,214	82,968
GENERAL MOTORS	13,511	11,968	13,896	31,630	107,713	141,945
VOLVO	225	225	225	545	2,430	2,378
Total Cars, Canada	23,336	23,029	23,373	54,085	202,247	233,128

TRUCK PRODUCTION IN U. S.†

	Week Ended March 17, 1984	Week Ended March 19, 1983	Week Ended March 10, 1984	March to Date	Jan. 1 to March 19, 1983	Jan. 1 to March 17, 1984
CHEVROLET	19,279	14,276	20,364	46,383	153,107	213,268
DODGE	4,200	3,233	4,144	9,852	25,581	44,685
FORD	25,619	18,858	24,738	60,111	173,162	252,944
GMC	6,576	5,683	7,328	16,088	49,400	67,977
INTERNATIONAL	1,558	1,038	1,459	3,491	9,806	15,023
VOLKSWAGEN		204			652	
JEEP	3,500	1,307	3,508	8,176	12,488	37,444
NISSAN	1,800		1,813	4,500		20,634
AM GENERAL	50*	50*	50*	120*	550*	540*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,400*	11,000*	10,800*
Total Trucks, U. S.	63,582	45,649	64,404	151,121	435,746	663,315

CANADIAN TRUCK PRODUCTION

	Week Ended March 17, 1984	Week Ended March 19, 1983	Week Ended March 10, 1984	March to Date	Jan. 1 to March 19, 1983	Jan. 1 to March 17, 1984
CHRYSLER CORP.	2,652	2,702	2,677	7,917	28,910	63,427
FORD MOTOR	3,360	3,456	3,450	7,761	25,455	35,504
GENERAL MOTORS	6,326	4,446	6,375	14,673	46,831	66,940
INTERNATIONAL	145	265	148	340	1,088	1,511
Total Trucks, Canada	12,483	10,869	12,650	30,691	102,284	167,382
N. American Trucks	76,065	56,518	77,054	181,812	538,030	830,697

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended March 17, 1984	Week Ended March 19, 1983	Week Ended March 10, 1984	March to Date	Jan. 1 to March 19, 1983	Jan. 1 to March 17, 1984
AMERICAN MOTORS	4,800	3,305	4,688	9,488	38,147	41,257
AMC Total					4,071	
Eagle					4,071	
Renault Total	4,800	3,305	4,688	9,488	34,076	41,257
Alliance	2,750	3,305	2,569	5,319	34,076	21,281
Encore	2,050		2,119	4,169		19,976
CHRYSLER CORP.	28,050	18,657	26,161	64,755	156,778	279,634
Plymouth Total	8,250	7,385	8,060	19,026	58,813	83,489
Horizon	3,300	2,601	3,514	8,043	18,189	34,736
Reliant	4,500	4,731	3,941	9,766	39,984	44,556
Caravelle†	150	53	165	386	640	1,812
Gran Fury	300		440	831		3,330
Chrysler Total	9,700	4,268	9,698	22,016	35,022	90,853
LeBaron	2,700	1,932	2,667	6,168	17,391	27,709
Laser	1,700		1,869	3,910		16,997
Chrysler E-Class	2,400	2,336	2,071	5,265	17,631	22,520
Fifth Avenue	2,900		3,091	6,673		23,627
Dodge Total	10,100	7,004	10,403	23,713	62,943	105,292
Omni	3,400	1,865	3,469	7,929	19,479	31,813
Aries	3,300	3,423	3,096	7,554	28,615	35,575
Daytona	900		1,285	2,488		13,796
Dodge 400		738			5,905	
Dodge 600	1,700	978	1,686	3,868	8,944	17,797
Diplomat	800		867	1,874		6,311
FORD MOTOR	40,094	31,164	38,774	94,606	293,119	369,370
Ford Division	26,083	21,277	26,133	62,987	191,098	246,582
Escort	8,148	7,501	7,709	19,184	53,110	75,976
Fairmont					23,728	
Mustang	2,906	3,754	2,862	6,929	25,717	27,343
LTD	5,096	3,020	4,692	11,733	37,740	52,247
Thunderbird	3,628	4,610	4,030	9,285	32,711	37,417
Crown Victoria	1,776	2,211	2,030	4,618	17,169	18,223
EXP	640	181	618	1,510	923	7,262
Tempo	3,889		4,192	9,728		28,114
L-M Division	14,011	9,887	12,641	31,619	102,021	122,788
Mercury Total	9,835	7,514	9,042	22,406	78,253	87,231
Lynx	1,605	1,451	1,582	3,791	13,111	15,493
Capri	349	350	385	877	4,890	3,761
Zephyr					8,601	
Marquis	2,099	1,635	2,281	5,229	12,909	21,098
Cougar	2,742	1,994	2,167	5,788	12,808	18,847
Grand Marquis	1,835	2,038	1,599	4,072	25,666	19,696
LN7					268	
Topaz	1,205		1,028	2,649		8,336
Lincoln Total	4,176	2,373	3,599	9,213	23,768	35,557
Continental	764	476	659	1,687	4,745	6,531
Lincoln	2,611	1,117	2,249	5,759	10,541	19,061
Mark VI/VII	801	780	691	1,767	8,482	9,965
GENERAL MOTORS	101,928	74,039	105,066	243,838	756,291	1,074,322
Buick Division	21,191	16,035	20,940	50,881	181,713	231,102
Skylark	1,865	1,556	2,389	5,143	21,480	21,713
Skyhawk	3,335	1,229	3,918	8,785	15,486	36,599
Century	5,114	3,238	4,249	11,439	33,594	49,987
Regal	4,770	4,173	4,650	11,261	53,602	50,332
Buick	4,784	5,050	4,473	11,277	49,672	57,743
Riviera	1,115	789	1,185	2,692	7,879	12,951
Electra (fwd)	208		76	284		1,777
Cadillac Division	7,565	6,614	7,558	17,250	75,453	74,227
Cimarron	325	596	428	895	5,830	4,769
Seville	855	690	905	2,079	8,016	8,767
Eldorado	1,535	1,546	1,629	3,718	17,271	16,106
Cadillac	4,218	3,782	4,240	9,570	44,336	42,313
DeVille (fwd)	632		356	988		2,272
Chevrolet Division	33,673	23,981	33,918	79,641	219,405	365,673
Chevette	4,840	4,672	4,902	11,677	44,485	48,071
Cavalier	8,291	5,344	9,079	19,872	40,509	90,070
Celebrity	5,997	1,478	6,379	14,652	12,221	66,005
Camaro	5,234	3,453	5,255	12,494	37,802	57,985
Citation	2,853	2,470	1,849	5,357	25,006	21,372
Malibu/El Camino	880	2,961	817	1,948	28,943	7,202
Monte Carlo	2,764	2,043	2,779	6,831	18,095	41,410
Chevrolet	2,114	952	2,234	5,237	9,803	25,847
Corvette	700	608	624	1,573	2,541	7,711
Oldsmobile Division	27,307	19,336	30,622	68,008	203,249	282,170
Omega	1,265	1,017	1,386	3,120	15,978	11,243
Firenza	1,435	970	1,614	3,695	8,507	15,991
Cutlass Supreme	8,180	6,071	8,789	19,971	59,183	84,011
Cutlass Ciera	6,559	2,951	6,116	14,994	34,554	57,835
Oldsmobile	8,421	7,474	11,544	23,290	76,077	101,369
Olds 98 (fwd)	512		181	693		2,029
Toronado	935	853	992	2,245	8,950	9,692
Pontiac Division	12,192	8,073	12,028	28,058	76,471	121,150
Acadian†	250	401	275	602	3,613	3,385
2000 Sunbird	3,512	1,891	3,623	8,067	17,954	32,657
1000	855	979	669	1,807	9,465	8,726
Firebird	2,233	2,151	2,174	5,248	18,212	24,431
Phoenix	402	595	329	825	6,584	3,531
G. Prix/Bonneville	1,800	2,056	1,802	4,226	20,643	16,499
Parisienne	440		534	1,150		5,182
Fiero	2,700		2,622	6,133		26,739
HONDA	2,500	637	2,880	6,136	4,798	24,899
VOLKSWAGEN	2,350	1,855	2,340	5,632	20,429	25,581
Total Cars, U. S.	179,722	129,657	181,909	424,455	1,269,562	1,815,063
Total Cars, Canada	23,336	23,029	23,373	54,085	202,247	233,128
N. American Cars	203,058	152,686	205,282	478,540	1,471,809	2,048,191
N. American Trucks	76,065	56,518	77,054	181,812	538,030	830,697
North American Cars and Trucks	279,123	209,204	282,326	660,352	2,009,839	2,878,888

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

March 26, 1984

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Chrysler bares '85 H-bodies at fleet affair

LOS ANGELES.—Fleet managers were given a sneak preview of Chrysler Corp.'s upcoming H-bodies during the National Assn. of Fleet Administrator's convention here last week.

Called Dodge Lancer and Chrysler Commander, the cars will bow in 1985 and will be positioned against General Motors' A-cars and Ford Motor Co.'s LTD/Marquis series. The Dodge entry will be pitted against Chevrolet Celebrity/Pontiac 6000 and LTD/Marquis. The higher line Chrysler will go against Oldsmobile Cutlass Ciera and Buick Century and LTD Brougham/Marquis Brougham.

The new H-body rides on a 103.1-inch wheelbase and is powered by Chrysler's 2.2-liter, four-cylinder engine. Turbocharged versions of the engine featuring port injection will be optional in both lines.

The car will be offered in one body style only, a five-door hatchback, although the hatch is notched so that the car looks more like a traditional sedan.

Standard equipment includes a five-speed manual transaxle, power steering, AM/FM stereo radio with four speakers, full instrumentation and power front disk/rear drum brakes.

The front-wheel-drive car has an overall length of 180.4 inches, width of 68.5 inches and curb weight of approximately 2,700 pounds. Cargo volume is 19.3 cubic feet with the rear seat up and 40.7 cubic feet with the seat folded down. The fuel tank holds 14 gallons.

High-line versions of the Dodge will be designated Lancer ES, while the Chrysler models will carry the Commander LS nameplate.

Chrysler's new H-body

Five-door hatchback due in 1985

Chrysler Corp. unveiled its H-body Dodge Lancer and Chrysler Commander last week at National Assn. of Fleet Administrators' convention in Los Angeles. The new H is powered by a 2.2-liter four, with turbocharging and port injection optional. Wheelbase is 103.1 inches. The five-door hatchback will bow as a 1985 model.

U.S. model count climbs to 305 as GM C-cars bow

By John K. Teahen Jr.
Managing Editor

Buoyed by mid-year introductions, the number of models offered by domestic auto makers has again crept above 300.

An Automotive News tabulation finds that 305 built-in-America cars will be in the showrooms for the spring selling season. That's up a bit from the 298 at the end of the 1983 campaign.

Two years ago, the domestic manufacturers had 307 selections. That is the only other time since 1975 that the total has exceeded 300.

The current 305 choices compare with 288 at the beginning of the 1984 model year last fall, and General Motors is responsible for nearly all of the increase.

GM has added 13 models. They are the long-awaited and much-delayed front-wheel-drive C-body cars from Buick, Oldsmobile and Cadillac. They were supposed to arrive last fall, but a variety of quality and production problems have kept them off the market until the now-firm date of April 5.

Joining the lineup on that date will be six Buick Electra and Electra Park Avenue selections, four Oldsmobile Ninety-Eight Regency and Regency Brougham choices, a pair of Cadillac DeVilles and a Cadillac Brougham.

Also new to the scene since last fall are a Mercury Lynx

Continued on Page 65, Col. 1

MODELS: 1942-1984

Number of models offered by U.S. auto makers, 1942 to 1984:

1942	276	1965	348
1946	160	1966	368
1947	182	1967	370
1948	201	1968	368
1949	205	1969	365
1950	243	1970	375
1951	243	1971	341
1952	224	1972	297
1953	210	1973	304
1954	240	1974	302
1955	216	1975	325
1956	232	1976	294
1957	245	1977	275
1958	263	1978	259
1959	239	1979	268
1960	244	1980	252
1961	260	1981	278
1962	296	1982	307
1963	336	1983	298
1964	336	1984	305

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Suit could involve $1 billion

Class action filed on X-car brakes

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A class action — potentially involving as much as $1 billion — against General Motors over allegedly defective brakes in some 1.1 million 1980 X-body cars has been filed in Federal District Court here.

Judge Thomas P. Jackson, the same judge now sitting in the pending trial between the government and GM over the '80 GM X-body alleged safety defect, has been assigned to this private class action.

In addition, plaintiffs from an earlier class action involving the same issues and filed against GM in Savannah, Ga., may be added to the case here after being dismissed in the Georgia court.

GM's chief lawyer, Thomas A. Gottschalk, responding to news of the new class action, said: "By the time we have completed our presentation in this case, X-car owners will be assured that the cars are among the safest on the road."

GM blames NHTSA and the Center for Auto Safety for the adverse publicity, according to Gottschalk.

"Ironically, it is the publicity generated by NHTSA that caused the damage to the X-car's reputation in the first place," he said.

• "The law does not permit recovery for self-inflicted wounds," Gottschalk added. "In this case, the Center for Auto Safety is the one who inflicted the damage by stimulating the headlines that blemished the X-car's reputation. It is like Ralph Nader suing for damages he suffered due to the bad publicity his Corvair received."

The private class action, known as Joseph A. Alberti, et al, v. GM, was filed by Arnold and Porter, one of Washington's most prestigious law firms. It names 127 plaintiffs from various states who bought a new X-body car.

The class action filed in Savannah last Aug. 5 — where the class had not yet been certified and where GM was contesting jurisdiction — is now being transferred to the District of Columbia where its attorney, Guerry R. Thorton Jr., feels it will have a better chance.

The Arnold and Porter class action charges GM with "willful and deceitful breaches of its written warranties and implied warranties of merchantability and fitness" in selling the X-bodies in violation of the Magnuson-Moss Act.

Because of a "fundamental design defect," said the complaint, the rear-wheel brakes tend to lock up prematurely "causing or risking the loss of control of the vehicle."

The "design defect," it said, was known to GM but not disclosed at the time of purchase and thereafter GM and its representatives "affirmatively concealed" it for several years.

Damages are being claimed because the cars have far less value "both because of the serious and probably incurable defect in the brakes and because as a result of this now widely known defect, the vehicles have a substantially diminished resale value."

The complaint uses 10 plaintiffs as representative of the class.

These are: A bank vice president from Greenvale, Wis.; a psychologist from Ann Arbor, Mich.; an electrical engineer from Cherry Hill, N. J.; a CPA from Hazlet, N. J.; an attorney from Westport, Conn; a professional driver and salesman from Keene, N. H.; an engineer from Great Falls, Va.; an attorney from Washington; a Gallaudet College counselor from Hyattsville, Md., and an employe of AT&T from Garland, Tex.

The charges are basically the same as those used by the Justice Department in its suit against GM: That GM refused to be delayed by — and in fact, actually conceal[illegible] — serious safety problems in its eagerness

Continued on Page 66, Col. 1

breaking news

Plymouth Caravelle to succeed Chrysler E Class

LOS ANGELES.—Chrysler Corp. will replace the Chrysler E Class sedan in the 1985 lineup with a lower priced Plymouth model called the Caravelle, which will be marketed as a sister model to the Dodge 600. The company will continue to position the FWD New Yorker in the spot vacated by the E Class model.

Porsche family ponders stock buyout

STUTTGART, West Germany. — As Automotive News went to press, it appeared that Porsche family members who own Porsche AG were prepared to make a decision on whether to buy the 9.5-percent interest in the company held by Louise Piech, granddaughter of the founder. The holding is valued at about $40 million, and the family has the

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Smaller Cadillac

DeVille goes front-wheel drive

Cadillac's downsized, front-wheel-drive Coupe DeVille is set to go on sale April 5. At 195 inches overall, the new model is 26 inches shorter than its rear-drive predecessor. Wheelbase, which is 110.8 inches, has been cut 10.7 inches. Stories and other pictures on Page 64.

$75-million deficit for '83

GM reports red ink for non-auto operations

By Kathleen Hamilton
Financial Editor

General Motors sprinkled its annual report with historic photos and line drawings appropriate for a company that celebrated its 75th anniversary in 1983, but there's little doubt that stockholders will enjoy at least as much the gray figures that showed record sales and earnings.

The annual reports are being mailed to 984,000 shareholders in preparation for the annual meeting, to be held at 9 a.m. Friday, May 25, in the Fisher Theater, across the street from GM headquarters in Detroit.

The annual report shows GM lost money on its non-automotive operations for the second year in a row. Back in 1981, all GM's profit came from its non-automotive operations.

Last year, GM lost about $75 million on its non-automotive operations, compared with about $10 million in 1982.

Non-automotive sales accounted for 4 percent of sales last year, or about $3 billion.

In 1982, GM's non-automotive sales were $3.6 billion, or 6 percent of total sales.

The annual report also showed GM lost about $336 million overseas last year, compared with about $77 million in 1982 and $326 million in 1981. Overseas sales last year accounted for 13 percent of GM's total sales, or $10 billion. That was about the same as in the two prior years.

Of $4.01 billion in capital spending last year, 78 percent was made in the U. S., 7 percent in Canada and 15 percent overseas. In 1982, capital spending of $6.21 billion was split this way: 73 percent in the U. S., 5 percent in Canada and 22 percent overseas.

Management said it anticipates capital spending of about $6 billion this year.

In their letter to stockholders, Chairman Roger B. Smith and President F. James McDonald said GM's earnings level "remains below the level of capital generation required for successful operations over the long term."

They cited 1983 earnings equal to 5 percent of sales, comparing it with the 10-percent rate of the early 1960s. Nevertheless, the 1983 ratio was a significant improvement over earnings that equaled 1.6 percent of sales in 1982 and 0.5 percent of sales in 1981.

GM generated enough cash last year to reduce its long-term debt by $1.31 billion, bringing the year-end level to $3.14 billion.

GM also had enough money to tell GMAC to delay $2.56 billion worth of floorplanning payments at year's end. The effect was to allow GMAC to borrow from the parent company rather than from outside sources.

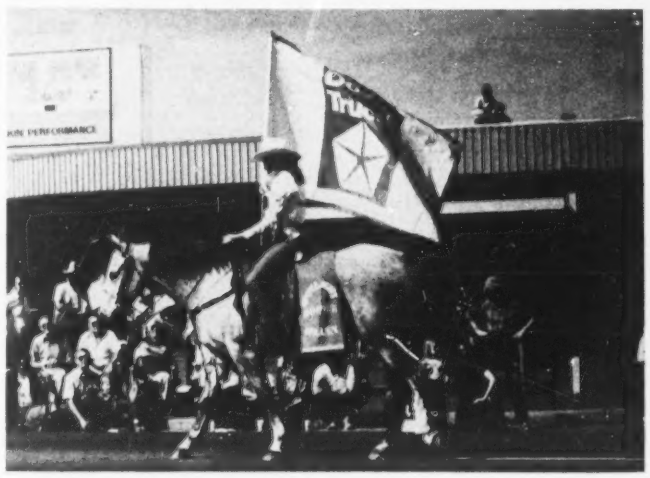
GM's computations on the effects of inflation show its 1983 record sales of $74.58 billion would be worth only $24.99 billion in constant (1967) dollars. If that were the case, 1979 sales — reported at $66.31 billion — would have topped last year's performance. They were worth $30.50 billion in constant dollars.

A similar discounting of last year's record profits of $3.73 billion would have occurred. GM pegged actual value at $1.20 billion, in which case 1978 profits would have been better: Reported at $3.51 billion but worth $1.38 billion in constant dollars.

GM employed an average of 691,000 persons last year, compared with 657,000 in 1982.

Michigan Blue Cross and Blue Shield of Michigan was the corporation's largest single supplier.

GM's pension expenses last year were $1.71 billion, up from $1.57 billion in 1982.



Horsing around to sell cars

Spotlight Dodge, Phoenix, advertised via a horse in the Rodeo of Rodeos Parade. More than 100,000 parade watchers saw the horsewoman with her Dodge advertising pass by in addition to more thousands viewing on TV.

Labor document 'drips of jointness,' GM labor VP says

Warren discounts impact of leak

By Michelle Krebs
Staff Writer

ANN ARBOR. — A bargaining document, leaked to the UAW and the press a month ago, should not prompt union members to distrust General Motors, according to GM's chief negotiator.

"I don't know what's in there not to be trusted," said Alfred S. Warren Jr., industrial relations vice president. "It drips of jointness . . . All of those were joint kinds of things."

The document indicates GM's desire to eliminate annual raises and cost-of-living adjustments, replacing them with profit sharing.

The document had been distributed to an October meeting of GM's personnel directors. It chilled the relationship between the union and the auto maker when it made its way into the hands of union members and the press.

However, Warren said at the U. S.-Japan Automotive Industry Conference at the University of Michigan last week, that the document should be viewed as the company's alternatives.

"It's a strategic planning document, and it's no different than any other strategic planning document," Warren said.

"People assume that in the people side of business, you don't do strategic planning. You do it in engineering. You do it in design. You do it in sales. Why wouldn't you do it in personnel?"

Warren denied that references made to UAW Vice President Donald F. Ephlin, head of the GM Department, hurt the union leader's standing among UAW members. Some union members said the document implied that GM thought it controlled the UAW by controlling Ephlin.

"I think the attitude a union leader has to be mad at me all the time is probably not too realistic in today's world," Warren countered.

• UAW President Owen Bieber, also speaking at the conference, said the automobile industry will lose 340,000 jobs by 1990 without a strong public policy that includes a domestic-content law.

Bieber acknowledged that even with a domestic-content law, the number of jobs would drop to 735,000 by the end of the decade. Auto industry jobs today total about 840,000.

"The auto industry's market share and employment may continue to decline," he admitted, "but only slowly and predictably as part of a managed process."

However, without such a law, Bieber predicted the number of jobs would fall to 500,000, about half of the jobs of the 1978 boom year and 200,000 fewer than the 1982 trough.

He estimated that the imports' share of the sales pie would be 40 percent while 20 percent of the parts for vehicles assembled in the U. S. would be from abroad.

"The upper Midwest becomes a vast welfare client and a drain on the nation's resources (without a policy)," he said.

Nevertheless, domestic-content legislation, pending in Congress, faces stiff opposition, particularly from the Reagan Administration.

The legislation, which requires a certain percentage of U. S.-built parts for vehicles sold in this country in large volumes, has been introduced twice in Congress. It has passed the House of Representatives both times, but has yet to be put to a vote in the Senate.

Michael A. Driggs, deputy assistant secretary for Automotive affairs and consumer goods at the U. S. Department of Commerce, warned that protectionist policies would cause new-car prices to rise.

"The consumer never benefits by protectionism," Driggs said.

Driggs also said that the question of voluntary export quotas on Japanese cars shipped to the U. S. remains open, despite Commerce Secretary Malcolm Baldrige's recent statement that quotas should be removed.

The voluntary restraints expire April 1, 1985.

Firestone to divest business of steel, foam, restraints

AKRON. — At a meeting after the company's annual meeting here, Firestone Tire & Rubber Co. directors approved a plan to divest the corporation's steel products, foam products and passenger - restraint - systems businesses.

Firestone Steel Products Co. has sales that currently approximate $230 million annually. It has headquarters in Henderson, Ky., and manufactures medium- and heavy-duty truck wheels and rims.

Foam products' sales currently approximate $100 million annually. That activity produces polyurethane foam for sale in the automotive and housing industries. It is based in East Providence, R. I.

Passenger - restraint systems are manufactured by Firestone Industrial Products Co. with headquarters in Washington, Mich. Restraint-systems sales currently approximate $120 million annually.

Firestone single-ply roofing, air springs, tank trucks and molded products are not affected by the divestiture plan.

• Firestone's directors also authorized the open market purchase of an additional 5 million shares of Firestone's common stock. The board previously had authorized two 5-million-share purchase programs under which 8.8 million shares have been purchased to date.

Firestone's directors elected Leon R. Brodeur and Jay H. Rosenson vice chairmen of the corporation.

Brodeur has been president of the company and Rosenson has been an executive vice president of the corporation and president of Firestone's corporate development group, which has been disbanded.

In his new post, Brodeur will be responsible for the world tire group and for Firestone Industrial Products Co.

Until their divestiture, Firestone Steel Products and Foam Products activities will report to Rosenson as will the sales and service group, which previously had been designated the sales and marketing operations group.

John J. Nevin, chairman and chief executive officer, is assuming the additional title of president.

Lynx diesel driveaway

More than 200 Lincoln-Mercury dealers and salesmen from the Los Angeles sales district marked the arrival of the first Lynx diesel models in California with a 31-car driveaway program at the Queen Mary/Spruce Goose complex in Long Beach. They heard a presentation on the Lynx diesel's key selling points—including fuel economy ratings of 46 MPG city and 63 MPG highway.

Farmer and Hiller head Chrysler assembly plants

DETROIT.—Forest J. Farmer has been named manager of Chrysler Corp.'s Sterling Heights (Mich.) assembly plant, and Timothy J. Hiller has replaced him as manager of the Newark (Del.) assembly plant.

Hiller formerly was manager of the Clairpointe preproduction plant in Detroit.

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59th year — No. 5014

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Ogle Design looks to the future

All Tom Karen needs now is $750,000

By Richard Feast
European Editor

Tom Karen hopes he can succeed now where he failed a decade ago. He believes his Ogle Design firm's Project 2000 is the shape of passenger cars to come.

The vehicle is light, aerodynamic and has good interior space. Above all it is stable at road speed, which a number of current generation low-drag cars are not. Karen has gone for a "single box" shape with square back, arrowhead front and careful attention to underbody airflow.

What Karen needs to take it beyond the model stage is $750,000. But with the vested interest of in-house design studios, the low esteem for good design in his country and the scant worldwide regard for Britain as a design center to match Italy, his prospects of attracting the finances are poor.

Still, Britain's product design education system is well regarded. The Royal College of Art's auto design courses attract students from around the world — Europe, the U. S., Japan. Many former students now hold key positions in major auto companies. Carl Olsen, a former Ogle design director and visiting RCA lecturer, is head of Citroen styling.

Ten years ago Karen was banging the gong about another car concept. It was the tall, square-backed look, now in vogue on cars such as Chrysler Voyager, Honda City, Nissan Prairie and Fiat Uno. None is a product of Ogle Design.

This has led to Karen's conviction that while auto makers have talented design people, they are weak at concepts such as Project 2000. In addition, he believes most of today's car interiors are poorly designed.

Project 2000 is conceived as a four-seater with front-drive and automatic CVT. The windshield is gently v-shaped in plan form, borrowing from current aircraft practice. In the MIRA wind tunnel, the three-eighths scale model recorded a drag factor of 0.26 without any special treatment of problem areas such as wheel arches.

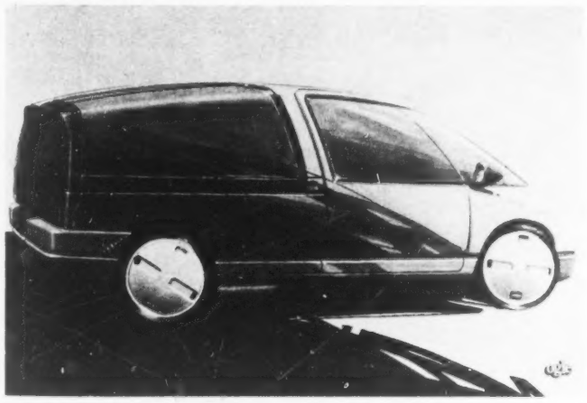
The shape is clean, devoid of added-on spoilers and wings. But the main advantage, Ogle believes, is stability. At a 20 degree yaw angle — equivalent to a fairly stiff crosswind at 70-MPH — Project 2000's drag coefficient is less than 0.3. There is little body lift at the front, though back-lift increases to a level closer to that found in contemporary body shapes.

Stability will become more vital, Ogle believes, as car weights come down in pursuit of better fuel economy. The mileage marathon by auto makers already has led to cars with very good drag factors on a head-into-wind basis, but the same cars suffer badly when subjected to side winds.

Ogle has opted for a conventional seat arrangement rather than the lounge layout proposed in some forward-looking designs. Says Karen: "You have to accept that people have become used to the two-plus-two layout during the last 80 years, and no designer is going to make them shift to something less convenient now."

Some of Ogle's sponsorship for Project 2000 has come from Letchworth Carden City Corp., in the Hertfordshire town where the company has been located for the past 30 years.

Project 2000 will be displayed at Drive Forward, an exhibition of British automotive and aerospace design projects staged at London's Design Center, March 26-May 12.



A sketch of the Ogle Design Project 2000 passenger car which will be shown at the Drive Forward exhibition at the Design Center, London, starting March 28. The four-passenger vehicle has a low drag coefficient, and is said to be extremely stable at high speed. Managing director Tom Karen believes auto makers' obsession with low drag figures is creating cars which are unstable in side winds.

PRODUCTION OVERSEAS

WEST GERMANY
Cars

	12 mos., 1983	12 mos., 1982
BMW	407,507	362,607
Daimler-Benz	483,359	465,503
Ford	547,950	518,440
Opel	934,992	951,456
Porsche	48,288	36,329
VW-Audi Group	1,456,047	1,427,101
Audi	358,213	305,143
Volkswagen	1,097,834	1,121,958
Total	3,877,641	3,761,436

Trucks, buses, vans

Auwarter	847	867
Daimler-Benz	160,676	175,503
Faun	514	794
Iveco-Magirus	10,386	18,082
Kassbohrer	1,978	1,849
MAN	15,848	20,013
Opel	20,502	9,638
Volkswagen	82,159	74,910
Total	292,910	301,229
Total vehicles	4,170,551	4,062,665

JAPAN
Cars

	12 mos., 1983	12 mos., 1982
Daihatsu	185,159	127,619
Fuji	230,462	201,388
Honda	857,686	859,743
Isuzu	116,184	113,299
Mitsubishi	523,754	572,644
Nissan	1,858,782	1,815,792
Suzuki	137,528	113,811
Toyo Kogyo	861,580	824,247
Toyota	2,380,753	2,258,253
Total	7,151,888	6,886,866

Trucks, buses, vans

Daihatsu	345,137	336,626
Fuji	310,218	312,118
Hino	52,129	61,445
Honda	174,754	160,335
Isuzu	274,517	291,572
Mitsubishi	450,951	396,801
Nissan	623,749	591,942
Nissan Diesel	32,472	36,951
Suzuki	493,782	489,272
Toyo Kogyo	309,770	285,917
Toyota	891,582	886,304
Others	701	885
Total	3,959,771	3,850,168
Total vehicles	11,111,659	10,737,034

REGISTRATIONS OVERSEAS

JAPAN
Cars

	12 mos., 1983	12 mos., 1982
Daihatsu	112,214	76,803
Fuji	79,680	77,267
Honda	245,117	239,568
Isuzu	57,807	57,949
Mitsubishi	189,356	225,767
Nissan	833,103	822,297
Suzuki	90,969	81,980
Toyo Kogyo	244,535	247,346
Toyota	1,247,546	1,173,779
Imports (all)	35,284	35,518
Total	3,135,611	3,038,274

Vans, trucks, buses

Daihatsu	271,720	262,449
Fuji	210,372	194,383
Hino	35,507	36,131
Honda	159,875	151,008
Isuzu	114,684	120,708
Mitsubishi	293,819	288,220
Nissan	267,515	286,046
Nissan Diesel	19,103	18,655
Suzuki	371,942	368,296
Toyo Kogyo	151,165	147,367
Toyota	351,003	349,871
Imports	0	1
Total	2,246,705	2,223,135
Total vehicles	5,382,316	5,261,409

SWITZERLAND
Cars

	12 mos., 1983	12 mos., 1982
Alfa Romeo	7,254	8,053
AMC	275	374
BL	2,263	2,801
BMW	11,006	12,790
Daihatsu	1,242	1,124
Ferrari	204	253
Fiat Auto	23,365	24,592
Ford	24,268	23,656
General Motors	35,738	38,722
Honda	6,951	8,446
Isuzu	624	105
Lada	229	833
Maserati	68	21
Mazda	11,989	13,423
Mercedes-Benz	5,295	6,358
Nissan	14,369	14,231
Peugeot SA	23,908	24,055
Citroen	10,310	10,404
Peugeot/Talbot	13,598	13,651
Pininfarina	232	170
Porsche	1,420	1,625
Puch	139	196
Renault	14,730	20,005
Rolls-Royce	98	85
Saab	1,301	1,319
Skoda	250	196
Subaru	7,570	8,414
Suzuki	4,059	5,246
Toyota	18,577	19,480
VW-Audi Group	40,443	40,132
Audi	12,098	9,066
Volkswagen	28,345	31,534
Volvo	6,508	6,069
Others	190	229
Total	273,886	290,890

DENMARK
Cars

	12 mos., 1983	12 mos., 1982
Alfa Romeo	358	200
BL	123	513
BMW	2,364	1,743
Dacia	391	0
Daihatsu	2,858	1,072
Fiat Auto	6,220	4,071
Ford	17,253	13,756
General Motors	15,971	12,202
Honda	1,126	770
Lada	4,900	5,070
Mazda	12,616	8,064
Mercedes-Benz	892	1,003
Mitsubishi	999	1,011
Nissan	7,220	4,378
Peugeot SA	8,321	5,955
Citroen	4,752	2,888
Peugeot/Talbot	3,569	3,067
Polski	779	296
Renault	667	810
Saab	2,159	1,838
Skoda	7,977	7,576
Subaru	247	235
Suzuki	13	0
Toyota	10,963	6,036
Trabant	143	1
VW-Audi Group	6,088	4,888
Audi	758	332
Volkswagen	5,330	4,556
Volvo	4,394	2,994
Wartburg	1,092	402
Zastava	25	0
Others	8	14
Total	116,238	85,405

NORWAY
Cars

	12 mos., 1983	12 mos., 1982
Alfa Romeo	70	89
BMW	2,083	2,534
Chrysler Corp.	70	90
Dacia	11	0
Daihatsu	1,047	869
Fiat	2,623	1,799
Ford	16,216	17,591
General Motors	14,722	15,479
Honda	3,277	4,443
Lada	3,208	3,972
Lancia	110	89
Mazda	14,043	14,765
Mercedes-Benz	1,714	1,555
Mitsubishi	3,865	3,721
Nissan	7,552	8,715
Peugeot SA	5,614	6,271
Citroen	2,070	1,896
Peugeot	2,407	2,605
Talbot	1,137	1,770
Polonez	2	41
Renault	483	523
Saab	2,178	2,331
Skoda	494	662
Subaru	1,225	1,020
Toyota	8,419	8,963
VAG	12,206	12,453
Audi	2,261	2,602
Volkswagen	9,945	9,851
Volvo	8,344	7,295
Zastava	7	45
Others	89	258
Total	109,672	115,573

Peugeot finances Talbot

Coventry plant will produce C28

By Richard Feast
European Editor

The decision by the Peugeot Group (PSA) to invest $30 million in its Talbot Motor Co. subsidiary has eased fears about the future of the UK company within the French group.

Given PSA's enormous overall problems, Talbot always looked like a possible casualty. PSA insisted the Coventry (England) company was part of its overall European strategy, and the new investment is confirmation of this.

The money will be spent to introduce a medium-range model, known as C28, in the final quarter of next year. But Coventry will be used only as a satellite plant for C28, a model which could be built as a Peugeot or a Talbot.

The main C28 volume will be produced at Poissy, the former Chrysler plant near Paris which is capable of turning out 1,000 cars a day. A major investment — held up during the bitter strike earlier this year—of $145 million is being put into Poissy to introduce C28.

What is not yet known is just which models C28 will replace — as surely it must, given the group's surfeit of products and the insistence by PSA President Jean-Paul Parayre that it is reducing variety to just four basic chassis.

Two of those four chassis have appeared, on the Peugeot 205 and Citroen BX. The understanding is that C28 will be in the medium-range category, which means it could be a more conventional derivative on the BX plaatform.

If so, over the long term it could mean the demise of products like the Talbot Horizon, Solara and 1510.

Peugeot officials in Paris suggest that C28 will be a lower-volume model than the 205, soon to be built at a rate of around 1,600 a day at Mulhouse (1,000), Poissy and Villaverde, Spain, (300 each).

Talbot Motor Co. made a marginal profit of $2.2 million in the first half of last year. The sum was insignificant, but the development was: It came after a decade of financial losses.

A key factor was the resumption of exports to Iran, where nearly 90,000 Hillman Hunter KD kits are assembled locally as the Paykan each year.

Other factors which pursuaded PSA to make the investment include much improved productivity, a low level of production disruption compared with the old Chrysler days and a desire to be regarded as a local manufacturer in a market worth around 1.7 million units annually.

Volvo profit

Sales climb 17 pct.

HELMOND, Netherlands. — Volvo Car B.V. earned a pre-tax profit of about $5 million in 1983, its first profit since the Swedish Volvo Car Corp. took a minority interest in the firm, according to preliminary figures.

In 1982, the Dutch car maker reported a pre-tax loss of about $5 million. Sales in 1983 rose 17 percent to $513 million. Unit sales rose 13 percent to 102,000.

C. B. van de Panne, former chairman of the NKF Group management board, and Roger Holtback, new president of Volvo Car Corp., were named to the Volvo Car B.V. supervisory board, succeeding E. van Veelan and L. Jeansson, who retired.

WHERE JAPAN EXPORTED VEHICLES

Region	1983 units	Percent	1982 units	Change From '82
Southeast Asia	539,851	9.5	520,783	+ 3.7
Middle East	623,313	11.0	710,084	−12.2
Europe	1,274,223	22.5	1,122,975	+13.5
EEC	916,187	16.2	777,096	+17.9
North America	2,447,313	43.2	2,297,022	+ 6.5
Central America	162,855	2.9	134,745	+20.9
South America	55,179	1.0	108,336	−49.1
Africa	208,551	3.7	289,422	−27.9
Oceania	346,656	6.1	395,395	−12.3
Others	11,569	0.2	11,751	− 1.5
TOTAL	5,669,510	100.0	5,590,513	+ 1.4

Japan sets European mark

Tops million car sales in 1983

Japan's auto makers shipped a record number of vehicles to Europe last year. The increase was reflected in the number of new Japanese passenger cars registered on the continent — more than one million for the first time.

The matter is of concern to established European manufacturers. Many have benefited from national trade barriers (in Italy, France, the UK and Spain, for example) only to face stiff Japanese competition in their old export markets.

The European volume increase by the combined Japanese was 151,200, or 13.5 percent to more than 1.27 million. Most of that expansion was absorbed by the European Economic Community, with West Germany, the UK and Holland absorbing most of the extra 139,100 units.

The previous best year for the Japanese in Europe was 1980 when nearly 1.23 million vehicles were shipped, including 913,600 to the EEC.

Statistics from JAMA indicate that the country's exports last year rose by 1.4 percent to 5,669,500, still below the all-time high of more than 6 million achieved in 1981.

Besides Europe, Japan's improvements were to North America (an additional 150,300), Central America (28,100) and Asia (19,000). There were declines in shipments to the Middle East (86,800), Africa (80,900), South America (53,200) and Oceania (48,700). In balance, the country exported an additional 79,000 units of all types in comparison with 1982.

The U. S. remained by far the most important export market for Japan. A 6.1 percent increase took the 1983 total to more than 2.23 million, still behind the 1980 record total of slightly over 2.4 million. But it still means that the U. S. absorbs two out of every five Japanese vehicles exported, and one out of every five produced.

In a ranking of export markets by national importance, Saudi Arabia is firmly second behind the U. S., despite a volume drop of about 51,700. Strong demand in Germany lifted the country above Australia to third, and in a similar fashion the UK moved ahead of Canada as the fifth most important destination.

Japanese exports as a proportion of total production continued to fall. The country made in excess of 11.11 million units in 1983, and exported 51 percent of them. In 1981, when it hit its best ever volume of almost 11.18 million, the export share was more than 54 percent.

Last year's performance is to some extent explained by the rise in demand in Japan. Registrations were up for the third year in a row, and stood at more than 5.38 million.

JAPAN'S TOP EXPORT MARKETS

1983 Pos.	Country	1983 units	1982 pos.
1	United States	2,234,375	1
2	Saudi Arabia	335,782	2
3	West Germany	274,436	4
4	Australia	256,883	3
5	United Kingdom	218,243	6
6	Canada	212,938	5
7	Malaysia	123,258	8
8	Holland	121,327	11
9	Indonesia	120,761	7
10	Thailand	116,480	15
11	Belgium	105,260	9
12	Switzerland	87,813	13
13	Austria	80,048	21
14	Puerto Rico	76,383	22
15	South Africa	72,741	12
16	Iran	71,153	39
17	France	66,351	17
18	Finland	64,324	20
19	New Zealand	58,765	10
20	Greece	50,581	14

Source: JAMA.

Industry at crossroads

Japanese auto makers face challenges

Japan's auto industry is at a crossroads, says a report from the Economist Intelligence Unit.

Western vehicle makers are responding vigorously to the Japanese challenge, and will be helped by a movement toward protectionism as governments seek to protect their domestic auto industries.

The choices facing Japan are examined in the report, entitled "The Japanese car industry: Where now in the 1980s?" Among the main conclusions is that Japanese producers may be forced into making more assembly investments inside protected areas if they are to maintain or enhance their current position.

EIU believes there is clear evidence that the market share of fully assembled Japanese cars is approaching a ceiling in North America and western Europe, and that quotas or other forms of restriction on supply will remain throughout the rest of this decade.

With increasing protectionism in western markets, Japanese auto companies are placing greater emphasis on larger markets elsewhere such as Indonesia, Brazil and South Africa. But the nature of this interest is likely to change markedly in the 1980s, with more use of KD kits and some degree of local assembly taking over from exports of finished products.

EIU identifies growth in joint-production relationships which offer a number of advantages over establishment of entirely new facilities on an independent basis. These include lower capital costs, more rapid project completion, access to the partner's technology, risk sharing and an easier way out if the project is unsuccessful.

"Mergers between Japanese car producers are unlikely," says EIU. "They would be contrary to the spirit of independence and rivalry which exists in the industry and would not lead to any marked advantages."

The authors think fierce competition for sales inside Japan will continue.

Conditions of supply are likely to be dominated by a relentless search for cost-cutting through robotization and other technological changes. But the diminishing scope for useful redeployment of displaced employes may act as a constraint on this automation process by the middle of the decade, says the report.

Pumping up Porsche

Major programs expand production

By Richard Feast
European Editor

Porsche built 48,300 high-priced sports cars in 1983, one-third more than in 1982.

But that wasn't enough. The West German auto company is now building a new paint plant at its Zuffenhausen, Stuttgart, headquarters to relieve a production bottleneck.

When the plant gets going toward the end of 1985, it will lift daily output by 25 percent, and will enable Porsche to run two shifts to produce "well over 100 cars a day," according to management board member Rudi Noppen.

At present, Porsche is building 81 units a day at Stuttgart, about 50 of which are 911 series and the remainder the 928. This is a substantial increase over the 71 a day produced last year. The increase was made possible by the elimination of various bottlenecks, and introduction of a new component handling system including Japanese-style just-in-time deliveries for certain components.

The cramped quarters at Zuffenhausen will be further altered this year by construction of a modern customer collection center. It will be finished in the fall. Forty percent of Porsche's West German customers — and a good many from the U.S.—pick up their cars from the factory.

Over the longer term, Porsche's five-year plan is expected to see construction of a new body shop. It is the next major project after the paint shop, and will further smooth the production process without making concessions in quality control.

The company will invest around $90 million a year over the next few years. The distribution shake-up announced in the U.S. was to account for much of that, but spending on plant and facilities was earmarked for an equally large chunk.

Money will go into product development, but the understanding is there will be no all-new models. The policy of continuous development, epitomized by the long-running 911 series, will result in "more perfect" Porsches, but they could have four-wheel-drive and even use plastics for some body components.

Noppen says the new paint shop will not only raise volume, but will give the company more flexibility, with the possibility of producing more opalescent versions.

It will use robots in the underseal area, but with relatively small volumes, and four models built in two locations, the scope for production automation at Porsche is at present limited. Robots can be used in materials handling, and certain milling and welding jobs, but, according to Noppen, "There is no technique that is as flexible as a well-motivated crew."

In addition to 911 and 928 production at Stuttgart, Porsche subcontracts 924 and 944 assembly to Audi at Neckarsulm. They are currently being produced at a rate of 134 a day; three-quarters are the more expensive 944 equipped with the company's four-cylinder engine.

Noppen says production records show that no two models the same are produced within any two months. The 911 is now available as coupe, cabriolet, targa-top and turbo. The company offers 200 body colors and as many as 350 different seats.

Given Porsche's low in-house manufacture — 70 percent of components are bought — the need to improve materials handling was apparent. It built a multi-story storage and parts warehouse at the headquarters, connecting it to final assembly via an underground tunnel. Driverless trolleys move from the warehouse, where components are picked by computer, to arrive at the assembly line at the correct time.

In the last few months, Porsche has arranged for seat deliveries from Recaro to be made three times daily. This eliminates the need for large stocks of components which can easily be damaged in handling. It is an example of the kanban principle successfully applied by a small-volume maker.

Noppen is responsible for much of the quiet revolution taking place at Porsche. He joined the company in 1982 from Klockner - Humboldt - Deutz where he was head of logistics and production strategy. His Porsche appointment pulled together several previously separate functions.

His role at Porsche may be unique in the industry in that it combines responsibility for production, quality control, purchasing and logistics. He believes that with a trend, even among large-volume makers, toward flexible manufacturing, greater interest will be shown in the Porsche system.

Privately owned Porsche recently revealed its best ever financial results, following a small decline in the early 1980s.

In its financial year ending last July, it recorded a 43 percent increase in sales to DM 2.1 billion ($766 million), and 85 percent increase in profits to DM 69.6 million ($25.4 million) and a 39 percent sales increase to 44,800 units.

Reporting the results, finance director Heinz Branitzki said the Porsche and Piech family shareholders may consider stock exchange sales within five years.

Nordic cooperation

Group chosen to get things started

By Stig Bjorklund
Staff Correspondent

STOCKHOLM, Sweden. — Volvo President Pehr Gyllenhammar has once more taken on the task of trying to launch industrial cooperation among the Nordic countries.

He has selected a small, independent group of business people from Sweden, Norway, Denmark, Finland and Iceland to get things started.

Prime ministers of the countries involved, recently gathered at a Nordic Council meeting in Stockholm, have officially welcomed the idea and declared they look forward to studying results from the Gyllenhammar Group's work.

Guidelines for Nordic industrial cooperation have been in existence for many years, the latest ones dating from December, 1981. In practice there has, in fact, been nearly nothing established.

One of the few positive examples is Volvo, which has tried to keep up Swedish-Norwegian cooperation after the failure of the big Volvo-Norway deal in 1979, when Volvo shareholders stopped Gyllenhammar's project of letting Norway buy 40 percent of the Volvo Group.

In exchange for Volvo Energy having a chance of drilling for oil off Norway's coast, Volvo has taken on a number of Norwegian component suppliers. In the important Light Component Project recently revealed by Volvo, Norwegian aluminum and magnesium technology played a major role.

An even more outstanding example is, of course, the Saab-Valmet project, in which Saab cars are being assembled at a joint-venture plant in Western Finland. This does not, however, alter the general picture of industry being fairly slow to follow governmental advice to expand within the Nordic region.

Composite sale

Insulation Equipments Ltd., Shropshire, UK, has received $1 million worth of orders from U.S. companies for a new composite material called Malaform. IEL says the new development provides "the answer to the problems of meeting modern design requirements for compound curving decorative-faced components which achieve advanced fire safety standards."

The material is a fiberglass-reinforced resin with a decorative coating, applicable for fire-resistant paneling, air conditioning, ducting, window and door surrounds, engine covers, bulkheads, end caps, seats and seat-cover moldings. Among IEL's North American customers is Budd Co.

Time for makers to push for containment law, he says

Bieber asks aid on health-care costs

By Marjorie Sorge
Labor Editor

The UAW, not the auto companies, has led the way for health care cost containment in the U. S., and it is time those companies joined the union in pushing for national legislation to lower that cost, UAW President Owen Bieber told the Economic Club of Detroit.

"The UAW had to drag the companies kicking and screaming to major actions to curb health care costs," Bieber said. "And now these Johnny-come-latelys want to take the credit and give the workers the blame."

He said the companies "are screaming like stuck pigs for concessions on that front (health care). But the workers aren't responsible for skyrocketing health care costs, and they shouldn't be asked to bear the burden."

His audience included not only benefits people from each of the Big Three, but also Howard Kehrl, General Motors vice chairman, who sat next to Bieber on the dias, and Peter J. Pestillo, Ford labor relations vice president, who also sat at the head table.

Those people were especially interested in what Bieber had to say about bargaining terms in this year's contract negotiations. He told them the UAW would not agree to co-pays and deductibles because they "merely shift the cost from the insurer to the patient." And, he said, it will not result in a cost savings.

UAW contracts with Ford and General Motors expire Sept. 14. The Chrysler agreement ends Sept. 14, 1985.

Bieber said he is optimistic and believes the UAW and the Big Two can reach an agreement this year without a strike.

Both sides have already hinted that health care costs will play a major role in this year's bargaining. Bieber blamed the soaring costs on the providers.

He said the hospitals are overbuilding and over-bedding; that hospitals pass on to third-party payers all increases in cost; that over-utilization of medical procedures is provider-generated, and that the providers are charging whatever the market will bear.

"Whether at the national level or in bargaining, we've got to focus not on the consumers of care but on the system and the providers of care who are the real decision-makers," he said.

According to Bieber, the only long-term answer is a universal National Health Insurance which the auto companies have not yet supported. He urged them to support the Kennedy-Gephardt Bill and the C-H-E-C Cost-Containment Bills now in Congress. Those bills are aimed at reducing health care costs.

In a press conference before his speech, Bieber also challenged auto industry leaders to sit down with the providers and find ways to cut costs. If that is done, he said, he will form a panel of his counterparts and all three could sit down together and try to work it out.

Hayes to return to Ford Europe as vice chairman

DEARBORN — Walter Hayes, 59, will return to England June 1 as vice chairman of the board and a director of Ford of Europe, Inc.

That is the position he held before coming to the U.S. in 1980 as public affairs vice president of Ford Motor Co. Hayes' successor in the U.S. post has not been announced.

At Ford of Europe, Hayes will be responsible for external affairs with emphasis on public and governmental affairs and European motor sports. He will continue as a vice president of Ford Motor Co.

Hayes joined Ford of Britain in 1962, became a director in 1965 and was named public affairs vice president for Ford of Europe in 1968. He was promoted to vice chairman in 1976 and was elected a vice president of Ford Motor Co. in 1977.

He was a director of Ford Advanced Vehicles, Ltd., the company formed to build the Le Mans-winning Ford GT40.

Riegle attacks Baldrige for stand on quotas

WASHINGTON — Senator Donald Riegle, Michigan Democrat, has blasted Commerce Secretary Malcolm Baldrige's recent statement that Japanese car imports should not be restricted for a fifth year.

The fourth year of restraints expires April 1, 1985.

"I predicted that if reelected in November, President Reagan would then completely open the floodgates for Japanese auto imports," Riegle said in the Congressional Record.

"I am sorry to say that recent comments by Secretary Malcolm Baldrige tend to support that prediction."

Every industrialized Western nation has a tougher policy on Japanese car imports than the U. S., according to Riegle.

• While the Administration appears willing to blindly pursue free trade, it has been far from aggressive with regard to fair trade," he said.

"Japanese tax policies, a costly yen-dollar imbalance and an assortment of non-tariff barriers continue to make it virtually impossible for the American auto industry to compete with the Japanese on an even footing."

Baldrige made his comments on the Japanese restraints earlier this month to a group of reporters, adding that he was expressing his personal opinion.

Riegle included in his statement a letter to Baldrige from Chrysler Chairman Lee Iacocca, urging the Commerce Secretary to reconsider his stand on the matter.

"The continuation of such restraints is absolutely essential until our government takes those steps which are necessary to provide a level playing field in Japanese-U. S. trade relations," Iacocca said in his letter.

The current U. S. auto trade deficit with Japan is $15 billion, he added, and will go to $30 billion within two years if voluntary restraints are canceled.

House subcommittee debates air-bag price and volume

Continued from Page 4

million could produce modules at the rate of one million a year. The manufacturing cost (sensor/initiator at $5 plus gas generator at $15 plus air-bag cover/mounting plate at $8 totals $28) including a 15 percent manufacturing profit comes to $32. Adding a 30 percent dealer/distribution profit and a $5 installation charge comes to less than $50.

David Romeo, president of Romeo Kogyo, which holds a contract with NHTSA for retrofit of police cars with driver-only systems, said he has shipped about 150 systems, has another 100 on the road, and has done training in installation in four states.

• Robert F. McDermott, head of U. S. Automobile Assn., said his company — the nation's seventh largest auto insurer—is buying 150 air-bagged Tempos and will retrofit several existing cars with the Romeo-Kogyo system. McDermott, who is also chairman of the National Assn. of Independent Insurers, is encouraging other insurance companies to take similar actions. He is also talking to the National Assn. of Fleet Administrators to encourage more fleet purchases of air-bagged Tempos.

California State Senator Diane E. Watson spoke of her attempt to require air bags in all state-owned or leased vehicles starting with '86 models and requiring those investigating accidents to report on the safety restraints in the vehicle and its use.

Michael Finkelstein, NHTSA official in charge of R&D, reviewed the agency program with Ford and the General Services Administration; with Romeo and police cars, and with Breed to develop the retrofit system using a mechanical sensor.

NHTSA has given no inkling of what its decision on Standard 208 will be nor what the timing will be, although mid-April seems far too optimistic.

Used Car Sales
Auction Averages

March to date	$5,040
Month ago	$5,340
Year ago	$5,010

Model breakdown
Auction Averages

	March to date	February	January
1984	$11,684	$10,278	$10,118
1983	7,875	8,567	8,110
1982	6,245	6,218	6,338
1981	5,269	5,154	5,279
1980	4,212	4,526	4,239
1979	3,621	3,469	3,902
1978	2,698	2,421	2,589
1977	2,393	1,907	1,599
Overall Average	$ 5,040	$ 5,340	$ 5,359

New facility for Mazda Distributors Pacific

Mazda Distributors Pacific, the Western distributor for Mazda cars and trucks, has broken ground for a new facility which will be located on a 20-acre site in the Irvine (Calif.) Industrial Complex. Plans call for a 250,000-square-foot warehouse and a separate 26,000-square-foot single-story office building. Occupancy is slated for spring, 1985.

NHTSA report to Congress misses deadline by a month

Continued from Page 2

tions on new bumper designs since adopting the final rule easing the bumper standard from 5 MPH to 2.5 MPH. Manufacturers had not volunteered for bumper testing since adoption of the revised standard, NHTSA said.

• NHTSA said that it now plans to review the effectiveness of the current bumper standard by comparing cost and collision experience of baseline 1981-1982 cars with post-standard 1983-1984 cars.

The agency said development and demonstration of an experimental bumper test will be completed by April. The method will provide repeatable test results, use existing bumper-test facilities, and correlate with "real-world" data, NHTSA said.

The safety agency said 15 vehicles will be tested this summer from the 1984 model year. These will include the Ford Escort, Chevrolet Camaro, Chevrolet Citation, Plymouth Reliant, Ford Mustang, Buick Regal, Chevrolet Celebrity, Oldsmobile 88-98, Chevrolet Malibu, Buick Skylark, Honda Accord, Toyota Corolla, Datsun 300-ZX, Mazda GLC and a Volvo model.

NHTSA said the models and their sister vehicles will cover 64.5 percent of expected 1984 model year sales.

• By September, the agency predicted, insurance data reflecting on-the-road experience will be compared with the predicted performance.

Results from the bumper studies will be made available to the public, possibly as late as December this year through press releases and a customer "hotline."

NHTSA's report on the bumper standard listed several advantages and disadvantages concerning bumper identification through the use of labels on each vehicle.

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Up from 288 at beginning of model year

Domestic makers offer 305 models

Continued from Page 1

Turbo three-door hatchback, a Dodge Omni GLH four-door hatchback (the GLH stands for Goes Like Hell), a Dodge Diplomat four-door sedan and a Dodge 600 Turbo convertible.

Today's 305 selections consist of 157 from GM, 82 from Ford Motor Co., 45 from Chrysler Corp., 15 from American Motors-Renault, 4 from Volkswagen and 2 from Honda.

The Renault, VW and Honda models in this tabulation include only those made in the U.S. Each company imports additional models.

Adding the 305 domestic offerings and the 199 imported selections (AUTOMOTIVE NEWS, March 12) gives the American buyer an imposing array of 504 models from which to choose.

GM's front-drive C-cars are being ballyhooed as '85 models, which is an indication of the lateness of their introduction and the clout of the company's marketing people.

They're certified as '85s for safety and emission purposes, of course, but their sales will be counted in the '84 model year. So they're included with the '84s in this tabulation.

This isn't a new strategem for the auto makers. Chevrolet Corvette, Ford Tempo and Mercury Topaz were pitched as '84s a year ago when they were introduced in the midst of the '83 season. And the original Mustang was called a '65 model when it was introduced in April, 1964.

There may be some confusion in store for Buick-Oldsmobile-Cadillac shoppers. They'll find two distinctly different sizes and types of cars bearing the Electra, Ninety-Eight and DeVille-Brougham names.

The cars weren't renamed because the old labels have long and honored histories at the three divisions.

Buick has been using Electra since the 1959 model year, and Cadillac adopted DeVille in 1949. Oldsmobile has had a Ninety-Eight Series since 1948. There was a Model 98 (denoting eight cylinders) in 1941, a Custom Series 98 in 1942 and a Custom Cruiser Series 98 in 1946 and 1947.

Oldsmobile has ended production of rear-drive Ninety-Eights, and Buick will wind up output of rear-drive Electras in mid-April. Cadillac will continue making rear-drive DeVilles through the '84 model year and rear-drive Broughams through '85.

• By market class, the 305 current domestic models are made up of 67 subcompacts, 79 compacts, 83 intermediates, 28 standard-size cars and 48 luxury cars.

A breakdown by body styles shows 116 four-door sedans; 140 two-door sedans, coupes and hatchbacks; 37 four-door wagons, and 12 convertibles.

Buick, with 43, has the most models for the '84 model year, followed by Ford, 42; Pontiac, 40; Oldsmobile, 33; Mercury, 30; Chevrolet, 28, and Dodge, 21.

Totals for other major domestic makes are Cadillac, 13; Chrysler, 13; Renault, 12; Plymouth, 11; Lincoln, 10; Volkswagen, 4; AMC, 3 and Honda, 2.

The AUTOMOTIVE NEWS new-model analysis includes all models the domestic manufacturers are pricing and/or merchandising individually. It does not include transmission or engine options.

Turbos are counted as models. It is felt that they have enough differences in trim, equipment and mechanicals to qualify for separate model designation.

1984 U. S. MODELS BY MAKE

	4-Door Models	2-Door Models*	Convertibles	4-Door Wagons	1984 Totals	(Final 1983 Totals)
AMERICAN MOTORS-RENAULT**	6	7	0	2	15	(16)
AMC Concord	0	0	0	0	0	(3)
AMC Eagle	1	0	0	2	3	(3)
AMC Eagle SX-4	0	0	0	0	0	(2)
AMC Spirit	0	0	0	0	0	(2)
Renault Alliance	3	3	0	0	6	(6)
Renault Encore	2	4	0	0	6	(0)
CHRYSLER CORP.	20	15	5	5	45	(43)
Chrysler Fifth Avenue	1	0	0	0	1	(1)
New Yorker/E Class	2	0	0	0	2	(2)
Executive Sedan/Limousine	2	0	0	0	2	(2)
Cordoba	0	0	0	0	0	(1)
Laser	0	2	0	0	2	(0)
LeBaron	1	1	3	1	6	(6)
Dodge Diplomat	2	0	0	0	2	(2)
Aries	2	2	0	2	6	(6)
Charger	0	3	0	0	3	(3)
Daytona	0	2	0	0	2	(0)
Dodge 400	0	0	0	0	0	(3)
Dodge 600	2	1	2	0	5	(2)
Mirada	0	0	0	0	0	(1)
Omni	3	0	0	0	3	(2)
Imperial	0	0	0	0	0	(1)
Plymouth Gran Fury	1	0	0	0	1	(1)
Horizon	2	0	0	0	2	(2)
Reliant	2	2	0	2	6	(6)
Turismo	0	2	0	0	2	(2)
FORD MOTOR CO.	26	42	3	11	82	(93)
Ford LTD Crown Victoria	1	1	0	2	4	(3)
Escort	4	5	0	3	12	(10)
EXP	0	3	0	0	3	(5)
Fairmont Futura	0	0	0	0	0	(3)
LTD (Int.)	2	0	0	1	3	(3)
Mustang	0	7	3	0	10	(8)
Tempo	3	3	0	0	6	(6)
Thunderbird	0	4	0	0	4	(3)
Lincoln	3	0	0	0	3	(3)
Continental	3	0	0	0	3	(3)
Continental Mark VII/VI	0	4	0	0	4	(7)
Mercury Grand Marquis	2	2	0	1	5	(5)
Capri	0	3	0	0	3	(5)
Cougar	0	3	0	0	3	(2)
LN7	0	0	0	0	0	(4)
Lynx	4	5	0	2	11	(11)
Marquis (Int.)	2	0	0	2	4	(4)
Topaz	2	2	0	0	4	(4)
Zephyr	0	0	0	0	0	(4)
GENERAL MOTORS	60	74	4	19	157	(137)
Buick LeSabre	2	2	0	0	4	(5)
Electra (Rear-wheel-drive)	2	2	0	1	5	(5)
Electra (Front-wheel-drive)	3	3	0	0	6	(0)
Century	3	3	0	2	8	(6)
Regal	2	3	0	0	5	(6)
Riviera	0	2	1	0	3	(3)
Skyhawk	2	3	0	2	7	(7)
Skylark	2	3	0	0	5	(5)
Cadillac (Rear-wheel-drive)	4	2	0	0	6	(6)
Cadillac (Front-wheel-drive)	2	1	0	0	3	(0)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	1	0	2	(1)
Seville	1	0	0	0	1	(1)
Chevrolet Impala-Caprice	2	1	0	1	4	(3)
Camaro	0	3	0	0	3	(3)
Cavalier	2	2	1	2	7	(8)
Celebrity	1	1	0	2	4	(2)
Chevette	2	2	0	0	4	(4)
Citation	1	2	0	0	3	(3)
Corvette	0	1	0	0	1	(1)
Malibu	0	0	0	0	0	(2)
Monte Carlo	0	2	0	0	2	(1)
Oldsmobile 88	2	2	0	1	5	(6)
Olds 98 (Rear-wheel-drive)	2	1	0	0	3	(3)
Olds 98 (Front-wheel-drive)	2	2	0	0	4	(0)
Cutlass Ciera	2	2	0	1	5	(4)
Cutlass Supreme	2	3	0	0	5	(6)
Firenza	2	2	0	2	6	(6)
Omega	2	2	0	0	4	(4)
Toronado	0	1	0	0	1	(1)
Pontiac Parisienne	2	0	0	1	3	(3)
Bonneville	3	0	0	0	3	(3)
Fiero	0	3	0	0	3	(0)
Firebird	0	3	0	0	3	(3)
Grand Prix	0	3	0	0	3	(3)
Phoenix	2	3	0	0	5	(6)
Pontiac 1000	1	1	0	0	2	(2)
Pontiac 2000 Sunbird	3	5	1	2	11	(9)
Pontiac 6000	3	2	0	2	7	(5)
VOLKSWAGEN**	2	2	0	0	4	(7)
Rabbit	2	2	0	0	4	(7)
HONDA**	2	0	0	0	2	(0)
Accord	2	0	0	0	2	(0)
1984 TOTALS	116	140	12	37	305	
1983 TOTALS (end of model year)	115	137	9	37		(298)

*—Two-door total includes hatchbacks, which some makers list as three-door models.
**—Renault, Volkswagen and Honda totals include only U. S.-built models.

1984 U. S. MODELS BY MARKET CLASS

	4-Door Models	2-Door Models*	Convertibles	4-Door Wagons	1984 Totals	(Final 1983 Totals)
SUBCOMPACTS**	25	37	0	5	67	(64)
Accord (Honda)	2	0	0	0	2	(2)
Alliance	3	3	0	0	6	(6)
Charger	0	3	0	0	3	(3)
Chevette	2	2	0	0	4	(4)
Daytona	0	2	0	0	2	(0)
Eagle SX-4	0	0	0	0	0	(2)
Encore	2	4	0	0	6	(0)
Escort	4	5	0	3	12	(10)
EXP	0	3	0	0	3	(5)
Fiero	0	3	0	0	3	(0)
Horizon	2	0	0	0	2	(2)
Laser	0	2	0	0	2	(0)
LN7	0	0	0	0	0	(4)
Lynx	4	5	0	2	11	(11)
Omni	3	0	0	0	3	(2)
Pontiac 1000	1	1	0	0	2	(2)
Rabbit	2	2	0	0	4	(7)
Spirit	0	0	0	0	0	(2)
Turismo	0	2	0	0	2	(2)
COMPACTS	20	38	8	13	79	(88)
Aries	2	2	0	2	6	(6)
Camaro	0	3	0	0	3	(3)
Capri	0	3	0	0	3	(5)
Cavalier	2	2	1	2	7	(8)
Cimarron	1	0	0	0	1	(1)
Dodge 400	0	0	0	0	0	(3)
Fairmont Futura	0	0	0	0	0	(3)
Firebird	0	3	0	0	3	(3)
Firenza	2	2	0	2	6	(6)
LeBaron	1	1	3	1	6	(6)
Mustang	0	7	3	0	10	(8)
Pontiac 2000 Sunbird	3	5	1	2	11	(9)
Reliant	2	2	0	2	6	(6)
Skyhawk	2	3	0	2	7	(7)
Tempo	3	3	0	0	6	(6)
Topaz	2	2	0	0	4	(4)
Zephyr	0	0	0	0	0	(4)
INTERMEDIATES	32	37	2	12	83	(78)
Bonneville	3	0	0	0	3	(3)
Celebrity	1	1	0	2	4	(2)
Century	3	3	0	2	8	(6)
Citation	1	2	0	0	3	(3)
Concord	0	0	0	0	0	(3)
Cougar	0	3	0	0	3	(2)
Cutlass Ciera	2	2	0	1	5	(4)
Cutlass Supreme	2	3	0	0	5	(6)
Dodge 600	2	1	2	0	5	(2)
Eagle	1	0	0	2	3	(3)
Grand Prix	0	3	0	0	3	(3)
LTD	2	0	0	1	3	(3)
Malibu	0	0	0	0	0	(2)
Marquis	2	0	0	2	4	(4)
Monte Carlo	0	2	0	0	2	(2)
New Yorker/E Class	2	0	0	0	2	(1)
Omega	2	2	0	0	4	(4)
Phoenix	2	3	0	0	5	(6)
Pontiac 6000	3	2	0	2	7	(5)
Regal	2	3	0	0	5	(6)
Skylark	2	3	0	0	5	(5)
Thunderbird	0	4	0	0	4	(3)
STANDARD SIZE	14	8	0	6	28	(30)
Buick LeSabre	2	2	0	0	4	(5)
Chevrolet Impala-Caprice	2	1	0	1	4	(3)
Chrysler Cordoba	0	0	0	0	0	(1)
Dodge Diplomat	2	0	0	0	2	(2)
Dodge Mirada	0	0	0	0	0	(1)
Ford LTD Crown Victoria	1	1	0	2	4	(3)
Mercury Grand Marquis	2	2	0	1	5	(5)
Oldsmobile 88	2	2	0	1	5	(6)
Plymouth Gran Fury	1	0	0	0	1	(1)
Pontiac Parisenne	2	0	0	1	3	(3)
LUXURY	25	20	2	1	48	(38)
Buick Electra (Rear-wheel-drive)	2	2	0	1	5	(5)
Buick Electra (Front-wheel-drive)	3	3	0	0	6	(0)
Cadillac (Rear-wheel-drive)	4	2	0	0	6	(6)
Cadillac (Front-wheel-drive)	2	1	0	0	3	(0)
Chrysler Executive Sedan/Limousine	2	0	0	0	2	(2)
Chrysler Fifth Avenue	1	0	0	0	1	(1)
Continental	3	0	0	0	3	(3)
Continental Mark VII	0	4	0	0	4	(7)
Corvette	0	1	0	0	1	(1)
Eldorado	0	1	1	0	2	(1)
Imperial	0	0	0	0	0	(1)
Lincoln	3	0	0	0	3	(3)
Oldsmobile 98 (Rear-wheel-drive)	2	1	0	0	3	(3)
Oldsmobile 98 (Front-wheel-drive)	2	2	0	0	4	(0)
Riviera	0	2	1	0	3	(3)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
1984 TOTALS	116	140	12	37	305	
1983 TOTALS (end of model year)	115	137	9	37		(298)

*—Two-door total includes hatchbacks, which some makers list as three-door models.
**—In the subcompact listing, totals for Honda Accord, Renault Alliance and Encore and Volkswagen Rabbit include only U.S.-built models.

obituaries

Albert Colussy

BRIDGEVILLE, Pa. — Albert Colussy, 84, founder of Colussy Motor Co. here — which claims to be the oldest Chevrolet dealership in the country — died March 14. He acquired the Chevrolet franchise here when he was 18 and operated it with his brothers until his retirement in 1975.

Leroy Cox

ACTON, Mass. — Leroy Cox, 47, operator of the Concord Auto Auction, died March 14 of injuries suffered in a March 12 fire at his home. He was a past president of the National Auto Auction Assn.

Eugene P. Langan

GLASTONBURY, Conn.—Eugene P. Langan, 52, owner of Gene Largan Volkswagen, died March 11. He had worked for the World-Wide Volkswagen distributorship prior to forming his own dealership in 1969.

Week's auto production is 174,590

Overtime heavy, but output slips

By Joe Wilssens
Staff Writer

Domestic auto makers scheduled overtime at 21 assembly facilities last week but saw production totals dip slightly from the previous week.

U. S. auto makers slated output of 174,590 units last week, down 3.68 percent from the previous week's 181,252, but the total was 29.35 percent higher than the 134,975 produced in the year-ago week.

To date this year, 1,992,128 autos have been completed, up 42.22 percent from 1,400,707 built in the comparable period last year.

Breakdown for the week by company was: General Motors, 57.96 percent; Ford Motor Co., 21.62 percent; Chrysler Corp., 14.89 percent; American Motors, 2.75 percent; Honda, 1.43 percent, and Volkswagen of America, 1.35 percent.

Facilities working two Saturday (March 24) overtime shifts at GM were Fairfax (Kans.), Framingham (Mass.), Janesville (Wis.), Lansing (G-line), Leeds (Mo.), Linden (N. J.) and Oklahoma City. GM's Bowling Green (Ky.) plant scheduled one Saturday overtime shift.

Eight Ford plants put in extra daily hours last week. They were: Atlanta, Chicago, Edison (N. J.), Kansas City, Lorain (O.), St. Louis, Wayne (Mich.) and Wixom (Mich.).

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 and No. 2 worked two 9-hour daily shifts, while Jefferson (Detroit) worked two 8½-hour daily shifts last week. Newark also scheduled two 8-hour overtime shifts Saturday.

$1-billion class-action suit filed against GM on X-cars

Continued from Page 1

to get its first major front-wheel-drive cars into production.

The complaint asserts that GM knew of the "defect" from its own test drivers' logs as early as January, 1978; that despite a recommendation from its own special task force, GM started production without making any changes, and that even when a GM vice president for engineering complained that the brake problem was not fixed, GM continued to sell the cars.

• The complaint also asserts that GM made some running changes but even these "inadequate" ones were not made on all cars, that GM advertised its cars as "safe and sound," and that it warranted its cars in writing and "impliedly warranted" them as "merchantable and fit" when it knew it was "false and incapable of fulfillment."

The complaint continues in the same vein as the government case: That GM supplied false and misleading responses to NHTSA; then conducted two "partial and wholly inadequate" recalls and thus "affirmatively misled" the public into believing that the brakes had been corrected.

Addressing the tolling of the statute of limitations, the suit says the plaintiffs "had no reason to suspect a design defect" in the brakes of these cars until NHTSA announced its initial finding of defect on Jan. 14, 1983.

The statutes of limitations are tolled, says the complaint, because of GM's "fraudulent concealment" and by the prior class action filed Aug. 5, 1983.

Relief asked does not include any monetary figure and nothing is asked for deaths or personal injuries that may have been involved.

The court is asked to certify the class using 10 as representative of the class. The court is asked to assess damages incurred by members of the class based on the difference between the value of the cars accepted and the value they would have had had the cars been as warranted.

The court is also asked for an award to the class of punitive damages in an amount "reasonably calculated to deter similar misconduct in the future."

The court is also asked for an order "entitling every member of the class to revoke his acceptance" of his car and requiring GM to "refund" the member's "purchase price upon tender of the automobile."

Further, the court is asked that members of the class be awarded costs of the case, including reasonable attorneys' fees and any other such awards and relief it may deem just and appropriate.

Since the same judge is handling both cases, it is assumed that Judge Jackson will continue with the trial in the government case first — perhaps another five or six weeks — and then turn to this case unless he rules — as GM wants — that the '80 GM X-body cars do not have a braking defect.

13 truck plants work overtime; 63,772 assembled

Overtime was scheduled at 13 plants last week as domestic truck makers were able to maintain the upbeat production of the previous week.

Truck manufacturers targeted production of 63,772 units last week. The total was down 147 units from the prior week's output of 63,919 but was 28.63 percent greater than 49,578 produced in the year-ago week.

Year-to-date, 727,424 trucks have been assembled, leading the year-ago total of 483,984 by 50.30 percent.

All six of Ford Motor Co.'s assembly plants scheduled additional daily hours last week.

At General Motors, Flint No. 2, Janesville (Wis.), Pontiac No. 5 and St. Louis worked two Saturday (March 24) shifts while Detroit scheduled one Saturday overtime shift.

Chrysler Corp.'s Warren (Mich.) truck facility scheduled two 9-hour daily shifts last week.

Nissan's Smyrna (Tenn.) plant continued extra daily hours last week.

Car-truck output in Canada holds at high levels

Canadian auto makers slated production of 23,736 cars last week, 213 more than the prior week's 23,123. The total was 36.67 percent greater than the 17,367 assembled in the year-ago week.

To date this year, the manufacturers have built 256,651 autos, 16.33 percent better than the 1983 total of 220,618 at this point.

Truck assembly last week was targeted at 17,995, down 117 units from 18,112 trucks completed the previous week but an impressive 78.70 percent ahead of 10,070 trucks assembled in the year-ago week.

So far this year, truck production has climbed to 191,006 units, a 69.13 percent improvement over the 112,933 trucks which were assembled at this time in 1983.

Chrysler Corp. estimated production of 2,364 Dodge Caravans, 2,196 Plymouth Voyagers and 912 Mini Ram Vans at its Windsor (Ont.) point last week, bringing the year-to-date T-115 total to 50,369.

U. S. CAR PRODUCTION

	Week Ended Mar. 24, 1984	Week Ended Mar. 26, 1983	Week Ended Mar. 17, 1984	March to Date	Jan. 1 to Mar. 26, 1983	Jan. 1 to Mar. 24, 1984
AMERICAN MOTORS	4,800	3,150	4,725	14,213	41,452	45,982
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	3,150	4,725	14,213	37,381	45,982
Alliance	2,750	3,150	2,706	8,025	37,381	23,987
Encore	2,050	.....	2,019	6,188	.....	21,995
CHRYSLER CORP.	26,000	23,396	29,853	92,558	177,375	308,382
Plymouth Total	7,000	8,975	8,372	26,148	67,838	91,556
Horizon	2,700	3,085	3,603	11,046	22,390	37,739
Reliant	3,800	5,790	4,150	13,216	44,715	48,006
Caravelle†	100	100	218	554	733	1,980
Gran Fury	400	.....	401	1,332	.....	3,831
Chrysler Total	9,300	5,498	10,586	32,202	40,190	101,039
LeBaron	3,200	2,473	3,015	9,683	19,523	31,224
Laser	1,300	.....	1,751	5,261	.....	18,348
Chrysler E-Class	2,300	3,025	2,807	7,972	20,667	25,227
Fifth Avenue	2,500	.....	3,013	9,286	.....	26,240
Dodge Total	9,700	8,923	10,895	34,208	69,347	115,787
Omni	3,000	2,895	3,472	11,001	21,044	34,885
Aries	3,100	3,885	3,394	10,748	32,238	38,769
Daytona	1,200	.....	1,248	4,036	.....	15,344
Dodge 400	.....	1,031	.....	.....	6,643	.....
Dodge 600	1,700	1,112	1,930	5,798	9,422	19,727
Diplomat	700	.....	851	2,625	.....	7,062
FORD MOTOR	37,744	29,849	40,256	132,512	322,788	407,276
Ford Division	24,759	20,095	26,197	87,860	211,110	271,455
Escort	7,254	5,773	8,156	26,446	58,901	83,238
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	2,891	3,746	2,868	9,782	29,455	30,196
LTD	4,942	3,193	5,084	16,663	40,802	57,177
Thunderbird	3,434	5,172	3,678	12,769	37,948	40,901
Crown Victoria	1,736	2,211	1,768	6,346	19,385	19,951
EXP	550	.....	641	2,061	891	7,813
Tempo	3,952	.....	4,002	13,793	.....	32,179
L-M Division	12,985	9,754	14,059	44,652	111,678	135,821
Mercury Total	9,377	8,088	9,877	31,825	86,276	96,650
Lynx	1,440	1,536	1,605	5,231	14,445	16,933
Capri	358	340	369	1,255	5,238	4,139
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	1,970	1,427	2,120	7,220	14,520	23,089
Cougar	2,806	2,732	2,799	8,651	15,478	21,710
Grand Marquis	1,899	2,053	1,825	5,961	27,706	21,585
LN7	.....	.....	.....	.....	288	.....
Topaz	904	.....	1,159	3,507	.....	9,194
Lincoln Total	3,608	1,666	4,182	12,827	25,402	39,171
Continental	654	334	767	2,344	5,071	7,188
Lincoln	2,254	787	2,617	8,019	11,316	21,321
Mark VI/VII	700	545	798	2,464	9,051	10,662
GENERAL MOTORS	101,196	75,719	101,649	344,755	831,373	1,175,239
Buick Division	20,860	14,978	21,867	72,417	197,632	252,638
Skylark	1,865	.....	2,045	7,188	21,511	23,758
Skyhawk	3,943	1,159	3,438	12,831	16,715	40,645
Century	4,938	3,745	5,049	16,312	37,565	54,860
Regal	3,960	4,537	4,794	15,245	58,495	54,316
Buick	4,131	4,754	4,873	15,497	54,678	61,963
Riviera	1,316	783	1,097	3,990	8,668	14,249
Electra (fwd)	707	.....	571	1,354	.....	2,847
Cadillac Division	7,631	7,445	7,524	24,840	82,778	81,817
Cimarron	390	557	318	1,278	6,421	5,152
Seville	1,009	677	838	3,071	8,705	9,759
Eldorado	1,812	1,526	1,514	5,509	18,814	17,897
Cadillac	3,578	4,685	4,189	13,119	48,838	45,862
DeVille (fwd)	842	.....	665	1,863	.....	3,147
Chevrolet Division	33,736	26,656	33,270	112,974	243,386	399,006
Chevette	4,847	4,866	4,718	16,402	49,157	52,796
Cavalier	8,451	5,419	8,247	28,279	45,853	98,477
Celebrity	6,414	2,834	5,919	20,988	13,699	72,344
Camaro	5,174	4,061	5,171	17,605	41,255	63,096
Citation	2,650	2,578	2,751	7,905	27,476	23,920
Malibu/El Camino	745	3,321	882	2,695	31,752	7,949
Monte Carlo	2,471	2,010	2,829	9,367	20,290	43,946
Chevrolet	2,159	956	2,051	7,333	10,775	27,943
Corvette	825	611	702	2,400	3,149	8,538
Oldsmobile Division	23,967	18,414	26,715	91,383	223,598	305,545
Omega	1,265	.....	1,282	4,402	15,990	12,525
Firenza	1,695	1,038	1,352	5,307	9,477	17,603
Cutlass Supreme	8,712	6,123	8,088	28,591	66,494	92,631
Cutlass Ciera	6,028	3,411	6,531	20,994	38,278	63,835
Oldsmobile	4,710	6,994	7,920	27,499	83,552	105,578
Olds 98 (fwd)	454	.....	623	1,258	.....	2,594
Toronado	1,103	848	919	3,332	9,807	10,779
Pontiac Division	15,002	8,226	12,273	43,141	83,979	136,233
Acadian†	400	483	443	1,195	4,014	3,978
2000 Sunbird	3,079	2,096	3,425	11,059	19,810	35,649
1000	845	783	984	2,790	9,648	9,709
Firebird	2,206	2,272	2,243	7,464	20,625	26,647
Phoenix	390	499	431	1,244	7,183	3,950
Gr. Prix/Bonneville	3,915	2,093	1,800	8,141	22,699	20,414
Parisienne	1,458	.....	395	2,563	.....	6,595
Fiero	2,700	.....	2,552	8,685	.....	29,291
HONDA	2,500	720	2,399	8,535	5,435	27,298
VOLKSWAGEN	2,350	2,141	2,370	8,002	22,284	27,951
Total Cars, U. S.	174,590	134,975	181,252	600,575	1,400,707	1,992,128
Total Cars, Canada	23,736	17,367	23,123	77,608	220,618	256,651
N. American Cars	198,326	152,342	204,375	678,183	1,621,325	2,248,779
N. American Trucks	81,767	59,648	82,031	269,545	596,917	918,430
North American Cars and Trucks	280,093	211,990	286,406	947,728	2,218,242	3,167,209

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended Mar. 24, 1984	Week Ended Mar. 26, 1983	Week Ended Mar. 17, 1984	March to Date	Jan. 1 to Mar. 26, 1983	Jan. 1 to Mar. 24, 1984
AMERICAN MOTORS	600	.....	.....	1,399	6,530	6,437
CHRYSLER CORP.	.....	4,768	.....	.....	51,503	.....
FORD MOTOR	9,400	219	9,418	30,329	39,769	92,186
GENERAL MOTORS	13,511	12,200	13,480	45,110	120,161	155,425
VOLVO	225	180	225	770	2,655	2,603
Total Cars, Canada	23,736	17,367	23,123	77,608	220,618	256,651

TRUCK PRODUCTION IN U. S.†

	Week Ended Mar. 24, 1984	Week Ended Mar. 26, 1983	Week Ended Mar. 17, 1984	March to Date	Jan. 1 to Mar. 26, 1983	Jan. 1 to Mar. 24, 1984
CHEVROLET	19,867	15,876	19,332	66,303	167,872	233,188
DODGE	4,500	3,817	4,174	14,326	28,614	49,159
FORD	24,593	19,492	26,065	85,150	192,530	277,983
GMC	6,787	5,995	6,073	22,372	56,008	74,261
INTERNATIONAL	1,575	1,006	1,672	5,180	10,844	16,712
VOLKSWAGEN	.....	230	.....	.....	856	.....
JEEP	3,500	2,112	3,642	11,818	14,660	41,086
NISSAN	1,900	.....	1,911	6,511	.....	22,645
AM CORP.	50*	50*	50*	170*	600*	590*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,400*	12,000*	11,800*
Total Trucks, U. S.	63,772	49,578	63,919	215,230	483,984	727,424

CANADIAN TRUCK PRODUCTION

	Week Ended Mar. 24, 1984	Week Ended Mar. 26, 1983	Week Ended Mar. 17, 1984	March to Date	Ja. 1 to Mar. 26, 1983	Jan. 1 to Mar. 24, 1984
CHRYSLER CORP.	8,124	2,781	8,288	21,677	31,612	77,187
FORD MOTOR	3,400	2,906	3,402	11,203	28,691	38,946
GENERAL MOTORS	6,326	4,126	6,274	20,947	51,277	73,214
INTERNATIONAL	145	257	148	488	1,353	1,659
Total Trucks, Canada	17,995	10,070	18,112	54,315	112,933	191,006
U. American Trucks	81,767	59,648	82,031	269,545	596,917	918,430

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

April 2, 1984

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Olds C-car arrives

FWD Ninety-Eight is smaller

The long-awaited front-wheel-drive Oldsmobile Ninety-Eight is 25 inches shorter than its rear-drive predecessor, and wheelbase has been trimmed 8.2 inches. The new C-cars have a wheelbase of 110.8 inches and overall length is 196.1 inches. The cars go on sale April 5. Stories and other pictures are on Pages 3 and 24.

Porsche faces 2 more distributor lawsuits

By Richard Johnson
Staff Writer

Two more Porsche distributors were reportedly on the verge of filing lawsuits late last week to prevent Porsche Cars of North America from taking over distribution of the West German-made luxury sports cars in their areas.

Mid-America Volkswagen, of St. Louis, and Riviera Motors, of Hillsboro, Ore., are expected to take legal action against Porsche AG, Porsche Cars of North America, Volkswagen of America and others.

Mid-America distributes Porsche, Volkswagen and Audi in Arkansas, Missouri, Nebraska and Kansas. Riviera is the distributor for the same three makes in Oregon, Washington, Alaska, Idaho and Montana.

World-Wide Volkswagen, of Orangeburg, N. Y., which distributes Porsche cars in New York, New Jersey and Connecticut, has already filed a $100 million lawsuit over termination of Porsche's distribution agreement with Volkswagen of America on Aug. 31.

Porsche announced a new U. S. distribution plan earlier this year that called for selling cars through company-run outlets and sales "agencies."

Under pressure from franchise-holders and several dealer organizations, Porsche recently backed away from its controversial new system and restored a traditional franchise network. But the manufacturer is going ahead with plans to sever ties with VWoA and the three independent distributors appointed by Volkswagen. Other U. S. distributorships are owned by VWoA.

• VWoA has not decided whether to sue Porsche for damages, but has submitted protests with auto franchising regulatory agencies in several states to fend off dealer actions which name Volkswagen as a party.

To date, VWoA has filed administrative challenges in 11 states, and has begun judicial proceedings in three additional states where there is no administrative recourse.

Hugh Springer, Riviera's vice president for Porsche-Audi, said the firm is ready to file suit to

Continued on Page 46, Col. 1

Wentzville on high tech's cutting edge

GM puts accent on robots

By Aziz Shihab
Staff Correspondent

ST. LOUIS.—Enter the brand new 3.22 million-square-foot assembly plant which General Motors built in Wentzville and you are inside a giant, quiet, shiny hall where robots and computerized machines are more visible than people and where a car is put together faster than sewing a button on a shirt sleeve.

A hand-written sign saying "Vote no to sweat shops," was the only reminder of old-fashioned auto assembly plants where man had a direct hand in building the millions of vehicles on American highways.

This is a 1984, electronic-age plant where the word "plant" is not even in its name. They call it assembly center.

• Gary L. Cowger, 37-year-old plant manager who looks more like a professor than a foreman, wants one and all to know that GM can do whatever the Japanese can do, and on a much larger scale.

Said Cowger proudly, "This is the largest (auto) assembly plant in the world."

He spoke to this reporter in the visitors' dining room prior to a three-hour walking tour of the plant.

The plant is situated on 569 acres some 40 miles northwest of St. Louis, with 3.7 million square feet, or a total of 85 acres, under one roof (the assembly building alone has 3.2 million square feet).

Lake Orion links robots, teamwork and quality, Page 50.

He said the plant has a one-shift capacity of 542 jobs per day, or 75 jobs per hour.

"But now we are building only 30 to 40 jobs an hour," he said. "We are building GM's C-body cars."

• During the tour of the plant, it was learned that plans to build the Olds 98 that day were scrapped because there was a "quality problem" with the hood. So the plant's robots were re-programmed to build Buick Electras instead.

A one-shift work force is composed of 3,200 workers, Cowger said. The plant is capable of having a second shift with double the number of workers. However, less than 500 workers were at the plant during the tour.

Clusters of them were sitting in small rooms listening to instructions from their supervisors via closed-circuit TV.

Cowger and other spokesmen at the plant kept emphasizing the "new, working-together" relationship between management and labor.

They kept pointing to large signs on walls which read, in part, "We believe that all people have dignity and respond in the manner in which they are treated."

Cowger said the four paragraphs took three months to compose. They are designed, he said, to show that this new GM plant will meet any challenge coming from Japan. And to add to this "working-together" relationship, they say only first names are used. So, the plant manager is Gary, the production manager is Timothy (Sprecher), the comptroller is Bill (Ferguson) and the personnel director is Tom (Pilgington).

A worker in the paint department looked at a huge robot and said, "This is my co-worker, Mr. Robot."

• As one watches cars moving over the 20 miles of computerized conveyors, one sees a robot "tightening every movable part on the car" in 20 seconds, sees control rooms with colorful lights studied by one man, and walks to the end of the line where Buicks are readied for their trips to dealers' showrooms.

One is filled with mixed feelings.

And one cannot help but mar-

Continued on Page 50, Col. 3

Buick's top model

FWD Electra debuts April 5

Buick officials are predicting great things for the new front-wheel-drive Electra and Park Avenue models which go on sale April 5. Model-year sales for '83 were 75,000; the new target is 125,000 to 150,000. Stories and other pictures are on Pages 28, 44 and 50.

Collaborator sought for 1986 launch of Project XX, the Honda clone

Austin Rover girds for return to U. S. market

By Richard Feast
European Editor

NICE, France. — Britain's Austin Rover Group (ARG) is "open to offers" of collaboration over its planned return to the U. S. market in two year's time.

Selling Project XX, the upper-range model being developed in conjunction with Honda of Japan, in the U. S. is a crucial element in ARG's aim of building annual volumes from below half a million to 750,000.

Mark Snowdon, managing director (commercial), explains, "There are many options for the way we will sell our cars in America. We've had discussions with maybe 10 different parties on the subject.

"We're now talking to fewer — and it's possible we will make an agreement with someone else entirely."

Snowdon confirms that Project XX will be introduced in the U. S. some time during 1986, although it will be launched in Europe toward the end of next year. To complete the preparation work, ARG will have to decide about its American future within the next six to eight months.

Snowdon's comment to Automotive News was only half in jest when he said, "Really, your story should say, 'here we are. Come and get us.'" He was speaking at the preview here of the Austin Montego sedan, which will be launched April 25.

Austin Rover is part of state-owned BL. Like other divisions of the group — Jaguar, Land Rover, Leyland, Unipart — it is now self-governing, and BL is merely a holding operation with minimal staff and day-to-day influence.

The UK Government's aim is to return each to private enterprise as soon as possible. Jag-

Continued on Page 45, Col. 1

breaking news

Potamkin cleared in suit

PHILADELPHIA.—Pennsylvania Attorney General LeRoy S. Zimmerman has agreed to a court order requiring him to pay $25,000 to Potamkin Toyota, Inc., Media, Pa. The sum covers attorney's fees and court costs stemming from a consumer protection action which the office of the attorney general brought against the dealership last year. Potamkin Toyota was accused of violating a statute regulating automotive advertising. Robert Potamkin, the dealership's chairman, said, "The attorney general's office threatened us with litigation unless we signed a consent decree and paid a $1,000 penalty. We refused and they sued." The dealership was found innocent and then sought redress from the office of the attorney general.

See BREAKING NEWS, Page 8, Col. 1

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Model-year sales goal set at 55,000

Downsized Olds 98 won't be at all outlets

By Jenny L. King
Staff Writer

SOUTHFIELD, Mich. — Oldsmobile's new flagship was christened last week at a national press preview in this Detroit suburb.

The downsized front-drive 1985 Olds Ninety-Eight Regency, some 685 pounds lighter than its rear-drive precursor, goes on sale Thursday, April 5, though there will not be one at each of the division's 3,200 dealerships by then.

"We've just had meetings in all 27 zones and the dealers are aware of the distribution plan," said Joseph J. Sanchez, Oldsmobile general manager. "There are outlets that sell only two or three Ninety-Eights a year," he continued, qualifying them as the dealers who will have to wait.

Sanchez said about 4,500 new Ninety-Eight Regency models will be at dealerships by introduction day.

"By the end of the current model year on Sept. 30, we expect to sell 55,000 of these new 1985 Ninety-Eights," Sanchez said.

Coupled with the Ninety-Eight rear-drive models, the last of which was assembled at Lansing March 16, sales are projected to total 121,000 units through Sept. 30.

The rear-drive Olds 88 is adding a model to its lineup, Sanchez said. The dressed-up version, dubbed Delta 88 Royale Brougham LS, will carry a higher price tag and will fill any void remaining between the last "old" Ninety-Eights and the new versions. The upscale 88 will be offered only as a four-door sedan.

• Sanchez underscored his concern for Olds' position in the marketplace. It is continuing pursuit of Ford for second place in domestic sales, and it is anxious to attract more younger, upwardly-mobile customers as well as converts from other domestic and imported luxury lines.

He said the new Ninety-Eights were tested side by side with cars built by Mercedes-Benz, BMW, Volvo and Audi.

How important is it to upstage Ford? J. F. Mattox, Oldsmobile general sales manager, said it would be a great psychological boost for dealers.

Customer satisfaction levels are being paid close attention, Sanchez said. In addition, present and previous Ninety-Eight owners are being contacted through a three-phase direct-mail program which includes a pre-announcement teaser mailing, followed by an announcement mailing to customers and potentials and then a dealer invitation to view and test drive the new Ninety-Eight Regency.

"I'd like to get into the mind of a customer," Sanchez said, referring to the first impressions and subjective reactions of people to cars. It's more than fuel economy and fit and finish that influence buyers, he indicated.

Another Sanchez goal is to raise the image of auto dealers in the mind of the public. "Before I leave the division, I want to get them up from the bottom of the ranks of people who can be trusted," he said.

Both Sanchez and Mattox predicted continued depressed sales for diesel-powered cars. As long as the pump price for diesel fuel is as high or higher than that of gasoline, there isn't much economic incentive to switch, they said.

The new Ninety-Eight Regency is available with the 4.3-liter diesel V-6. Standard engine is a 3.0-liter V-6, and a multiport fuel-injected 3.8-liter V-6 is the second option. Four-speed overdrive automatic transmission is standard.

When asked why Olds' diesel is an extra-cost option whereas Cadillac offers the customer a diesel with no price mark-up, the Oldsmobile spokesman said Cadillac's gasoline V-8 is a more expensive engine than the sixes, making the diesel-gas choice a more even trade at Cadillac.

Mondale drives millionth

Democratic Presidential contender Walter Mondale drove the one-millionth front-wheel-drive four-door model off the line at Chrysler's Belvidere (Ill.) plant March 16 as Secret Service agents walked alongside. The Dodge Omni will be shipped to Columbia Dodge, Ltd., New Westminister, B. C.

AMC's stock offering sold out in single day

By Kathleen Hamilton
Financial Editor

American Motors last week raised $136.2 million thorugh a public stock offering — sold out in one day—plus stock it sold to Renault and stock it put in its employe pension fund.

The shares were issued to offset anticipated capital needs for 1984, according to the newly published AMC annual report. In it, AMC predicted 1984 capital expenditures of $160 million, down 23 percent from 1983's $261 million.

AMC said it will need another $50 million in 1984, mostly for working capital and investment in its financing operation.

AMC originally had planned to offer 10 million shares to the public; the issue was raised to 12 million. Another 3 million shares will be contributed to the employe pension fund. Renault is to purchase 12.832 million shares to maintain its 46-percent share in AMC. Altogether, nearly 28 million shares will be issued.

AMC stock sold for $5.375 a share.

In its annual report to its 102,000 shareholders, AMC said it does not plan to use its $130 million line of bank credit this year, but will increase its bor-

Continued on Page 46, Col. 4

Ford Escort tops list again for world sales in '83

DEARBORN. — Ford Escort, in 1983, was the world's best-selling car nameplate for the third consecutive year, according to Ford Motor Co.

Although sales results for all manufacturers are not yet available, the production margin for the Ford Escort over its competitors in 1983 was sufficiently great that it was "obvious" that it had outsold other nameplates, said Chairman Philip Caldwell.

Escort production in 1983 totaled 827,000 units; about 100,000 ahead of second-place Renault R-9 (Alliance in the U. S.) and about 120,000 ahead of third-place Toyota Corolla, Ford said.

Ford Escort is manufactured or assembled in eight countries — Britain, Germany, Portugal, Spain, the U. S., Canada, South Africa and Brazil.

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59th year — No. 5015

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Conquest goal is 10-15 pct. of that group

Olds 98 aims at luxury imports

By Joseph Bohn
Marketing Editor

Oldsmobile feels it can realistically conquest 10 to 15 percent of the import luxury group with its new downsized front-wheel-drive Ninety-Eight.

The feat is considered important not only for the volume, but "our ability to penetrate (this segment) for the first time and stop the deterioration of young, better-educated buyers," said James Mattox, general sales manager.

The division figures to make its strongest headway in the Northeast and West Coast — even though the Southwest, places like Dallas, have been its biggest Ninety-Eight markets.

Dealers there will have to work harder to sway traditional Ninety-Eight buyers over to the new smaller models, Mattox said.

Meanwhile, Olds is using a two-pronged ad plan for both print and broadcast to target traditional Ninety-Eight Regency buyers and also conquest new import buyers.

Ninety-Eight ads will make wide use of TV, magazines, newspapers, outdoor billboards and direct mail—also a special executive demo ride program—for the largest single car line launch effort the division has undertaken.

TV features actor Christopher Plummer who emphasizes the traditional 98 attributes of luxury, six-passenger comfort and prestige in one commercial.

In another, he talks technology, luxury and prestige.

• Olds will use a combination of network news and prime time programming at announcement time. Spot market buys in the top 21 Ninety-Eight price-class markets reinforce the network.

To round out its TV, Olds will include Ninety-Eight ads in spot golf tournament buys and on cable TV and live cable sports coverage.

In print, it will use both magazines and newspapers.

Two magazine ads, one a spread and the other a single page, feature Ninety-Eight's luxury attributes. The single-page ad talks high tech. All use the headline, "Introducing the 1985 Ninety-Eight Regency, Precise Road Management Engineered in a Luxury Automobile."

Major news weekly and mass magazines will be used to supplement TV's broad coverage. High-income demographic vertical publications are being used to more closely target specific groups.

National newspaper includes the Wall Street Journal, USA Today, Barron's and Christian Science Monitor which carry two-page announcement on April 5.

Newspapers in the major metro markets will carry similar center section spreads subsequently.

Special Fiber-Optic outdoor billboards in selected cities will also carry the Ninety-Eight high-tech and luxury message.

• A three-phase direct-mail program will also target the Ninety-Eight. The first phase is a pre-announcement teaser mailing to 220,000 previous and current Ninety-Eight owners.

The second phase is an announcement mailing to past and present Ninety-Eight owners, selected competitive domestic-car owners, selected competitive import-car owners and VIPs in major companies — a total of 740,000.

The third phase involves a direct-mail invitation from the prospect's nearest Oldsmobile dealer for a test-drive.

Olds is also running a special test-drive program through Visual Services, offering executive-type individuals a chance to evaluate the car for three days.

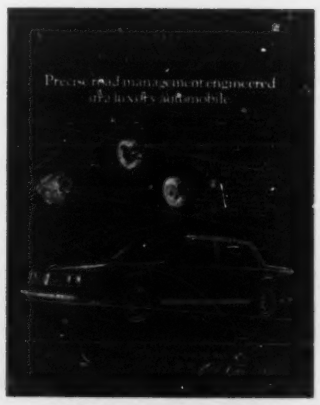
The division is placing 320 Ninety-Eights in 10 major markets for the three-day VIP driving evaluations.

A total of 3,000 VIP Evaluations are anticipated for sales, marketing, product, manufacturing and quality analysis.

A large number of diversified promotional programs will be carried out in some 70 markets by Olds marketing groups during the Ninety-Eight's introduction.

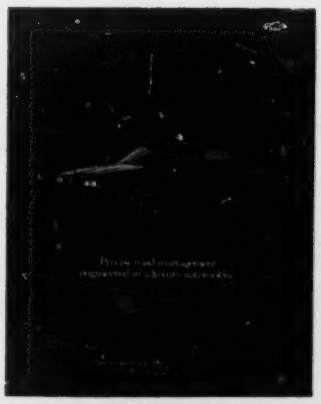
There will be one million six-page inserts of the Ninety-Eight in all New York Playbill programs during April. Many groups will support test-drive events.

Leo Burnett is Oldsmobile's agency.



Heavily engineered

Engineering features geared to handling and response highlight this ad for the Oldsmobile Ninety-Eight, running in 19 news weekly, business and science publications. Leo Burnett handles.



More traditional

This ad playing up luxury as well as engineering features in the new Ninety-Eight, aims at more traditional audiences. It runs in 29 publications, mostly city and regional magazines and some monthlies. Leo Burnett handles.

Postal Service purchases 2,580 delivery vehicles

WASHINGTON. — The U.S. Postal Service has signed contracts for the purchase of 2,580 heavy-duty delivery vehicles.

Carter Chevrolet, of Okarche, Okla., will furnish 756 2½-ton parcel delivery vans to the Postal Service at a cost of $15,799,516. The government said the purchase will replace the entire existing parcel delivery van fleet.

International Harvester will deliver 1,824 five- and seven-ton cargo vans to the Postal Service for a price of $40,462,923. The cargo vans will replace approximately 92 percent of the Postal Service's current five-ton cargo van fleet.

International Harvester will supply 538 five-ton vehicles and 1,286 seven-ton units.

DOMESTIC SALES

	March 11-20, 1984	March 11-20, 1983
Renault Alliance/Encore	3,800†	3,325†
AMC	950†	1,425†
AMERICAN MOTORS	4,750†	4,750†
Chrysler	8,620	6,667
Imperial	.....	72
Plymouth	8,592	7,752
Dodge	10,950	7,838
CHRYSLER CORP.	28,162	22,329
Ford	34,156	23,821
Mercury	15,944	9,283
Lincoln	4,610	2,896
FORD MOTOR CO.	54,710	36,000
Buick	26,128	26,116
Cadillac	7,638	8,476
Chevrolet	47,679	37,887
Oldsmobile	40,232	23,742
Pontiac	17,826	12,221
GENERAL MOTORS	139,503	108,442
VOLKSWAGEN	1,948	1,604
HONDA	2,408	400†
U.S. INDUSTRY TOTAL	231,481	173,525

† estimated

10-day total tops year ago by 33.4 pct.

Sales post 8th straight gain of year

By Jenny L. King
Staff Writer

Domestic new-car sales continued well above year-ago levels in the mid-March period although they were not outstanding compared with most previous years. The total for the 10 days was up 33.40 percent over 1983, and it was the eighth consecutive plus period of the current calendar year.

Year-to-date sales through March 20 were floating 41.12 percent above the 1983 level, up to 1,681,166 compared with 1,191,261.

Mid-March sales for the six major U.S. auto makers numbered 231,481. A year earlier, they totaled 173,525, and two years ago, the total for the period was 182,639.

Range for March 11-20 swings from a low of 116,999 (1958) to a high of 326,093 (1981). The 1981 record was artificial in what turned out to be one of the recession years. Sales opened up that March because of general rebates offered retail customers by auto makers.

Ford Motor Co. reported the greatest increase in sales among the Big Three for March 11-20: Up 51.97 percent, to 54,710 from 36,000 last year. General Motors was up 28.64 percent, to 139,503 from 108,442. Chrysler Corp. sales of 28,162 were up 26.12 percent from 22,329.

American Motors, the largest of the "Little Three," issued an estimate mirroring year-ago sales. AMC said its dealers delivered 4,750 U.S. Renault/AMC cars in the middle 10 days of the month both this year and last. Volkswagen sales were up 21.45 percent, to 1,948 from 1,604, and Honda's 2,408 Accord sales were six times the estimated 400 units a year earlier.

• GM earned 60.27 percent of the domestic market for the period, down from 62.49 percent last year. Ford claimed 23.63 percent, up almost three percentage points from 20.75 percent a year ago. Chrysler slipped to 12.17 percent from 12.87 percent. AMC dropped to 2.05 percent from 2.74 percent, VW dipped to 0.84 percent from 0.92 percent and Honda was up to 1.04 percent from 0.23 percent.

AMC and Cadillac were the only U.S. makes that failed to surpass year-ago sales during the period. AMC dropped 33.33 percent and Cadillac was down 9.89 percent.

At Chrysler Corp., Plymouth was up 10.84 percent, Chrysler was up 29.29 percent and Dodge was up 39.70 percent. Mercury was up 71.75 percent, Lincoln was up 59.19 percent and Ford was up 43.39 percent.

Buick was up only a few units, or 0.05 percent, Oldsmobile was up 69.45 percent, Pontiac was up 45.86 percent and Chevrolet was up 25.85 percent. AMC's Renault products enjoyed an estimated increase of 14.29 percent.

With eight selling days in the period both this year and last, the daily selling rate was up 33.40 percent, to 28,935 from 21,691.

Oldsmobile's Cutlass Supreme was the runaway best-seller in mid-March with 13,904 sales. Chevrolet Cavalier was second at 9,988, followed by Chevrolet Celebrity at 9,594, Oldsmobile Cutlass Ciera at 9,498 and Oldsmobile 88 at 9,282.

Annualized sales based on the mid-month performance were moving at a rate of 7,852,000 units.

GARY COOPER TELLS YOU WHY...

"YOU HAVE A UNIQUE OPPORTUNITY TO GET IN ON THE GROUND FLOOR OF A DEVELOPING GROWTH TREND IN THE TRUCK BUSINESS."

"It's like the good old days in the car business. Only better!"

"Remember how good the car business used to be? Growing customer demand. Products that offered buyers a real difference. A chance for the dealer to make a decent profit."

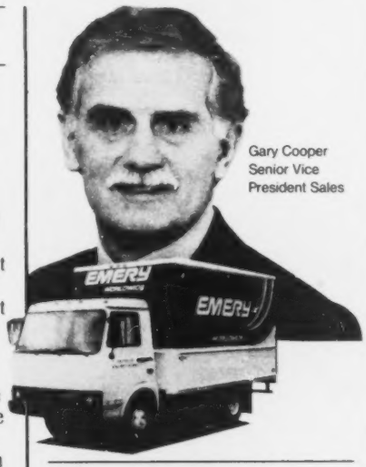
"If you can remember the good old days, then let me tell you about a profitable and growing business that can be as good today as the car business once was. A separate profit center in your dealership that requires no new facilities and no major financial investment. A business that lets you put the same talents and skills to work that have already made you a successful dealer...and pays a better return on your investment than the franchise you now hold."

"IVECO European Class Diesel Trucks let you sell to a whole new class of customers."

"Hundreds of commercial truck buyers right in your market aren't buying the trucks they need. I'm talking about customers who need fuel-efficient, maintenance-efficient, long service life trucks in the 10,000 to 20,000 GVW range...the upper end of Class 2...plus Classes 3, 4, and 5.

"Potentially, there are over two million of these customers out there...wholesale and retail distributors who need intermediate range trucks to meet their cargo requirements...and lower cost of operation to fit their economic needs."

"Domestic manufacturers simply haven't provided product entries with the GVW load-carrying capacities these customers require. So, in the past, buyers had to settle for overworked, overloaded light-duty trucks...or for under-utilized Class 6 medium-duty trucks.



Gary Cooper
Senior Vice
President Sales

"European Class means a lot to your customers. And a lot more to your sales."

"European Class represents the very best in European truck design and engineering. It means outstanding craftsmanship in material, assembly, fit and attention to detail. And, it means advanced diesel technology, unsurpassed in today's state of the art."

"European Class lets you offer your customers a unique product with owner benefits others can't match. For example, dramatically lower operating costs. Customers who currently operate gas-powered trucks will be amazed at the cost-savings our diesels deliver. IVECO owners report up to $20,000 savings in the first 150,000 miles of operation."

"You'll also be selling a proven product. IVECO trucks have been operated around the world over millions of miles. Our diesel engines are among the finest in the world... Designed and built to be diesels in the first place...by a company with over 70 years of diesel experience... one that builds over 400,000 diesel engines each year."

"There's so much more to offer your customers with IVECO. A completely rebuildable diesel engine, lower maintenance costs, a real truck chassis and plenty of driver comfort and convenience."

"European Class profits and first class dealer support."

"Dealer margins on IVECO European Class Diesel Trucks are among the best in the business. And so are our support programs. We offer special sales incentive plans, co-op advertising allowances, Yellow Pages co-op, sales and service training... and much more. Our support programs are designed to help you get the sale in the first place and to make a profit in every department."

"In addition, IVECO prides itself in providing the best after-sales product support in the truck industry. Product Support Managers provide in-dealership training, counsel and assistance to your parts and service personnel. Our 800 WATS lines provide full business day information and service assistance, and take emergency parts orders which are filled within 24 hours."

"IVECO has made a substantial investment in the quality of its product support service to match the outstanding quality of its products."

"Think it over. Then decide. It's time you put European Class on your financial statement."

Call us at:
(215) 825-3880
Or write:
IVECO Trucks of North America, Inc.
4 Sentry Parkway, P.O. Box 1102
Blue Bell, PA 19422

IVECO
The diesel truck that pays for itself.

NHTSA permits new type of bulletproof shield

WASHINGTON. — NHTSA will permit installation of a new type of bullet-resistant shield which can be placed behind a motor vehicle's windshield and other glass areas.

NHTSA has amended its standard on glazing materials to allow the use of a transparent, plastic shield by those needing this type of protection for their vehicles.

NHTSA said the shields are mounted completely inside the vehicle but must be readily removable to ensure that drivers can clean both sides of the shield and remove dirt that can impair visibility.

The amendment also adopts the most recent version of Standard Z26, the safety code for glazing materials published by the American National Standards Institute. This code permits manufacturers to use the latest technological developments in glazing.

NHTSA said that although the latest version of Z26 eliminates several unnecessary test requirements, the action will not have an adverse effect on safety. The new amendment is effective immediately.

Dealers donate to Olympic committee

Opening ceremonies for the Orange County (Calif.) Auto Show included the presentation of a $5,000 check from local dealers to the Orange County chapter of the U. S. Olympic Committee. Participating in the ceremony were, from left: Tom Liegler, manager of the Anaheim Convention Center; Dennis Landesmann, co-chairman of the Orange County U. S. Olympic Committee; Edsel B. Ford II, advertising manager, Ford Division; Sam the Eagle, official mascot of the U. S. Olympic Committee; Louise Murphy, general manager of Mission Viejo Mercedes-Benz and treasurer of the Orange County Auto Dealers Assn., and Ben Bay, Anaheim city councilman.

factories list auction dates

American Motors

April 3—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

April —Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

April 5—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

April 10—Aptco Auto Auction, Taylor, Mich.

April 11—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

April 12—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 13—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

April 17—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

April 18—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

April 19—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

April 24—Aptco Auto Auction, Taylor, Mich.

April 25 — Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason, Ia.

April 26—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 27—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Chrysler Corp.

April 3—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and NuCarPrep System, Santa Fe Springs, Calif.

April 4—Sand Mountain Auto Auction, Boaz, Ala., and Southwest Auto Auction, Phoenix, Ariz.

April 5—Clanton's Auto Auction, Darlington, S. C.

April 6—Concord Auto Auction, Acton, Mass.

April 10—Hatfield Auto Auction, Hatfield, Pa.; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

April 11—Butler Auto Auction, Gibsonia, Pa., and Columbus Fair Auto Auction, Obetz, O.

April 12 — Northway Exchange, Clifton Park, N. Y.

April 13—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

April 4—Columbus Fair Auto Auction, Obetz, O.; Lakeland Auto Auction, Lakeland, Fla.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northway Auto Exchange, Clifton Park, N. Y.

April 11—Arena Auto Auction, Chicago, Ill.; Brasher's Southern California Auto Auction, Fontana, Calif., and Clanton's Auto Auction, Darlington, S. C.

April 12—Dallas Auto Auction, Dallas, Tex.

April 17—Harrisonburg Auto Auction, Harrisonburg, Va.

April 18—Concord Auto Auction, Acton, Mass., and Central States Auto Auction, Mason City, Ia.

April 19 — Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

April 24—Aptco Auto Auction, Taylor, Mich.

April 25—Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

April 26—Skyline Auto Exchange, Fairfield, N. J.

General Motors

April 5—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Skyline Auto Exchange, Fairfield, N. J.

April 9—Florida Auto Auction of Orlando, Orlando, Fla.

April 11—Hatfield Auto Auction, Hatfield, Pa.; Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

April 12 — Nashville Auto Auction, Nashville, Tenn.

April 17 — Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

April 18—Metro Auto Auction, Kansas City, Mo.

April 19—Indianapolis Auto Auction, Indianapolis, Ind.

April 25—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C., and Golden Gate Auto Auction, Fremont, Calif.

April 26—Butler Auto Auction, Gibsonia, Pa.

New Colorado auction

LOVELAND, Colo. — Western State Auto Auction, Inc., has opened here. The sale, the fourth dealers' wholesale car auction in Colorado, operates on Thursdays, according to owners Jerry and Renee Taylor.

10-year sentence given seller of stolen M-B cars

PHILADELPHIA.—Joseph A. Gavel was sentenced to 10 years in prison for selling stolen Mercedes-Benz cars in this area at "wholesale" prices.

U. S. District Court Judge Clarence C. Newcomer, in sentencing Gavel, noted that he had been placed on probation after two prior convictions for selling stolen Mercedes-Benzes.

Gavel, who is a former assistant coach of the old Philadelphia Bell professional football team, was indicted last November and pleaded guilty to charges of participating in a stolen luxury-car ring that operated from 1978 to 1983 in the Eastern U. S.

An investigation by the FBI, state and local police showed Gavel had bought expensive Mercedes-Benz cars for as little as $6,000 from car thieves.

The cars had a market value ranging from $35,000 to $70,000 and Gavel sold them to buyers in this area at bargain prices.

Used Car Sales
Auction Averages

March	$5.162
Month ago	$4,879
Year ago	$5,085

Model breakdown
Auction Averages

	March	February	January
1984	$12,302	$10,278	$10,118
1983	8,066	8,567	8,110
1982	6,357	6,218	6,338
1981	5,393	5,164	5,279
1980	4,351	4,526	4,239
1979	3,698	3,469	3,902
1978	2,744	2,421	2,589
1977	2,355	1,907	1,999
Overall Average	$ 5,162	$ 5,340	$ 5,359

auction directory

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 11 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: J. Omar Landis, Jim Landis
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

NEW JERSEY

GM **GENERAL MOTORS**
Brass Hat Factory Sale
For General Motors Dealers Only

Thursday, April 5th at 11 a.m. Sharp
200 Units

Join us for a complimentary breakfast from 8:30 to 11 a.m.

Centrally located
ONLY 20 miles from NYC!
Readily accessible from
NY, NJ, CN, MA, PA, DE, MD, VT, NH, VA,
via ★NJ Turnpike ★NY State Thruway ★I-95 ★I-80 ★Garden State Parkway ★78 ★287 ★280 ★46 ★23

Chev., Pont., Buicks, Olds, Cadillacs and GMC
Please call for information and Hotel/Motel reservations.

SKYLINE AUTO EXCHANGE, INC.
100 Route 46
Fairfield, NJ 07006
(201) **227-0100**
Regular 6-Lane Auction Every Tuesday at 11:00 a.m. Sharp!

MINNESOTA

Mpls. Auto Auction — Wednesday, 12:30 PM, is sale day. Only 6-lane auction in Midwest. 1135 Nathan Lane No., Minneapolis, 612-546-2403.

MISSOURI

Richard Head's Auto Auction, Columbia, Mo. Every Thurs., 12 P.M. Lease cars—will pickup. 314-474-9595. Member NAA & WAA.

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.— Fleet & Lease car spec. — Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon 371-7800. Northeast's Finest — Every Thursday 11:30 A.M. sharp.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday—11 A.M. Pickup service.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pick-up, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111, or 657-7244, Leesville, South Carolina.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas. 806-372-2206.

WASHINGTON

So. Seattle Auto Auction. The Lease & Fleet Specialists. Bob McConkey, Jr., 1-800-872-6800. P.O. Box 5189, Kent, WA 98064.

PENNSYLVANIA

P A D E "We Do it Best!" SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P. O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

IMPORT SALES BY NAMEPLATE

	Feb., 1984	Feb., 1983	2 Mos., 1984	2 Mos., 1983
Alfa Romeo	210	157	368	289
Audi	5,432	2,904	10,662	5,642
4000	1,158	822	2,264	1,571
4000d	.....	176	.....	362
5000/S	3,172	915	5,836	1,894
5000d/td	.....	489	.....	795
5000 S turbo gas	491	207	1,304	417
Coupe	282	252	570	532
Quattro	6	33	13	104
400 S Quattro	323	.....	681	.....
Tourist	.....	10	.....	17
BMW	5,242	4,168	9,505	7,900
318/320	3,283	2,577	5,917	4,966
528/533	1,084	1,067	1,887	1,926
633	208	167	439	335
733	667	357	1,262	673
Chrysler/Mitsubishi	6,587	7,185	15,847	11,267
Colt	4,993	5,051	12,080	7,367
Conquest/Sapporo/Challenger	776	2,134	1,585	3,900
Vista	818	.....	2,182	.....
Fiat	.....	527	.....	976
Strada	.....	61	.....	137
Brava	.....	20	.....	42
X-1/9	.....	149	.....	247
Spider 2000	.....	297	.....	550
Honda	31,988	28,033	67,250	58,458
Civic	10,958	11,714	22,301	25,375
Civic CRX	2,915	.....	7,034	.....
Accord	12,378	16,238	25,914	32,724
Prelude	5,737	81	12,001	359
Isuzu	1,453	999	2,392	2,645
I-Mark	431	999	776	2,645
Impulse	1,022	.....	1,616	.....
Jaguar	1,030	826	2,085	1,517
XJ6	917	688	1,830	1,271
XJS	113	138	255	246
Lancia	.....	53	.....	145
Mazda	12,259	13,805	25,494	27,287
GLC	3,167	3,705	6,406	7,096
626	5,182	5,573	10,651	12,052
RX-7	3,910	4,527	8,437	8,139
Mercedes-Benz	6,256	5,075	12,637	9,095
190D	629	.....	1,459	.....
190E	1,048	.....	1,799	.....
240D	5	945	13	1,698
300D	1,341	1,363	2,616	2,448
300CD	111	115	232	240
300TD	195	199	441	378
300SD	1,283	1,190	2,606	2,046
380SE	473	.....	945	.....
500/380SEL	307	417	697	779
380SL/SLC	728	711	1,519	1,229
500/380SEC	136	135	310	240
Mitsubishi	3,250	2,590	6,583	3,869
Starion	670	434	1,284	722
Cordia	1,329	1,143	2,705	1,668
Tredia	1,251	1,013	2,594	1,479
Nissan	35,056	45,594	72,092	86,510
210	.....	112	.....	242
Sentra	14,164	19,170	31,148	37,211
310	.....	578	1	1,224
Pulsar	2,308	4,921	5,753	9,727
Stanza	3,477	5,266	8,141	9,463
Maxima	4,209	5,133	9,289	10,241
200SX	4,395	3,991	4,538	6,957
300ZX/280ZX	6,069	6,001	12,285	10,767
Hawaii	434	422	937	678
Peugeot	1,507	1,061	3,019	2,111
Tourist Sedan	(16)	(11)	(67)	(21)
Porsche	2,027	1,325	3,952	2,962
944	1,262	564	2,542	1,499
911SC/Cabriolet	533	475	994	871
928	232	254	416	532
Tourist	.....	32	.....	60
Renault	821	1,718	2,132	3,508
LeCar	.....	732	.....	1,441
18i Sportwagon	99	214	203	418
Fuego	722	772	1,929	1,649
Saab	2,428	1,684	5,136	3,755
900	677	439	1,394	932
900S	676	415	1,434	896
Turbo	1,042	817	2,192	1,888
Tourist	33	13	116	40
Subaru	13,424	12,011	26,784	24,259
Toyota	39,879	41,842	79,871	84,449
Starlet	140	976	250	2,199
Corolla	11,092	11,028	23,002	22,609
Tercel	7,596	13,547	15,377	27,869
Celica	6,585	9,027	12,985	18,015
Supra	2,090	2,677	4,268	5,317
Camry	5,795	496	11,124	496
Corona	.....	5	.....	10
Cressida	2,762	3,117	5,401	6,179
Land Cruiser	202	551	.....	925
VanWagon	2,862	.....	5,565	.....
Hawaii	755	418	1,697	830
Other	.....	.....	.....	.....
Volkswagen	9,265	7,147	17,689	12,604
Rabbit Convertible	786	957	1,544	1,624
Jetta	3,789	1,581	7,848	3,044
Vanagon	1,587	1,295	3,050	2,318
Quantum	1,297	1,655	2,528	2,801
Scirocco	1,806	1,652	2,719	2,810
Volvo	8,104	6,405	17,496	14,666
DL	3,919	3,289	8,447	7,552
GL	2,205	1,333	4,647	2,965
GLT/Turbo	849	881	2,000	2,093
GLE	.....	42	.....	136
GL/DL Diesel	298	455	633	1,100
Coupe	.....	3	.....	4
760 (gas)	423	199	973	291
760 TurboDiesel	265	131	555	296
Tourist	145	72	241	229
TOTAL	186,218	185,109	381,347	363,914

To generate funds for his defense

DeLorean gets OK to sell ranch

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — U. S. District Judge Robert M. Takasugi last week granted John Z. DeLorean permission to sell or mortgage his 48-acre San Diego County ranch to generate funds for his defense in a drug-trafficking case here.

Attorneys Howard Weitzman and Donald Re argued that DeLorean has been unable to pay them for eight months and that both men have used more than $300,000 of their own money to defray defense expenses.

They also told the judge that DeLorean's personal cash flow is negligible since his assets, which include Logan Manufacturing, a New York co-op and a New Jersey estate, are tied up in bankruptcy proceedings against the defunct DeLorean Motor Co. in Detroit.

DeLorean's ranch had been posted as $2.5 million security against $5 million bail — the balance secured by the former auto maker's signature on an appearance bond.

As a result, DeLorean's bail is unsecured, although Takasugi ruled that once DeLorean obtains money from the sale or refinancing of the property, some of that cash must be used as bail security.

However, Sheldon Toll, who has been representing the trustee appointed by the Detroit bankruptcy court, told a local paper that he intends to move to obtain some of the proceeds from the Pauma Valley ranch for the trustee.

Jury selection in the cocaine-trafficking case against DeLorean continued last week and is expected to continue another week before the trial can begin.

Toll-free Fiat number to help parts operation

HASBROUCK HEIGHTS, N.J. —Fiat Motors of North America has a new toll-free number — (800) 447-4700 — to improve communications between the company, its authorized parts and service centers and the service trade.

FMNA maintains a network of 280 parts and service centers to support the 400,000-plus Fiat and Lancia cars in operation in the U. S.

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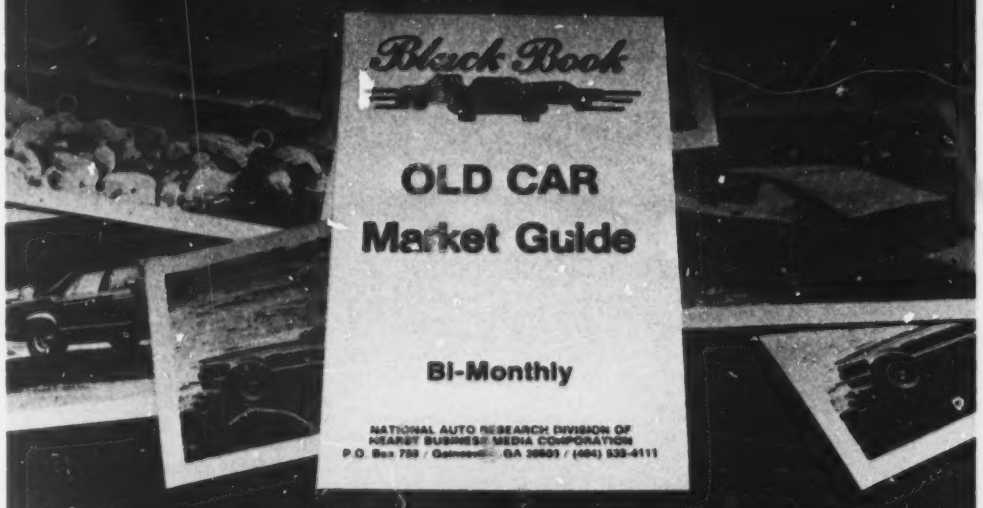

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Four weeks ahead of 1983

Two-millionth auto of year built

By Joe Wilssens
Staff Writer

U. S. auto manufacturers recorded a number of milestones last week. Among them was production of the year's two-millionth car on March 26, nearly four weeks ahead of 1983.

March production was estimated at 777,419 cars, leading the year-ago month's 574,535 by 35.32 percent. It was the best total for the month since 889,775 were assembled in 1979, and the best any-month total since 783,843 were completed in October, 1979.

March output helped lift this year's estimated first quarter production to 2,151,217 cars, 43.01 percent over last year's 1,504,278. The three-month total was the best output for any quarter since 2,485,124 cars were built during the second quarter of 1979, and was the best first-quarter production since 2,415,422 were completed in 1979.

Domestic auto manufacturers slated production of 179,239 units last week, 4.09 percent greater than the prior week's 172,195 and 77.21 percent better than 101,145 built in the year-ago week.

Year-to-date, 2,168,972 cars have been completed, an impressive 43.55 percent increase over 1,510,915 assembled during the same period last year.

Breakdown for last week by company was: General Motors, 56.40 percent; Ford Motor Co., 22.48 percent; Chrysler Corp., 15.46 percent; American Motors, 2.68 percent; Honda, 1.67 percent, and Volkswagen of America, 1.31 percent.

Chrysler produced its one-millionth 1984 vehicle March 27. This was nearly 2½ months earlier than last year, when the millionth vehicle was assembled June 15.

The auto producers last week scheduled 23 plants for daily or Saturday overtime.

At GM, 10 plants worked two Saturday (March 31) overtime shifts. They were: Arlington (Tex.), Detroit, Doraville (Ga.), Fairfax (Kans.), Flint (B, D and G Lines), Janesville (Wis.), Lansing, Linden (N. J.), Lordstown (O.) and Pontiac.

Ford scheduled daily overtime last week at all but one of its auto plants. They were: Atlanta, Chicago, Edison (N. J.), Kansas City, Lorain (O.), St. Louis, Wayne (Mich.) and Wixom (Mich.).

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2 worked two 9-hour daily shifts last week with Jefferson (Det.) working two 8½-hour daily shifts. Belvidere, Jefferson and both St. Louis facilities also worked two 8-hour Saturday shifts.

First-quarter production in Canada highest since '79

Canadian auto and truck manufacturers wrapped up production for the first quarter of 1984 with the best output for any quarter in five years.

Canadian auto makers slated first quarter production of 283,117 units, their best any-quarter total since 294,832 cars were built in the first three months of 1979. The total includes production for March of 101,827 units, the best March output since 112,128 in 1978.

Auto producers slated completion of 23,936 cars last week, down 83 units from the prior week's 24,019, but 45.49 percent better than 16,441 assembled in the year-ago week.

To date this year, the manufacturers have assembled 280,870 autos, 17.98 percent ahead of 238,062 completed during the same period in 1983.

Truck makers estimated production of 207,804 units during the first quarter of this year.

It was the best output for any quarter since 222,824 trucks were built during the first three months of 1979. The total includes estimated production of 71,358 trucks during March, the best total for the month since 78,196 in 1979.

Truck assembly last week was targeted at 17,083, down 4.86 percent from the previous week's 17,955, but more than double the 8,059 built in the year-ago week.

Year-to-date, 208,049 trucks have been assembled, an impressive 72.42 percent increase over 120,667 built during the same period last year.

Chrysler Corp. estimated completion of 1,973 Dodge Caravans, 1,827 Plymouth Voyagers and 760 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 54,798.

St. Louis dealers participate in charity telethon

ST. LOUIS. Automobile dealers assisted in the St. Louis Variety Club Telethon that raised more than $1 million for 100 children's agencies.

Johnny Londoff, a Chevrolet dealer and Time Magazine Quality Dealer Award winner, was chairman of the event, and George Capps, a VW distributor and president of Capital Coal & Coke Co., was honored as "Man of the Year."

In addition, as has been the custom over the years, many dealers volunteered and made donations to the telethon which starred Sammy Davis Jr., John Forsythe and Monte Hall.

Truck production for March is best in 5 years

U. S. truck producers estimate March output as the highest for any month since June, 1979, and the best for March since 1979.

Last month, the U. S. makers slated production of 279,939 trucks, up 32.83 percent from 210,744 completed last March. It is the best total for the month since 358,126 were built in 1979 and is the highest any-month total since 292,897 trucks were assembled in June, 1979.

Production during the first quarter of 1984 was estimated at 806,451 trucks, leading the year-ago period's 511,402 by 57.70 percent. It was the best first-quarter output since 1,003,218 were built in 1979 and is the best any-quarter total since 887,948 trucks were assembled during the second quarter of 1979.

Truck manufacturers slated production of 63,626 units last week, down 1.90 percent from the previous week's 64,855 but a substantial 75.60 percent increase over 36,234 built in the year-ago week.

So far this year, the industry has completed 792,133 trucks, 52.20 percent better than 520,472 built at this time in 1983.

Nine truck facilities worked extra hours last week.

At General Motors, Janesville (Wis.), Lordstown (O.), Pontiac No. 6 and St. Louis worked two shifts on Saturday (March 31).

Four Ford facilities worked additional daily hours last week. They were: Kansas City, Lorain (O.), Louisville and Wayne (Mich.).

Nissan's Smyrna (Tenn.) plant continued extra daily hours last week.

U. S. CAR PRODUCTION

	Week Ended March 31, 1984	Week Ended April 2, 1983	Week Ended March 24, 1984	March Est.	Jan. 1 to April 2, 1983	Jan. 1 to March 31, 1984
AMERICAN MOTORS	4,800	2,710	4,821	19,034	44,142	50,803
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	2,710	4,821	19,034	40,071	50,803
Alliance	2,750	2,710	2,711	10,736	40,071	26,698
Encore	2,050	.....	2,110	8,298	.....	24,105
CHRYSLER CORP.	27,700	10,282	26,273	120,531	194,351	336,355
Plymouth Total	8,100	3,788	7,678	34,926	73,493	100,334
Horizon	3,600	1,181	3,025	14,971	23,575	41,664
Reliant	4,100	2,543	4,120	17,636	49,105	52,426
Caravelle†	200	64	162	816	813	2,242
Gran Fury	200	.....	371	1,503	.....	4,002
Chrysler Total	9,400	2,223	8,913	41,215	43,988	110,052
LeBaron	2,400	972	2,649	11,532	21,296	33,073
Laser	1,600	.....	1,420	6,981	.....	20,068
Chrysler E-Class	2,500	1,251	2,294	10,466	22,692	27,721
Fifth Avenue	2,900	.....	2,550	12,236	.....	29,190
Dodge Total	10,200	4,271	9,862	44,390	76,870	125,969
Omni	3,100	1,744	2,820	13,921	24,039	37,805
Aries	3,100	1,495	3,246	13,994	34,523	42,015
Daytona	1,200	.....	1,170	5,206	.....	16,514
Dodge 400	.....	480	.....	.....	7,474	.....
Dodge 600	1,900	552	1,703	7,701	10,534	21,630
Diplomat	900	.....	743	3,568	.....	8,005
FORD MOTOR	40,299	24,879	38,005	173,072	347,663	447,836
Ford Division	26,222	16,597	25,026	114,349	227,796	297,944
Escort	8,178	5,645	7,352	34,722	64,522	91,514
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	2,946	2,769	2,851	12,688	32,452	33,102
LTD	5,290	2,607	4,918	21,929	43,373	62,443
Thunderbird	3,506	4,020	3,493	16,334	41,871	44,466
Crown Victoria	1,753	1,439	1,729	8,092	20,846	21,697
EXP	639	117	552	2,702	1,004	8,454
Tempo	3,910	.....	4,131	17,882	.....	36,268
L-M Division	14,077	8,282	12,979	58,723	119,867	149,892
Mercury Total	9,910	6,625	9,348	41,706	92,793	106,531
Lynx	1,600	1,599	1,454	6,845	16,087	18,547
Capri	346	536	383	1,626	5,580	4,510
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	1,973	1,131	1,981	9,204	15,646	25,073
Cougar	2,875	1,383	2,835	11,555	17,496	24,614
Grand Marquis	1,885	1,348	1,898	7,845	29,068	23,469
LN7	.....	28	.....	.....	315	.....
Topaz	1,231	.....	797	4,631	.....	10,318
Lincoln Total	4,167	1,657	3,631	17,017	27,074	43,361
Continental	735	329	648	3,073	5,405	7,917
Lincoln	2,607	785	2,269	10,641	12,108	23,943
Mark VI/VII	825	543	714	3,303	9,561	11,501
GENERAL MOTORS	101,090	61,212	98,212	442,861	894,602	1,273,345
Buick Division	21,290	14,009	20,854	93,701	210,408	273,922
Skylark	2,164	2,471	1,860	9,347	23,947	25,917
Skyhawk	3,339	906	3,358	15,585	17,638	43,399
Century	4,079	2,808	5,007	20,460	40,186	59,008
Regal	4,770	3,654	4,073	20,128	61,379	59,199
Buick	4,864	3,530	4,288	20,518	57,966	66,984
Riviera	1,111	640	1,332	5,117	9,292	15,376
Electra (fwd)	963	.....	936	2,546	.....	4,039
Cadillac Division	8,037	5,323	7,579	32,825	87,994	89,802
Cimarron	392	455	380	1,660	6,852	5,534
Seville	860	548	1,026	3,948	9,245	10,636
Eldorado	1,535	1,245	1,844	7,076	20,030	19,464
Cadillac	4,215	3,075	3,543	17,299	51,867	50,042
DeVille (fwd)	1,035	.....	786	2,842	.....	4,126
Chevrolet Division	33,826	20,329	33,979	147,043	267,182	433,075
Chevette	4,839	3,968	4,492	20,886	53,670	57,280
Cavalier	8,999	4,348	8,712	37,539	50,217	107,737
Celebrity	5,680	1,702	6,462	26,716	17,115	78,069
Camaro	5,170	2,809	5,286	22,887	44,628	68,378
Citation	2,351	2,068	2,957	10,563	29,570	26,578
Malibu/El Camino	884	2,655	710	3,544	34,877	8,798
Monte Carlo	2,802	1,559	2,388	12,086	21,764	46,665
Chevrolet	2,326	486	2,149	9,649	11,501	30,259
Corvette	775	734	823	3,173	3,640	9,311
Oldsmobile Division	25,313	15,674	23,595	116,324	238,862	330,486
Omega	1,265	1,611	1,283	5,685	17,602	13,808
Firenza	1,431	862	1,485	6,528	10,317	18,824
Cutlass Supreme	9,079	4,308	8,630	37,588	70,877	101,628
Cutlass Ciera	6,711	2,825	6,087	27,764	40,919	70,605
Oldsmobile	4,870	5,373	4,546	32,205	88,665	110,284
Olds 98 (fwd)	1,023	.....	444	2,271	.....	3,607
Toronado	934	695	1,120	4,283	10,482	11,730
Pontiac Division	12,624	5,877	12,205	52,968	90,156	146,060
Acadian†	550	324	561	1,906	4,497	4,689
2000 Sunbird	3,649	1,693	2,849	14,478	21,504	39,068
1000	851	542	1,200	3,987	10,260	10,906
Firebird	2,210	1,601	2,242	9,710	22,217	28,893
Phoenix	390	323	435	1,679	7,566	4,385
Gr. Prix/Bonneville	1,754	1,394	1,854	7,834	24,112	20,107
Parisienne	520	.....	499	2,124	.....	6,156
Fiero	2,700	.....	2,565	11,250	.....	31,856
HONDA	3,000	536	2,520	11,555	6,155	30,318
VOLKSWAGEN	2,350	1,520	2,364	10,366	24,002	30,315
Total Cars, U. S.	179,239	101,145	172,195	777,419	1,510,915	2,168,972
Total Cars, Canada	23,936	16,441	24,019	101,827	238,062	280,870
N. American Cars	203,175	117,586	196,214	879,246	1,748,977	2,449,842
N. American Trucks	80,709	44,293	82,810	351,297	641,139	1,000,182
North American Cars and Trucks	283,884	161,879	279,024	1,230,543	2,390,116	3,450,024

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended March 31, 1984	Week Ended April 2, 1983	Week Ended March 24, 1984	March Est.	Jan. 1 to April 2, 1983	Jan. 1 to March 31, 1984
AMERICAN MOTORS	600	.....	610	2,009	6,530	7,047
CHRYSLER CORP.	.....	3,264	.....	.....	55,471	.....
FORD MOTOR	9,600	3,616	9,704	40,233	43,750	102,090
GENERAL MOTORS	13,511	9,336	13,480	58,590	129,521	168,905
VOLVO	225	225	225	995	2,790	2,828
Total Cars, Canada	23,936	16,441	24,019	101,827	238,062	280,870

TRUCK PRODUCTION IN U. S.†

	Week Ended March 31, 1984	Week Ended April 2, 1983	Week Ended March 24, 1984	March Est.	Jan. 1 to April 2, 1983	Jan. 1 to March 31, 1984
CHEVROLET	20,237	12,992	19,856	86,529	179,980	253,414
DODGE	4,300	1,591	4,623	18,749	31,631	53,582
FORD	24,299	15,180	25,138	109,994	207,807	302,827
GMC	6,860	4,644	6,946	29,391	60,331	81,280
INTERNATIONAL	1,580	828	1,705	6,890	11,642	18,422
VOLKSWAGEN	.....	159	.....	.....	1,039	.....
JEEP	3,500	.....	3,673	15,491	14,602	44,759
NISSAN	1,800	.....	1,864	8,275	.....	24,409
AM GENERAL	50*	40*	50*	220	640*	640
MISCELLANEOUS	1,000*	800*	1000*	4,400	12,800*	12,800
Total Trucks, U. S.	63,626	36,234	64,855	279,939	520,472	792,133

CANADIAN TRUCK PRODUCTION

	Week Ended March 31, 1984	Week Ended April 2, 1983	Week Ended March 24, 1984	March Est.	Jan. 1 to April 2, 1983	Jan. 1 to March 31, 1984
CHRYSLER CORP.	7,212	1,859	8,093	28,858	33,981	84,368
FORD MOTOR	3,400	2,400	3,442	14,645	31,057	42,388
GENERAL MOTORS	6,326	3,615	6,274	27,221	54,083	79,488
INTERNATIONAL	145	185	146	634	1,546	1,805
Total Trucks, Canada	17,083	8,059	17,955	71,358	120,667	208,049
N. American Trucks	80,709	44,293	82,810	351,297	641,139	1,000,182

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

April 9, 1984

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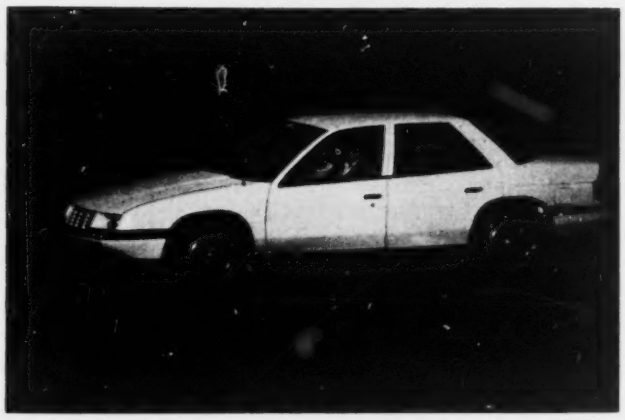
X-ception



Jim Dunne

And X-clusive for Chevrolet

The Citation II, scheduled for introduction in late 1986, is slightly smaller and lighter than today's model and will be more fuel efficient with a standard 2.0-liter engine. Chevrolet will be the only division to have the aerodynamically re-designed series for the 1987 model year. The body name is being changed from X to L.

Scarcity of clean pieces cripples used-car market

By Richard Johnson
Staff Writer

Given a steady supply of quality vehicles, used-car dealers in most sections of the U. S. expect to benefit this year from the same economic forces which have boosted the new-car market.

But retailers surveyed by AUTOMOTIVE NEWS report a scarcity of late-model automobiles in good condition, and many are concerned that shortages will prevent the used-car market from taking off in 1984.

Lackluster sales have been cited in some locales, with the blame often pinned on limited availability caused by manufacturing cutbacks and a dearth of trade-ins during the new-car slump. But some of the softness has been attributed to poor weather, regional economic problems and consumers opting for new cars instead of used.

Meanwhile, a few trends have become apparent in the early spring market. Well-appointed full-size and luxury models with few odometer miles showing remain popular among used-car buyers, and are the hardest to find.

Vans, wagons, sport models and most intermediates have also been strong, while some dealers report having trouble clearing compacts and subcompacts from their lots.

Despite the lapse in supply, both independent retailers and used-car managers at new-car dealerships are sounding generally optimistic about the remainder of the calendar year.

"Assuming there are no major problems, anyone who doesn't make money this year is in real trouble," said Chuck Nicholson, an independent dealer in Canton, O., who is past president of the National Independent Automobile Dealers Assn.

"I think you're going to see one of the best years we've seen in the used-car business in three or four years if the economy stays like this," added Ray Glover, of Stockton, Calif., a member of NIADA's executive committee.

• Both dealers expect strong new-car sales to rub off on the used-car business by placing more top-quality vehicles on the market.

"I'm the world's biggest fan of the new-car dealers," said Nicholson. "If people didn't buy new cars there wouldn't be any used ones available. When new-car sales are good, the following year or two are usually good for us. My best years in business were when they were selling 10 or 11 million new cars a year."

NADA has yet to release its report on retail used-car sales for 1983, although a spokesman predicted it will show an increase of about 10 percent over the previous year.

The Hertz Corp. used-car sales study is due later this year. Last August, Hertz reported that sales in 1982 fell 6 percent to 16,643,000 from 17,712,000 in 1981, and were off 10.8 percent from a record 18,644,000 sold in 1980.

A return to 1980 sales levels for the retail industry may depend on supply.

"Everything is scarce," said Nicholson. "The problem is that people have not bought new cars during the last two-three years and they haven't traded any in."

"Supply is short, there is no question about it," said Glover. "The auctions are down 30-35 percent out here. There is less for the dealers to bid on."

Reduced supplies are forcing some dealers to become more

Continued on Page 20, Col. 2

Cost-benefit analysis indicates big savings

Study supports move to ban lead

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — As EPA works toward writing a rule that will reduce or eliminate the use of lead in gasoline, possibly by 1988, the agency will be armed with its recently completed cost-benefit analysis showing that a ban on lead could save the national economy more than $700 million in that year.

The cost-benefit study combined dollar gains in such areas as maintenance benefits, misfueling elimination, lower vehicle emissions leading to a reduction in national medical care costs and lowered environmental costs.

The combination of those dollar amounts shows a net gain for the benefits side of $786 million under the low-lead option and a $704 million balance in favor of a total lead ban.

(The reduced gain under a total lead ban results from the need to introduce a slightly higher octane gasoline for use of leaded-gasoline vehicles.)

The study has been praised by the White House Office of Management and Budget (OMB) as a "very fine example of an economic anaylsis of a regulatory issue."

• However, Ethyl Corp., which was established to market the use of tetraethyl lead in gasoline, is objecting to the analysis, claiming that EPA's cost information is insufficient to support the report's anti-lead conclusions.

Energy Secretary Donald Hodel has come down somewhere in the middle by coming out against a House bill that would ban leaded gasoline by 1987, but favoring an EPA rulemaking approach. Hodel has said a lead ban by 1987 would be "premature."

He told a House Environmental subcommittee that heavy trucks, agricultural equipment and older vehicles might be unfairly burdened by such legislation since many of those vehicles need lead if their engines are to operate properly. This may also hold true for certain marine engines.

EPA Administrator William Ruckelshaus has also suggested moving to a partial reduction in lead content of 0.1 gram per gallon, a miniscule amount that would still protect most engines requiring lead. Refiners are currently required to average 1.1 grams of lead per gallon.

• Whether the low-lead or no-lead option is pursued by EPA, the proposed rule should undergo OMB inspection in several weeks, according to EPA personnel.

Ruckelshaus is concerned that a growing number of vehicles that should use unleaded gas are being misfueled with leaded gasoline as their drivers seek a way to cut gasoline consumption costs.

Aside from ruining the vehicle's pollution control system and multiplying by several hundred times the amount of harmful emissions emanating from the cars, the use of leaded gasoline in an unleaded system will also wear down other engine components and increase vehicle maintenance costs, according to EPA.

Yet, even after widely publicized fines were levied by EPA against high-profile misfuelers such as police departments, EPA seems to have come to the conclusion that a recent EPA survey found 12 percent of catalytic converter-equipped vehicles are being misfueled and the misfueling problem is getting worse. There is a certain amount of fear at EPA that if the problem is unchecked, the agency's work to clean up car emissions will begin to slide backwards. This fear explains in part, the

Continued on Page 57, Col. 1

EPA to revise mileage label

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Starting with '85 models, EPA will change fuel economy label requirements from just city figures to adjusted city and highway figures.

The city figure is to be adjusted 10 percent down and the highway figure 22 percent down to correspond more nearly to real-world conditions like driver habits, maintenance and road and climate conditions.

EPA is taking this step to raise its credibility and the usefulness of its data. None of the EPA amendments will affect the way CAFE is determined or the manufacturers' ability to comply with CAFE standards.

The factor to be used on the city cycle is 0.90, and the highway cycle factor is 0.78, to be applied to all manufacturers and all technologies.

The decision to use both city

Continued on Page 57, Col. 4

breaking news

Bieber to meet with Chrysler nominating committee

DETROIT.—UAW President Owen Bieber will meet individually with the three members of the nominating committee of the Chrysler board of directors to discuss his possible nomination to the company's board. It had been rumored that Bieber would be nominated at last week's board meeting, but that was never on the schedule, Chrysler said. Bieber's name also does not appear in the proxy statement due later this month. The UAW, however, is confident he will be seated on the board to replace former UAW President Douglas A. Fraser who retires at the Chrysler annual meeting, June 7. Robert J. Lanigan, president and chief executive, Owens-Illinois, Inc., Toledo, and Robert S. Miller Jr., Chrysler executive vice president, finance and administration, were elected to the Chrysler board at last week's meeting.

Nissan picks site of British plant

TOKYO.—Nissan has selected for its British auto assembly plant an 800-acre plot in Washington, in northeastern England. In Phase I of the project, Nissan will purchase 297 acres and hold an option on the remainder. Plant construction is to begin next year, with production of Stanza-sized cars beginning in mid-1986. Investment in Phase I is about $35 million.

The way they planet at GM

LONDON.—The Saturn project is "only a beginning" for General Motors, reports Roger B. Smith, chairman. "Soon there will be a Venus and a Jupiter," he told a conference organized here by the Open University.

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Is this the new Saab?

Insiders in Europe say this rendering of the new Saab, grille aside, is very close to reality. Jointly developed with Lancia, the new car may continue the "900" name. It features flush door frames extending into the roof, a longer wheelbase and more room inside. The four-cylinder engine will be installed transversely on the front axle. Announcement is slated for early 1985, with exports to the U. S. beginning immediately.

Chevrolet cuts price, discount of base S-10

By Joseph Bohn
Marketing Editor

Chevrolet cut the price and dealer discount on its base-model S-10 pickup and also is paying dealer cash incentives on the S-10 and dealer/salesperson incentives on the Citation.

Meanwhile, Dodge extended its Shelby Charger program and launched an extensive truck program of consumer rebates and dealer/salespeople cash incentives.

Effective April 2, Chevrolet cut the price of its base two-wheel-drive short-wheelbase S-10 to $5,990 from $6,398 to create a price leader of under $6,000 for promotional purposes.

It also cut the dealer discount on that model to 11 percent from 15 percent, making it more consistent with competitive models.

The division is giving special price reduction allowances on comparable short-wheelbase S-10s in stock at dealerships prior to April 2.

From April 2 to May 31, Chevrolet is also running a special dealer cash incentive on all new '83/'84 S-10 pickups.

The contest pays nothing for 0-49.9 percent of an S-10 sales objective; $200 per unit, retroactive to the first sold, for 50-99.9 percent of objective, and $500 per unit, non-retroactively, for 100 percent of objective and over.

On the '83/'84 Citation models, there is an April 2-June 30 dealer cash incentive. Dealers get $100 per unit retailed, beginning with the first. Those who hit 34 percent of their objective by April 30 get $125 for all units they retail. Fleet/lease sales are excluded.

Chevrolet also has a salesperson incentive on Citation during the same time period which pays $200 on all retail deliveries, excluding fleet and lease.

• Dodge extended its Shelby Charger program, offering dealer cash incentives of $200 to $500 on '84 models, to May 20 from March 31.

In addition, it has a three-phase consumer rebate dealer/salesperson cash incentive on selected Dodge trucks from April 1 to June 30.

During April 1-June 30, Dodge is giving $500 rebates on '83/'84 two and four-wheel-drive 250 and 350 pickup trucks. There is a sold-order protection on orders received by May 18.

During the same period, dealers have been assigned program objectives on '83/'84 Ramchargers and all domestic Ram pickups. Zero to 33.3 percent of their objective pays nothing; 33.4 percent to 66.6 percent pays $75 per unit, and 66.7 percent to 99.9 percent pays $150 per unit. Finally, 100 percent and over pays $300 per unit.

If a dealer hits an April 1 to May 20 fast-start objective, his payments double in each category to $150 (instead of $75), $300 (instead of $150) and $600 (instead of $300).

There is a four-unit, no-pay qualifier, so that if a dealer hits 33.4 percent of his objective on only four sales, he doesn't get paid until the fifth.

To get the cash, dealers have to agree to participate in the salesperson program which runs from April 11 to June 30. Salespeople get a flat $50 per sale of '83/'84 Ramcharger and domestic Ram pickup — with dealers paying $25 and the company $25.

92,000 attend show

ANAHEIM, Calif. — The Orange County International Auto Show was attended by nearly 92,000 people, according to the Orange County Dealers Assn.

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59th year — No. 5016

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Shorter worktime to be a key issue, White says

Canadian UAW sets out on its own

By Marjorie Sorge
Labor Editor

TORONTO.—The follow-the-leader type of auto industry labor negotiations in the U. S. and Canada is permanently over, according to Robert White, UAW vice president and director of the Canadian region.

White said this year the Canadian region will negotiate independently from the UAW in the U. S. and will seek shorter worktime as one of its key issues.

The contracts between the UAW and Ford and General Motors of Canada expire Sept. 14. In 1982 talks, the Canadians went their own way, refusing to open talks early as was done in the U. S., when so-called concession bargaining occurred.

The UAW in Canada did give up its paid personal holidays in that round of bargaining during a deep depression in the auto industry.

Now, according to White, the Big Two owe the workers nine paid days off a year, the equivalent of what was given up in PPH days in 1982. He said these days don't necessarily have to be returned as PPH days, but he warned that the corporations had better be ready to recommend an alternative.

Other key issues in this year's talks include:

1. A general wage increase more than the 3 percent annual improvement factor usually generated in contracts with the auto makers.

2. A continuation of cost-of-living adjustments (COLA), with the same all-Canadian formula—increases based on Canadian inflation rates.

3. Increases in pension benefits. According to White, some people are talking about $1,500 a month total benefits, an increase of about $600 and "there is nothing wrong with that."

4. A prepaid legal services program.

5. Decreased overtime, although White said it is very difficult to find a solution to that problem.

"It is a very difficult problem to handle in the auto industry where all of a sudden the consumer latches on to a product and the market seems to open up and zoom; they have to go full out," he said. "It is fine for us to sit back and say 'plan better,' and I think we have planned better than in the past but still nobody can anticipate massive consumer switches and preferences."

While some people have indicated that heavy corporate penalties for overtime or mandatory time off might help cut down the overtime hours, White said he doubts either of these ways would work.

6. The elimination of the 85 percent hiring-in rate negotiated in 1982. Under that provision, new hires received 85 percent of the regular wage, moving up to 95 percent in 18 months.

Up until 1982, the Canadian section of the UAW basically rubber-stamped the U. S. agreement with the Big Three with small accommodations for the Canadian situation.

But in 1982, the Canadians refused to go along with the international UAW on "concession" bargaining and negotiated solely on Canadian issues.

According to White, the UAW's refusal to make concessions didn't hurt Ford's or GM's profits. GM of Canada had record profits in 1983, $675.6 million, better than the combined profits for 1978, 1979 and 1980. Ford of Canada made $153 million, one of its best years.

Both the Canadian auto companies and some people in Solidarity House, UAW headquarters, had problems with the Canadian move to autonomy, but White said they all finally understood that the rubber-stamping days were over.

"This was one of the first times the corporations said OK, Canada is a separate country and we have got to build on that," White said. "We don't just build on it to be Canadian; we aren't trying to say we have to build on it because the Americans aren't doing it right. We just think we have a sense of where we want to go and nobody can tell us we can't go there because we live close to the United States."

• There are three things negotiated in the U. S. agreements in 1982 that the Canadians do not want to see in their pacts. One is the guaranteed income stream (GIS) which provided a portion of wages and benefits to high-seniority laid-off workers until they reach retirement age or find other employment.

The Canadians are also not interested in profit-sharing unless the companies "come to us at the end of the year and say we've got extra profits and we want to sit down with the union and carve up those profits," White said.

He said the UAW will never agree to tie wages to profit sharing as has been suggested by GM in the U. S.

"The workers want to know what their wages are on an ongoing basis, he said. "Profit sharing and bonuses are for the entrepreneurs.

"The workers are not treated

Continued on Page 56, Col. 3

Flax and McCosh expand staff of Automotive News

Arthur Flax and Dan McCosh have joined AUTOMOTIVE NEWS in a further expansion of the editorial staff.

Flax has been named assistant truck editor. McCosh has been appointed to the position of reporter, with special responsibility in the OEM area.

Flax comes to AUTOMOTIVE NEWS from Transport Topics, Washington, where he was a staff reporter. Prior to that, he produced an employe publication for the General Accounting Office and was a reporter-photographer for Truckers' News.

McCosh formerly was associate editor of Ward's Auto World. Earlier, he was managing editor of Ward's Automotive Reports and business editor of Observer-Eccentric Newspapers in Livonia, Mich. He is a 1983 Emmy Award winner for best writing, documentary category, for "Chrysler, then and now."

"We are pleased to welcome both of these experienced automotive reporters to our growing staff," said Keith E. Crain, publisher and editorial director of AUTOMOTIVE NEWS. "It is part of a continuing effort to make our coverage of this complex industry second to none."

Flax is a graduate of the University of Maryland; McCosh, of Michigan State University.

Arthur Flax

Dan McCosh

Co-sponsored, bipartisan effort would create new legislation

NADA offers new fleet-subsidy bill

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — Co-sponsored, bi-partisan and rewritten, NADA's bill to abolish manufacturer subsidies for fleet purchases has been reintroduced in an effort to find a new tack through the House subcommittee stage.

Rather than amending the Robinson-Patman antitrust act, as the original bill would have done, the new fleet subsidy bill would create entirely new legislation.

This will remove the bill from the jurisdiction of the Judiciary Committee, where it had encountered some hostility, and leave it in the hands of the Energy and Commerce Committee.

But the co-introduction of H.R. 5305 by Reps. Wayne Dowdy, Mississippi Democrat, and Gene Taylor, Missouri Republican, got off to a rocky start last week with the abrupt cancellation of a Transportation Subcommittee hearing on the new bill.

• The latest legislative proposal on fleet subsidies differs from its predecessor, H.R. 1415, in allowing manufacture price breaks for government fleet purchases and for fleet buys by the American Red Cross.

Also, regional incentive programs by manufacturers will be allowed to stimulate slow sales areas.

Dowdy's signature on the bill is expected to aid the legislation since Dowdy sits on the important Energy and Commerce Committee through which the bill must pass.

While Rep. Taylor is a former auto dealer, his positions on the Rules and Post Office committees are not believed to give him the same leverage enjoyed by Dowdy.

The co-authors have collected an impressive 220 co-sponsors in the House.

The new bill, like the old, makes it unlawful for manufacturers to offer subsidies or incentives to rental companies, fleet buyers or leasing companies unless similar terms are made available to individual car buyers.

Zone offices receive live training broadcasts

Chrysler develops video network

By Gary Ruderman
Staff Correspondent

Chrysler Corp. is nearing completion of a $600,000 satellite transmission network for video teleconferencing.

Currently, 18 of 23 Chrysler zone offices around the U. S. receive live training broadcasts from headquarters in Highland Park, Mich. Chrysler is the only U. S. auto maker with a private video network.

"This means we can have discussions instead of reading reports) and then making a telephone call with questions," said Steven D. White, field operations manager at the Boston zone office.

The 10 - month - old Chrysler Satellite Network (CSN) is provided with interactive audio, giving the broadcast instant question and answer capability, via telephone lines.

Twice a month, White and his staff of 22 have coffee, take notes and watch the two-hour-long broadcast covering a range of subjects from sales training for auto dealers, technical training on new products, financial management of auto dealerships, corporate strategies, leasing programs and specialized data on high-performance vehicles.

One Chrysler dealer said the corporation plans to offer the satellite feed and teleconferencing packages to its 3,872 dealers within the next year.

Todd M. Putz, a partner in Four Flags Chrysler, Inc., Niles, Mich., viewed a Jan. 25 live broadcast featuring economist Alan Greenspan. Putz is looking forward to getting onto the broadcast network. Speaking of the January show, he said:

"It was more informative than having the individual speakers come out and speak. The broadcast brings out a lot of new ideas about where the company is going and how the company weathered the last three years.

"It will help in the future when we get telecommunications in our own dealership rather than driving to Detroit."

A Chrysler spokesman said the company is considering and examining a new telecommunications network between dealers and the factory using voice and video transmissions but said it would be premature to say the company is planning to offer the video teleconferencing option next year.

To save the overhead of maintaining its own satellite broadcast facility and production studio, the cost-conscious Chrysler network comes from studios at Detroit's public broadcasting station, Channel 56.

The program is broadcast live to the Westar 4 Satellite and picked up on a five meter (diameter) C-band receive-only dish outside the zone office.

Primary expenses are Channel 56's production costs and the Westar link, around $200 per hour. The five zone offices without the earth receiving station use nearby public broadcasting stations to view the shows.

In Boston, the shows are viewed on a 45-inch RCA TV. Broadcasts are made every week; fortnightly for the sales staff and twice a month for parts and service managers. The last 30 minutes of each show are dedicated to Q&A.

"We have all really enjoyed and used this tele-video conferencing in our office," said White in Boston.

"We're getting constantly updated on the corporate situation and talking aspects of business management when we work with the dealers. Questions are answered right away and issues are worked on during the sessions."

Robert Saltsman, director of the Chrysler Marketing Institute in Highland Park, said the hardware for each receiving station cost $15,000 and physical installation (construction of a concrete pad and necessary wiring) costs $16,000 to $20,000.

Domestics increase sales; imports dip from year ago

By Jenny L. King
Staff Writer

New-car sales for March and for the first quarter of 1984 showed their greatest strength in four years for the domestic auto makers, while imports were down from 1983 and skidded to their lowest market penetration since October of 1980.

The 25.96-percent domestic sales increase for the month was the third consecutive monthly improvement this calendar year and the 13th in a string which has become a bona-fide ladder out of a long recession.

Although several European imports posted record sales—some of them any-month records—the import restraints on the Japanese kept the volume down in March.

Domestic new-car sales got the spring selling season off to a proper start with a total of 56,164, up 25.96 percent from 600,303 in 1983 and best for March since 1979 when 864,271 retail deliveries were reported.

Import sales of 207,619 were down 5.83 percent from 220,479 last year. Their share of the market plunged to 21.54 percent from the year-ago March record of 26.86 percent.

Total sales in March reached 963,783, up 17.42 percent from 820,782 in 1983.

First-quarter domestic sales were up 36.91 percent, to 1,994,609 from 1,456,920. Imports barely squeezed by their 1983 first-quarter mark, up 0.30 percent, to 583,966 from 587,196.

Total industry sales were up 26.39 percent January through March, to 2,583,575 from 2,044,118.

• Every domestic auto maker except American Motors turned in improved sales reports in March. AMC was off 8.19 percent as its lineup no longer includes Spirit and Concord and is reduced to Renault Alliance/Encore and the AMC Eagle. AMC sales were at 16,788, down from 18,285 last year.

Ford Motor Co. enjoyed the

Continued on Page 56, Col. 1

Where auto market was in March

	Total Sales	Pct. of Total
SUBCOMPACT	140,227	14.55
COMPACT	173,931	18.05
INTERMEDIATE	268,243	27.83
STANDARD	102,862	10.67
LUXURY	70,901	7.36
IMPORT	207,619	21.54
TOTAL	963,783	100.00

Chevrolet sets intro timetable for Suzuki, Isuzu, JV cars

DETROIT. — Chevrolet has notified its dealers that three new small cars will be phased into the Chevy lineup beginning May 31.

Coming first to 516 Chevy dealerships in nine western states is the Sprint, a four-passenger, 50-plus MPG two-door hatchback built by Suzuki.

Another new subcompact—called the Spectrum and available as both a two-door hatchback and a four-door sedan—will be offered in late fall through Chevy dealers in 16 Eastern states. It will be built by Isuzu.

The third new Chevrolet is planned for production startup late this year in Fremont, Calif., pending FTC final approval of the proposed General Motors-Toyota joint venture. Offered initially as a four-door sedan, it will be built by New United Motor Mfg., Inc.

Initial distribution of the Sprint will be through Chevy dealers in Hawaii, Alaska, Arizona, California, Washington, Idaho, Nevada, Oregon and Utah because first-year availability is limited to 17,000 units.

States where the Spectrum will be first offered are Connecticut, Delaware, Florida, Georgia, Maine, Maryland (and the District of Columbia), Massachusetts, New Hampshire, New Jersey, New York, North and South Carolina, Pennsylvania, Rhode Island, Vermont and Virginia.

Total volume through March, 1985, will be about 30,000 units.

GM planner, Debbink, to head Inland Division

DETROIT. — John D. Debbink, the man who directed the corporate review that led to the reorganization of General Motors' North American automotive operations, has a new job.

He has been named general manager of GM's Inland Division in Dayton, which makes a wide variety of componentry and hardware for GM vehicles. At Inland, Debbink succeeds Leonard P. Roberts, who died March 19.

John D. Debbink

Debbink, who will be 60 on April 24, was with Chevrolet from 1949 to 1974, rising to general director of purchasing, production control and traffic.

He became director of corporate product planning in 1974 and general manager of Delco Moraine Division in 1976. He was given the corporate review assignment in September, 1982.

One and a million

Volvo has built its millionth station wagon, a 240 Series, but the Duett Van, introduced in 1953, was the Swedish maker's first wagon. Primarily a utility vehicle, the Duett Van was based on the PV 444 and remained in production until 1969. Today, about 30 percent of Volvo's output is station wagons.

News roundup

Indonesian plant construction begins

JAKARTA, Indonesia. — Construction has begun here on a plant that will manufacture motorcycle and automobile engines. A joint venture between Suzuki Motor Co., Ltd., of Japan, and P.T. Musyawarah Cinta Suara, of Indonesia, the plant will have an initial capacity to produce 150,000 motorcycle engines and 25,000 car engines per year, rising eventually to 250,000 motorcycle engines and 35,000 car engines.

Chrysler profit sharing — what might have been

DETROIT. — Chrysler's U. S. hourly workers would have received checks for $2,939 in profit-sharing money and a quarterly wage bonus in 1983 if they had not rejected that plan in favor of upfront wage increases last year. The agreement ratified last September eliminated the profit-sharing plan and gave the workers a 3-percent annual wage increase and a 32-cent cost-of-living-allowance (COLA) which provided $1,659 in increases.

MIC ad agency opens Detroit office

DETROIT.—Gordon & Shortt, Inc., is opening a full-service Detroit office near the Renaissance Center to service Motors Insurance Corp., a GMAC subsidiary, and other advertising accounts. A staff of 16 will be headed by Peter Muhlberg, senior vice president who formerly was with Young & Rubicam.

Mitsubishi plans steel plant in U. S.

WASHINGTON.—Nissan's light truck plant in Smyrna, Tenn., is expected to benefit from a Mitsubishi Corp. plan to set up a steel sheet processing and distribution company in Tennessee this year. The plant will process hot and cold rolled sheets in coil, galvanized steel sheets, and electrical steel sheets. Other Japanese steel firms are said to be contemplating a similar move into U. S.-based steel processing.

Zimmer acquires boat builder

POMPANO BEACH, Fla. — Zimmer Corp. has acquired the assets and business of Black Fin Yacht Corp. in an exchange of stock. Black Fin, now a wholly owned subsidiary of Zimmer, manufactures offshore sports fisherman boats from 25 to 40 feet in length. Zimmer produces motor homes, van conversions, luxury automobiles and manufactured housing.

Korean auto industry sets record

SEOUL, Korea.—Korean vehicle makers enjoyed a record year in 1983, according to Korea Trade & Business. Sales increased 37 percent and totaled 211,232, including 24,454 units that were exported. Sales by leading makers were: Hyundai, 106,750; Kia, 63,077; Daewoo, 34,978, and Dong-A, 3,870.

Isuzu pursues joint venture in China

TOKYO. — Isuzu has reached a basic agreement with Mainland China for knockdown assembly of light commercial vehicles, according to a report published here. Isuzu will soon enter into negotiations with China for a joint venture to produce such vehicles there. Isuzu is dealing with two factories of Nanjing Automotive Industry Corp.

It's 27.54 pct. of registrations, lowest since 1979

Import market share slips for year

By Jenny L. King
Staff Writer

Registrations of new imported cars in 1983 dropped to their lowest level of total-market penetration in four years, according to the AUTOMOTIVE NEWS analysis of R. L. Polk & Co. registrations.

Imports claimed 27.54 percent of last year's market in the U.S., down from a record 29.26 percent in 1982 and weakest since 1979 when the imports' share was just 22.63 percent.

New imports totaled 2,457,357 in 1983, up 8.32 percent from 2,268,631 the preceding year.

December import registrations of 238,581 were up 13.16 percent from 210,832 a year earlier. For the month, they captured 26.23 percent of the market, down from 27.54 percent in December of 1982.

Five of the top 10 imports improved their market positions in December as an equal number found themselves slipping. Honda advanced 1.37 percentage points, to 16.77 percent from 15.40 percent. It was the only major Japanese auto maker to report a gain.

The other winners were European: Volvo, up 0.92 percentage points; Mercedes-Benz, up 0.38 percentage points; BMW, up 0.01 percentage points, and Audi, up 0.30 percentage points.

• Top importer Toyota lost 1.58 percentage points, Nissan was down 1.79 percentage points, Mazda dipped 0.96 percentage points, Volkswagen was down 0.15 percentage points and Subaru was down 0.15 percentage points.

Ten imports claimed 88.12 percent of the import market in December, down from 89.77 percent 12 months earlier.

For all of 1983, five makes were up, five off. As of December, Honda was up for the entire year, by 0.02 percentage points. Honda registrations include numbers for Accords built in this country. Nissan scored a greater calendar-year success: Up 0.67 percentage points, to 20.92 percent from 20.25 percent.

In 1983, Volvo increased its share of the market by 0.52 percentage points, Mercedes-Benz was up 0.08 percentage points and BMW was up 0.12 percentage points.

Losing ground were: Toyota, down 1.31 percentage points; Mazda, down 0.09 percentage points; Subaru, down 0.19 percentage points; VW, down 0.80 percentage points, and Audi, down 0.12 percentage points.

Ten imports accounted for 88.86 percent of the 1983 import market, down from 89.96 percent in 1982.

Japanese cars represented 72.97 percent of the import market in December, 1983, down steeply from 77.61 percent a year earlier. German-built cars climbed to 12.23 percent from 11.60 percent, U.S. imports (including VW Rabbits and Honda Accords) rose to 6.32 percent from 3.58 percent and Swedish cars claimed 5.25 percent, up from 4.03 percent.

Imports by country of origin in December, 1983 vs. 1982, were:

	Dec., 1983	Dec., 1982
Japan	174,085	163,631
West Germany	29,168	24,452
United States	16,275	7,555
Sweden	12,626	8,489
France	3,908	4,152
Great Britain	2,045	1,445
Italy	400	895
Ireland	74	214
TOTAL	238,581	210,833

For the entire calendar year, Japan claimed 76.50 percent of the import market in 1983, down from 78.10 percent a year earlier. Numbers of imports from specific countries year to year follows:

	12 Mos., 1983	12 Mos., 1982
Japan	1,879,787	1,771,857
West Germany	258,270	229,340
United States	127,629	96,159
Sweden	118,438	92,283
France	47,608	50,010
Great Britain	15,912	10,522
Italy	8,715	15,064
Ireland	998	3,396
TOTAL	2,457,357	2,268,631

Imported truck registrations were up 14.88 percent December to December: 51,739 vs. 45,039. Numbers from the major manufacturers were:

	Dec., 1983	Dec., 1982
Toyota	18,750	13,451
Nissan	11,894	13,637
Mazda	8,596	4,173
Dodge Ram 50	3,399	.....
Ford Courier	.....	3,420
Others	9,100	10,358
TOTAL	51,739	45,039

Calendar-year imported truck sales were up 12.71 percent for 1983 compared with 1982, to 495,569 from 439,700. The breakout includes:

	12 Mos., 1983	12 Mos., 1982
Toyota	174,860	147,542
Nissan	132,088	106,440
Mazda	70,795	38,058
Dodge Ram 50	32,759	31,975
Others	85,067	115,685
TOTAL	495,569	439,700

Leopold remodels Toyota dealership in Portland area

PORTLAND, Ore. — Irving Leopold has completed a $300,000 remodeling of his Toyota dealership in suburban Milwaukee.

The remodeled structure is elliptical in shape and has a six-car showroom, with all six models in front-row positions.

At one time, Leopold sold the British Motor Car lines, Toyota, Volvo and Rootes Hillman and Sunbeam cars out of a tent, an ancient trailer and a former church building.

The current Leopold operation covers a three-acre site and the newly remodeled building has 18 service stalls. He has a sales staff of 13 and a total of 45 employes.

TOP CARS

U.S. registrations for 12 months, 1983 vs. 1932. Registrations not available for Oklahoma. New York November-December figures from manufacturers' sales records.

1983 Position	Make	1982 Position
1—1,310,503	Chevrolet 1,222,624—	1
2—1,034,732	Ford 889,470—	2
3— 971,229	Oldsmobile 775,702—	3
4— 818,256	Buick 713,671—	4
5— 541,975	Toyota 530,077—	5
6— 536,404	Pontiac 461,149—	6
7— 514,138	Nissan 459,511—	7
8— 397,452	Honda 366,321—	8
9— 395,041	Mercury 316,293—	9
10— 307,633	Dodge 252,183—	10
11— 291,552	Cadillac 240,197—	12
12— 258,684	Plymouth 243,519—	11
13— 254,175	Chrysler 171,878—	13
14— 190,797	AMC 108,706—	17
15— 170,406	Mazda 159,487—	14
16— 148,042	Subaru 140,997—	16
17— 142,397	VW 149,422—	15
18— 97,206	Lincoln 87,820—	18
19— 91,806	Volvo 73,135—	19
20— 72,440	Mercedes 65,148—	20
21— 58,691	BMW 51,409—	21
22— 46,180	Audi 45,310—	22
	Other	
273,830	Imports 227,814	
617	Misc. Dom. 2,499	
8,924,186	TOTAL 7,754,342	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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MARKET SHARES

12 MONTHS
1983 VS. 1982

Make	1983 Market Share	1982 Market Share	Pct. Pt. Change '83 vs. '82
Chevrolet	14.58	15.77	−1.09
Ford	11.59	11.47	+0.12
Oldsmobile	10.88	10.00	+0.88
Buick	9.17	9.20	−0.03
Toyota	6.07	6.84	−0.77
Pontiac	6.01	5.95	+0.06
Nissan	5.76	5.93	−0.17
Honda	4.45	4.72	−0.27
Mercury	4.43	4.08	+0.35
Dodge	3.44	3.25	+0.19
Cadillac	3.27	3.10	+0.17
Plymouth	2.90	3.14	−0.24
Chrysler	2.85	2.22	+0.63
AMC	2.14	1.40	+0.74
Mazda	1.91	2.06	−0.15
Subaru	1.66	1.82	−0.16
VW	1.60	1.93	−0.33
Lincoln	1.09	1.13	−0.04
Volvo	1.03	0.94	+0.09
Mercedes	0.81	0.84	−0.03
BMW	0.66	0.66	.....
Audi	0.52	0.58	−0.06
Other Imports	3.07	2.94	+0.13
Misc. Dom.	0.01	0.03	−0.02
TOTAL	8,924,256	7,754,342	

ITT names Hofbauer regional manager

ST. LOUIS. — James L. Hofbauer, formerly division operations manager, ITT Commercial Finance Corp., has been promoted to regional manager.

Hoffbauer will be responsible for branch operations of the company's Memphis region.

IMPORT REGISTRATION SHARES IN U. S.

	DECEMBER					12 MONTHS				
	Regis., Dec., 1983	Percent Share of Market	Regis., Dec., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 12 Mos., 1983	Percent Share of Market	Regis., 12 Mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Toyota	51,109	21.42	48,483	23.00	− 1.58	541,975	22.06	530,077	23.37	− 1.31
Nissan	44,937	18.84	43,492	20.63	− 1.79	514,138	20.92	459,511	20.25	+ 0.67
Honda	40,005	16.77	32,460	15.40	+ 1.37	397,452	16.17	366,321	16.15	+ 0.02
Mazda	15,034	6.30	15,315	7.26	− 0.96	170,460	6.94	159,487	7.03	− 0.09
VW	14,719	6.17	13,325	6.32	− 0.15	148,042	6.02	140,997	6.21	− 0.19
Subaru	15,558	6.10	13,184	6.25	− 0.15	142,397	5.79	149,422	6.59	− 0.80
Volvo	9,284	3.89	6,265	2.97	+ 0.92	91,806	3.74	73,135	3.22	+ 0.52
Mercedes	8,486	3.56	6,699	3.18	+ 0.38	72,440	2.95	65,148	2.87	+ 0.08
BMW	6,650	2.79	5,852	2.78	+ 0.01	58,691	2.39	51,409	2.27	+ 0.12
Audi	5,446	2.28	4,183	1.98	+ 0.30	46,180	1.88	45,310	2.00	− 0.12
Others	28,353	11.88	21,575	10.23	+ 1.65	273,930	11.14	227,814	10.04	+ 1.10
TOTAL	238,581		210,833			2,457,357		2,268,631		
Share of U. S. Total		26.23		27.54	− 1.31		27.54		29.26	− 1.72

Registrations not available for Oklahoma. New York Nov.-Dec. figures from manufacturers' sales records.

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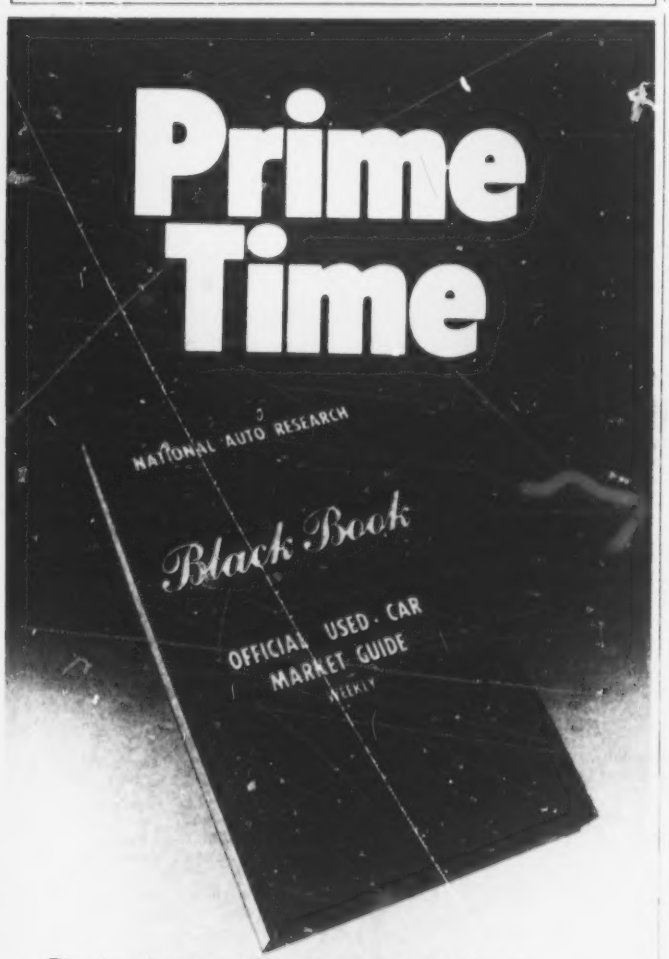
Automotive News
1984 Market Data Book
April 25, 1984

Prime Time



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Full-size and luxury models continue strong

Scarcity of clean units cripples U. C. market

Continued from Page 20

ager at Bill Cook Buick-Mazda, Arlington Heights, Ill., has a harder time explaining why sales are down at his suburban Chicago location.

"It is very slow," said Anderson. "I'm probably sitting with the best line of cars I've had in six or seven months and there is no traffic. Everyone else I have talked to around here is in the same boat and they can't figure it out.

"We've had a lot of new-car buyers, but there is still that guy out there who can't afford to buy a new car and we're not getting that person," he said. "I've been selling older, cheaper cars — '75s, '76s and '77s. I'm selling cars for $1,000, but the nice cars for $5,000 are not selling.

Smith said his February and March sales in Iowa were slowed primarily by heavy snow.

"I had a real good year last year and I expect this year to be better," he said. "But we're getting a real bad start because of the weather."

Nicholson said he has also been plagued by bad weather in Ohio, but speculated that sales have also been suppressed by the red hot new-car market.

"I'm happy to see new-car sales strong," he said. "I don't mind a few slow months here if it means people are buying new cars instead. Some of our problems have resulted from depressed new-car sales."

Several dealers report that full-size and luxury models have been the most reliable sellers so far this spring.

"The market heavies are very strong right now," said Massey. "The subcompacts are very slow and the intermediates decent. But the big cars, the Town Car, Fleetwood, Sedan DeVille, Coupe DeVille, they are really hot."

Massey said those models are selling well in a vintage from 1978 through the current model year.

Wear described the best sellers as "luxury cars, loaded all the way, starting with the '80 model year, but especially '82 and '83."

"Heavy cars are still moving well," said Glover. "If they are nice, clean and have low mileage, they'll sell, and bring good money, too. We sell 60 percent bigger cars."

Several others reported success with well-equipped luxury and full-size models, but a few outlets have had trouble moving big cars.

"The big boats are not what are selling," said Block. "It is going to cost $350 a month on some of those and that is a little too much for a used car."

Block said higher interest rates and shorter-term loans on previously owned cars mean that monthly payments may surpass those of much more expensive new cars.

"The cheaper cars in good condition are selling best," said Anderson. "I couldn't give an Electra or Park Avenue away if my life depended on it. For some reason, I'm sitting with about six big Electras and getting no play on them whatsoever."

Tony Curiale, owner of New Rochelle Dodge, New Rochelle, N. Y., said the luxury cars which draw interest on his used-car lot are not expensive, top-of-the-line editions, but rather such well-equipped mid-sized models as Cutlass, Century, Diplomat and LeBaron.

• Sporty models have begun to emerge as stellar performers in some spring markets. Mills said his Florida dealership has done well with late model Camaros, Challengers, Sapporos and LeBaron convertibles.

"Our hottest cars are the sport models; the convertibles, T-tops and mid-sizes," said Mills. "I think it is because spring is in the air here."

Anderson said he is buying "as many (Mazda) RX-7s as I can get my hands on for the spring market," and several other outlets report no slackening in the demand for used sporty cars.

"Any sport-type car, such as a Camaro, is hot," said Glover. "It doesn't make any difference what year it is. If it is a 1967 model and it is sharp, it will sell. I just sold a '69 Camaro for $4,295."

In Massachusetts, Michaels said he has found acceptance for "anything front-wheel drive," including the much-maligned General Motors X-body models of the early 1980s.

"As soon as we get them, we roll them out," he said.

Smith said his Buick dealership in Iowa has done well with used Skylarks and Citations during the past three years despite negative X-car publicity.

Demand has also been high for GM intermediates, such as the G-body Grand Prix and Cutlass Supreme models, according to Michaels. The Pontiac dealer also noted strong sales for GM station wagons.

Curiale said his Dodge dealership has found plenty of buyers for used K-cars and K-car wagon versions. Block also cited a strong market for "mid-sized FWD cars."

Not all retailers have had trouble moving subcompacts, but few are enthusiastic about small-car sales this spring.

"The late model little cars are cold," said Nicholson. "The older small cars do better once they get down in the transportation bracket. There is no overwhelming supply of buyers for '81 and '82 small cars."

Diesel-powered cars continue to suffer from the stabilization of gasoline prices and bad publicity about the GM 5.7-liter V-8 engine installed in Olds, Cadillac, Chevrolet, Pontiac and Buick models from 1978 through 1981. Several retailers cited continuing slow sales for diesel models in the used-car market.

In general, dealers also reported trouble moving some used vehicles which may be perceived as dull.

"I don't sell a lot of four-door sedans," said Gossett.

"Your normal four-door Chevette and Citation are just plain cold," said Massey.

Used Car Sales
Auction Averages

April to date	$5,244
Month ago	$5,178
Year ago	$5,167

factories list auction dates

American Motors

April 10—Aptco Auto Auction, Taylor, Mich.

April 11—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

April 12—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 13—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

April 17—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

April 18—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

April 19—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

April 24—Aptco Auto Auction, Taylor, Mich.

April 25 — Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason, Ia.

April 26—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 27—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Chrysler Corp.

April 10—Hatfield Auto Auction, Hatfield, Pa.; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

April 11—Butler Auto Auction, Gibsonia, Pa., and Columbus Fair Auto Auction, Obetz, O.

April 12 — Northway Exchange, Clifton Park, N. Y.

April 13—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

April 11—Arena Auto Auction, Chicago, Ill.; Brasher's Southern California Auto Auction, Fontana, Calif., and Clanton's Auto Auction, Darlington, S. C.

April 12—Dallas Auto Auction, Dallas, Tex.

April 17—Harrisonburg Auto Auction, Harrisonburg, Va.

April 18—Concord Auto Auction, Acton, Mass., and Central States Auto Auction, Mason City, Ia.

April 19 — Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

April 24—Aptco Auto Auction, Taylor, Mich.

April 25—Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

April 26—Skyline Auto Exchange, Fairfield, N. J.

General Motors

April 11—Hatfield Auto Auction, Hatfield, Pa.; Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

April 12 — Nashville Auto Auction, Nashville, Tenn.

April 17 — Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

April 18—Metro Auto Auction, Kansas City, Mo.

April 19—Indianapolis Auto Auction, Indianapolis, Ind.

April 25—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C., and Golden Gate Auto Auction, Fremont, Calif.

April 26—Butler Auto Auction, Gibsonia, Pa.

Model breakdown
Auction Averages

	April To Date	March	February
1984	$13,062	$12,302	$10,278
1983	8,211	8,066	8,567
1982	6,271	6,357	6,218
1981	5,406	5,393	5,154
1980	4,459	4,351	4,526
1979	3,764	3,698	3,469
1978	2,690	2,744	2,421
1977	2,295	2,365	1,907
Overall Average	$ 5,244	$ 5,162	$ 5,340

auction directory

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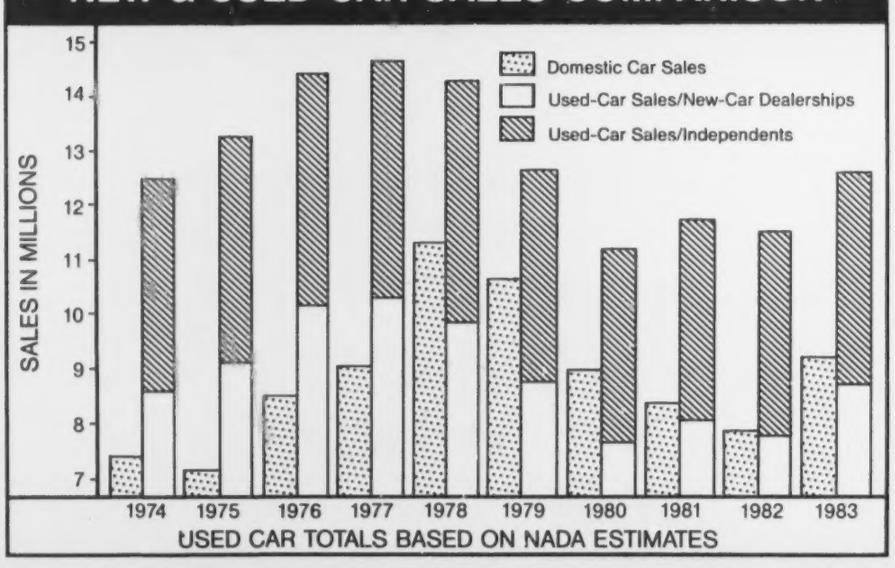
NEW & USED-CAR SALES COMPARISON



Imports down from year ago

Domestic sales up 25 pct. in March

Continued from Page 8

biggest sales surge among the larger domestics. Ford was up 31.31 percent, to 183,537 from 139,779. General Motors was up 27.99 percent, to 449,462 from 351,166. Chrysler Corp. reported 89,253 passenger-car sales, up 8.65 percent from 82,150 a year earlier.

Volkswagen sales were up 12.09 percent, to 7,090 from 6,325, and newcomer Honda again outsold the Rabbit-maker with its 10,034-unit total, up 286.22 percent from 2,598 in 1983.

GM claimed 59.44 percent of the domestic market in March, up from 58.50 percent. Ford had 24.27 percent, up from 23.29 percent. Chrysler slipped back to 11.80 percent from 13.68 percent. Also skidding were AMC, down to 2.22 percent from 3.05 percent, and VW, down to 0.94 percent from 1.05 percent. Honda expanded to 1.33 percent from 0.43 percent.

Both Buick and Oldsmobile announced sales records for March. Olds said the total of 106,337 was second-best for any month in its history. Buick was up 17.06 percent and Oldsmobile was up 14.94 percent over last year.

Pontiac had the largest sales increase among the five GM car diviisons: Up 54.80 percent. Chevrolet was up 43.02 percent, while Cadillac was off 4.19 percent.

At Chrysler Corp., Plymouth sales were down 3.94 percent, Chrysler was up 13.13 percent and Dodge was up 18.20 percent. Ford Motor figures showed Mercury up 35.99 percent, Lincoln up 46.51 percent and Ford Division up 27.96 percent.

AMC was down 62.10 percent, and Renault was up 11.84 percent.

With 27 selling days in the month both this year and in 1983, the recent daily-selling rate of 28,006 was up 25.96 percent from 22,233.

• Import sales in March included monthly records for Audi, BMW, Jaguar, Mercedes-Benz, Saab and Volvo. BMW reported a record first quarter, and Saab and Mercedes had their highest sales for any month in March, 1984.

Nissan sales of 43,024 were down 12.59 percent from 49,223 last year, but put it ahead of arch-rival Toyota whose sales of 39,274 were down 23.75 percent from 51,505. Honda imports were up 22.14 percent for the month and when those 36,592 units were combined with the 10,034 assembled in Ohio, the 46,626-units result was very impressive.

Mazda was down 17.95 percent and Subaru was off 19.09 percent. Volkswagen was up 28.83 percent, Porsche was up 17.12 percent and Peugeot kept just a step ahead of its year ago total: 1,672 vs. 1,629.

The market-class breakdown in March included domestic intermediates with 27.83 percent, imports at 21.54 percent, compacts at 18.05 percent, subcompacts at 14.55 percent, standards at 10.67 percent and luxury models at 7.36 percent.

Excluding imports, the market spectrum featured intermediates at 35.47 percent, compacts at 23.00 percent, subcompacts at 18.54 percent, standards at 13.61 percent and luxury cars with 9.38 percent of the total.

• In the first quarter, GM sales were up 34.69 percent over last year; Ford was up 46.14 percent; Chrysler was up 28.33 percent; AMC was up 2.48 percent; V Wwas up 20.44 percent, and Honda was up 470.73 percent.

GM claimed 58.56 percent of the first quarter, domestic market, down from 59.52 percent a year earlier. Ford earned 24.46 percent, up from 22.92 percent. Chrysler held 11.99 percent, down from 12.79 percent. AMC dropped to 2.48 percent from 3.23 percent. VW sales accounted for 1.05 percent, down from 1.19 percent, and Honda carved out 1.46 percent, up from 0.35 percent.

March 21-31 domestic sales were up 18.30 percent, to 313,443 from 264,963 last year. It was the strongest total for the late-March period since 363,006 in 1979. GM was up 22.18 percent, Ford was up 23.28 percent, Chrysler was down 6.34 percent, AMC was off 19.06 percent, VW was up 21.92 percent and Honda was up more than 400 percent.

Shares of the late-month domestic market included: GM with 58.43 percent, Ford with 24.83 percent, Chrysler with 11.56 percent, AMC with 2.33 percent, Honda with 1.60 percent and VW with 1.25 percent.

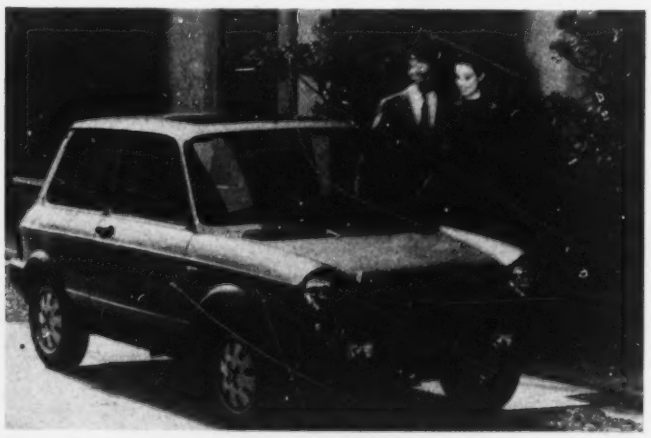
There were 10 selling days in the period both this year and last, yielding a current 18.30-percent increase, to 31,344 from 26,496.

Based on late-March sales, the annualized rate of travel figured to 7,419,000.

Moffatt elected to head auto medicine group

ARLINGTON HEIGHTS, Ill. — Dr. Edward A. Moffatt, of Orinda, Calif., has been elected president of the American Assn. for Automotive Medicine.

Moffatt is president of Biomech, Inc., and formerly was with the General Motors Engineering Staff.



Innocenti goes diesel

Three-cylinder one-liter diesel built by Daihatsu in Japan powers new Innocenti MiniDiesel. It reportedly tops 90 MPG at 55 MPH.

IMPORTED CAR SALES

	March, 1984	March, 1983	3 Mos., 1984	3 Mos., 1983
Alfa Romeo	341	320	709	609
Audi	6,634	3,651	17,296	9,293
BMW	5,890	4,707	15,395	12,607
Conquest/Challenger	375	1,508	1,210	3,724
Plymouth Colt	2,314	2,731	8,024	7,422
Dodge Colt	2,845	3,473	9,215	8,977
Fiat	.....	300	—	1,276
Honda	36,592	29,958	103,842	88,416
Isuzu	1,014	3,023	3,669	5,668
Jaguar	1,786	1,441	3,871	2,958
Lancia	.....	30	.....	175
Mazda	14,930	18,196	40,424	45,483
Mercedes-Benz	7,947	6,954	20,584	16,013
Mitsubishi	3,304	3,222	9,887	7,091
Nissan	43,024	49,223	115,116	135,733
Peugeot	1,672	1,629	4,691	3,761
Porsche	2,319	1,920	6,271	4,940
Renault	1,123	2,422	3,255	5,930
Saab	3,279	2,245	8,415	5,999
Conquest/Sapporo	313	1,173	1,063	2,857
Subaru	11,637	14,383	38,511	38,642
Toyota	39,274	51,505	119,145	135,954
Vista	777	.....	2,959	.....
Volkswagen	10,487	8,140	28,176	20,737
Volvo	9,742	8,265	27,238	22,931
TOTAL	207,619	220,479	588,966	587,196

Canadian UAW goes independent in negotiations

Continued from Page 3

like executives and it infers that if you get into profit sharing there is going to be some great equalization. That is nonsense. It is not going to happen."

Another program negotiated in the U. S. in 1982 was language on outsourcing, but White said that is not of any interest to the Canadians. He said that kind of program should be left up to the government in the form of local content.

The UAW, auto companies and other groups are currently pushing the Canadian Government to pass 85 percent local-content legislation.

"We will raise the issue with the corporation if we think they are taking something out," White said. "As far as I'm concerned, the question is whether or not our country is going to make a decision on future trading relationships. We cannot assume that responsibility in bargaining.

"If GM, for example, decides to shut down a plant in Canada, we cannot prohibit them from doing that. We can write the language but they aren't going to agree to it."

DOMESTIC CAR SALES

	March 19 to March 30, 1984	Same Period, 1983	March, 1984	Same Month, 1983	Jan. 1 to March 30, 1984	Same Period, 1983
Alliance	.....	6,770	8,781	13,332	18,481	33,008
Encore	.....	.....	6,130	.....	13,077	.....
Renault Total	6,509	6,770	14,911	13,332	40,840	33,008
Spirit	.....	.....	.....	479	.....	1,599
Concord	.....	.....	.....	1,224	.....	4,234
Eagle	.....	.....	1,877	3,250	3,672	8,204
AMC Total	804	2,265	1,877	4,953	5,735	14,037
AMERICAN MOTORS	7,313	9,035	16,788	18,285	49,501	43,085
Horizon	3,157	2,093	7,758	4,256	20,936	9,430
Turismo/TC3	1,946	1,592	4,193	3,341	10,905	7,177
Reliant	5,071	9,030	14,001	18,306	38,960	39,448
Plymouth	435	962	1,271	2,436	3,016	5,451
Plymouth Total	10,609	13,677	27,223	28,339	73,817	61,506
Laser	2,287	.....	4,688	.....	13,269	.....
LeBaron K	3,869	3,828	8,840	8,094	23,150	18,207
Cordoba	.....	828	.....	1,792	136	3,813
Fifth Avenue	2,879	4,105	6,840	8,518	17,312	19,406
E-Class	1,227	1,548	2,966	3,306	8,179	9,044
New Yorker E	2,076	1,591	4,918	3,264	13,357	5,545
Chrysler Total	12,338	11,900	28,252	24,974	75,403	56,015
Total Imperial	.....	106	.....	260	.....	557
Omni	2,480	1,828	6,278	3,953	17,328	8,701
Charger/024	2,125	1,790	4,928	3,785	12,819	8,101
Daytona	2,033	.....	4,341	.....	11,167	.....
Aries	3,522	4,998	10,556	11,020	30,214	29,207
Dodge 400	930	1,516	2,281	3,335	5,546	7,591
Diplomat	936	1,173	2,288	2,842	3,942	6,523
Mirada	.....	280	.....	634	282	1,360
Dodge 600	1,246	1,403	3,106	3,008	8,551	6,728
Dodge Total	13,272	12,988	33,778	28,577	89,849	68,211
CHRYSLER CORP.	36,219	38,671	89,253	82,150	239,069	186,289
EXP	1,115	989	2,493	2,104	5,043	4,734
Escort	13,822	15,723	32,558	32,791	86,089	78,756
Mustang/Mustang II	4,396	5,296	11,184	11,876	34,116	28,327
Tempo	10,035	.....	23,818	.....	66,051	.....
Fairmont	.....	3,721	.....	7,362	.....	24,449
Granada	.....	1,471	.....	1,905	.....	3,578
Thunderbird	7,341	4,144	15,705	10,184	41,729	15,814
LTD '83	8,443	5,769	18,755	13,726	48,738	35,251
Crown Victoria	7,244	6,087	16,029	14,255	39,644	33,478
Ford Division	52,396	43,200	120,541	94,203	322,410	224,387
LN7	.....	378	.....	675	.....	1,645
Lynx	2,569	3,921	6,447	7,878	16,932	18,639
Topaz	2,882	.....	7,199	.....	18,978	.....
Zephyr	.....	998	.....	2,598	.....	8,452
Cougar	.....	267	.....	349	.....	835
XR-7	4,422	2,138	10,368	5,548	28,868	8,053
Capri	590	988	1,808	2,223	5,591	6,063
Marquis '83	3,533	2,135	9,074	5,054	24,975	13,442
Grand Marquis	5,865	4,860	13,957	11,607	34,524	28,585
Total Mercury	19,861	15,685	48,853	35,923	129,868	85,714
Continental	801	859	2,052	1,809	5,607	4,941
Lincoln	3,696	2,111	8,930	4,889	19,076	11,858
Mark VII	1,067	1,268	3,161	2,955	10,966	6,989
Lincoln Total	5,564	4,238	14,143	9,653	35,651	23,788
L-M Division	25,425	19,923	62,996	45,576	165,519	109,502
FORD MOTOR	77,821	63,123	183,537	139,779	487,929	333,889
Skyhawk J	4,579	2,829	10,946	6,925	25,373	16,493
Skylark	3,562	3,196	8,996	9,194	24,065	23,004
Century	10,635	4,267	21,339	11,043	51,990	27,209
Regal	7,247	8,388	18,155	21,772	51,201	55,542
LeSabre	6,120	5,113	15,279	13,270	41,031	32,689
Electra	2,342	2,597	5,807	6,415	18,760	15,965
Riviera	2,151	1,690	5,053	4,487	13,956	11,572
Buick Division	36,636	28,080	85,575	73,106	226,376	182,474
Cimarron	661	746	1,572	1,741	4,849	4,494
Seville	1,353	1,226	3,226	2,835	8,056	6,677
Cadillac	6,794	7,400	16,037	17,093	45,178	40,019
Eldorado	2,478	2,782	5,920	6,256	17,090	15,102
Cadillac Division	11,286	12,154	26,755	27,925	76,073	66,292
Chevette	9,670	6,650	20,624	15,512	50,352	40,776
Cavalier	14,225	7,933	33,387	17,843	84,750	42,401
Citation	6,550	3,624	15,216	8,206	26,447	25,368
Camaro	7,116	7,299	18,684	15,736	48,432	37,956
Celebrity	13,227	5,420	32,135	11,485	79,014	30,133
Malibu	55	4,415	135	10,830	676	26,868
Monte Carlo	5,695	4,066	14,052	9,283	36,286	23,011
Chevrolet	9,909	9,501	23,169	21,595	62,540	51,004
Corvette	1,116	867	2,745	1,487	7,553	3,414
Chevrolet Division	67,563	49,775	160,147	111,977	396,151	280,931
Firenza	1,894	1,773	5,481	3,779	14,511	9,464
Omega	1,500	1,836	3,964	4,763	11,044	12,109
Cutlass Ciera	9,169	6,319	25,174	14,243	64,667	35,941
Cutlass Supreme	11,443	14,142	35,133	32,334	97,113	80,811
Olds 88	9,316	9,704	25,455	22,889	66,996	56,275
Olds 98	2,011	4,593	7,732	10,830	27,272	27,104
Toronado	1,231	1,605	3,398	3,681	9,975	9,102
Oldsmobile Division	36,564	39,972	106,337	92,519	291,578	230,806
Fiero	4,872	.....	11,316	.....	29,051	.....
1000	1,104	1,381	2,568	3,060	6,909	7,847
2000	5,218	3,439	11,927	7,903	28,205	17,145
Phoenix	566	928	1,308	2,283	3,474	6,727
Firebird	4,539	3,935	10,370	8,708	25,611	20,324
6000	5,699	3,422	13,010	7,572	32,805	16,927
Bonneville	3,100	3,198	6,994	7,620	19,056	17,895
Grand Prix	3,545	3,624	7,741	8,493	19,619	19,828
Pontiac	2,459	.....	5,414	.....	13,143	.....
Pontiac Division	31,102	19,927	70,648	45,639	177,873	106,693
GENERAL MOTORS	183,151	149,908	449,462	351,166	1,168,051	867,196
VOLKSWAGEN	3,933	3,226	7,090	6,325	20,963	17,405
HONDA	5,006	1,000	10,034	1,900	29,096	5,098
DOMESTIC TOTAL	313,443	264,963	756,164	593,605	1,994,609	1,456,922
IMPORT TOTAL	.....	.....	207,619	220,479	588,966	587,196
INDUSTRY TOTAL	.....	.....	963,783	820,782	2,583,575	2,044,118

†Estimate

Car production highest since 1979 for both periods

Output climbs for March, quarter

By Joe Wilssens
Staff Writer

Domestic auto makers finalized production totals for March at 801,845 units, substantially higher than earlier estimated. The total build for the month was 39.50 percent over the 574,535 assembled in the comparable 1983 month.

It was the highest total for any month since 826,678 units were completed in June, 1979, and the best showing for March since 889,775 were finished in 1979.

The manufacturers assembled 2,175,643 cars in the first quarter this year, up 44.64 percent over last year's 1,504,278. It was the highest first quarter production since 2,415,422 were built in the first three months of 1979.

With overtime hours scheduled at 19 assembly facilities last week, domestic manufacturers slated production of 170,351 units, down 6.29 percent from 181,775 built the previous week, but 35.52 percent better than 125,702 units finished during the year-ago week.

So far this year, 2,345,964 cars have been completed, a 43.54 percent gain from 1,634,385 units finished at this time last year.

Breakdown for the week by company was: General Motors, 56.52 percent, Ford Motor Co., 22.57 percent; Chrysler Corp., 15.17 percent; American Motors, 2.82 percent; Honda, 1.54 percent, and Volkswagen of America, 1.38 percent.

Facilities working two Saturday (April 7) overtime shifts at GM were Detroit, Flint (B, D and G lines), Framingham (Mass.), Lordstown (O.), Oklahoma City and Van Nuys (Calif.).

Eight Ford plants put in extra daily hours last week. They were: Atlanta, Chicago, Dearborn, Edison (N. J.), Kansas City, Lorain (O.), St. Louis and Wayne (Mich.). Atlanta, Kansas City and Wayne also scheduled Saturday overtime.

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2 worked two 9-hour daily shifts while Jefferson (Detroit) worked two 8½-hour daily shifts last week. Newark also worked two 8-hour overtime shifts on Saturday.

Chrysler dealt 2 setbacks on GM-Toyota documents

WASHINGTON.—Chrysler Corp. was dealt two setbacks by the FTC last week, in the company's efforts to secure documents pertaining to the FTC's handling of the General Motors-Toyota joint venture (JV) investigation.

Chrysler is suing GM and Toyota to stop the venture.

The FTC denied a Feb. 7 request by Chrysler for information about the status of waiting periods required by the Hart-Scott-Rodino Act before GM and Toyota may begin their joint venture.

Chrysler had also asked to know the nature of the documents and the questions the FTC asked Toyota concerning the venture, and to what extent Toyota complied with the FTC's inquiries.

On Feb. 22 Chrysler filed a second petition with FTC—also denied—asking the commission to extend the public comment period on the JV and for reconsideration of the FTC's decision not to release certain material associated with the investigation.

Regarding Toyota's cooperation, the FTC told Chrysler that nothing in its rules or statutes provides for an inquiry into FTC procedures.

As far as the FTC's deletion of material from the public record was concerned, the agency said the deleted material was properly withheld under (commission) standards."

Mack increasing truck production at three plants

ALLENTOWN, Pa. — Mack Trucks, Inc., has announced production increases that will boost output 30 percent above March levels when fully implemented early in July.

Production, which had been 116 units a day at assembly plants in Pennsylvania and Oakville, Ont., has been increased to 132 units a day. On June 18, it will be stepped up to 149 units and on July 2, it will rise to 152.

Mack said the July rate will approach the company's alltime production high of 166 units a day set in 1979, the best year ever for sales of heavy trucks in the U. S.

Production of 47 units a day scheduled for June at the Macungie (Pa.) plant will mark the highest utilization of capacity since the plant was opened in 1975.

In July, the Allentown plant will be building 83 units a day and the Canadian facility will be turning out 22, Mack said.

9 truck plants work overtime; 60,874 assembled

Nine truck plants scheduled overtime hours last week enabling domestic truck manufacturers to complete 60,874 units. The total was down 5.71 percent from the previous week's 64,560, but led the year-ago week's 42,135 build by 44.47 percent.

Year-to-date, 866,569 trucks have been completed, 56.59 percent better than 553,408 finished during the year-ago period.

All six of Ford Motor Co.'s truck assembly facilities worked additional daily hours last week with the Kansas City plant also putting in extra hours Saturday (April 7).

At General Motors, Lordstown (O.) and Pontiac No. 5 worked two Saturday overtime shifts while the company's Detroit facility worked one overtime shift Saturday.

Canadian output holds steady with 24,136 for week

Canadian auto makers slated production of 24,136 cars last week, down 30 units from the prior week's 24,166. The total was 22.28 percent better than 19,739 assembled in the year-ago week.

To date this year, the manufacturers have built 309,621 autos, up 21.09 percent from the 255,699 completed during the same period last year.

Truck assembly last week was targeted at 17,617 units, 4.26 percent ahead of 16,898 built the previous week and a strong 48.13 percent improvement over 11,893 trucks completed in the year-ago week.

So far this year, truck production has climbed to 232,400 units, a 76.29 percent improvement over the 131,828 trucks assembled at this time in 1983.

Chrysler Corp. estimated production of 2,370 Dodge Caravans, 2,190 Plymouth Voyagers and 912 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 60,225.

CANADIAN CAR PRODUCTION

	Week Ended April 7, 1984	Week Ended April 9, 1983	Week Ended March 31, 1984	March Total	Jan. 1 to April 9, 1983	Jan. 1 to April 7, 1984
AMERICAN MOTORS	660	649	610	2,072	7,170	7,628
CHRYSLER CORP.	.....	5,706	.....	.....	59,535	.....
FORD MOTOR	9,800	296	9,820	41,234	43,537	112,023
GENERAL MOTORS	13,511	12,863	13,577	59,899	142,397	186,910
VOLVO	225	225	225	990	3,060	3,060
Total Cars, Canada	24,136	19,739	24,166	104,195	255,699	309,621

TRUCK PRODUCTION IN U. S.†

	Week Ended April 7, 1984	Week Ended April 9, 1983	Week Ended March 31, 1984	March Total	Jan. 1 to April 9, 1983	Jan. 1 to April 7, 1984
CHEVROLET	18,627	17,171	20,324	82,009	191,918	278,900
DODGE	4,100	3,224	4,252	18,866	34,222	57,634
FORD	23,606	13,550	24,924	111,078	218,416	326,163
GMC	6,744	5,889	6,920	30,022	66,116	88,697
INTERNATIONAL	1,647	1,025	1,713	6,847	12,538	19,968
VOLKSWAGEN	.....	226	.....	.....	1,245	.....
JEEP	3,500	.....	3,523	17,229	15,303	53,594
NISSAN	1,600	.....	1,854	8,512	.....	26,063
AM GENERAL	50*	50*	50*	220*	650*	750*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,400*	13,000*	14,800*
Total Trucks, U. S.	60,874	42,135	64,560	279,183	553,408	866,569

CANADIAN TRUCK PRODUCTION

	Week Ended April 7, 1984	Week Ended April 9, 1983	Week Ended March 31, 1984	March Total	Jan. 1 to April 9, 1983	Jan. 1 to April 7, 1984
CHRYSLER CORP.	8,124	3,228	7,228	34,936	36,252	97,108
FORD MOTOR	3,100	2,972	3,133	14,723	33,740	45,231
GENERAL MOTORS	6,248	5,447	6,391	28,032	60,058	88,113
INTERNATIONAL	145	246	146	646	1,778	1,948
Total Trucks, Canada	17,617	11,893	16,898	78,337	131,828	232,400
N. American Trucks	78,491	54,028	81,458	357,520	685,236	1,098,969

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended April 7, 1984	Week Ended April 9, 1983	Week Ended March 31, 1984	March Total	Jan. 1 to April 9, 1983	Jan. 1 to April 7, 1984
AMERICAN MOTORS	4,800	2,652	4,795	19,029	46,852	55,598
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	2,652	4,795	19,029	42,781	55,598
Alliance	2,750	2,652	2,723	10,709	42,781	29,547
Encore	2,050	.....	2,072	8,320	.....	26,051
CHRYSLER CORP.	25,850	19,454	29,077	124,360	211,213	363,637
Plymouth Total	7,350	7,316	8,528	35,738	80,161	107,167
Horizon	2,600	2,633	3,602	14,933	26,256	43,321
Reliant	4,100	4,622	4,339	18,200	53,048	56,765
Caravelle†	150	61	236	895	857	2,428
Gran Fury	500	.....	351	1,710	.....	4,653
Chrysler Total	8,500	5,246	9,496	42,515	48,511	119,648
LeBaron	2,300	2,253	2,281	11,644	23,168	35,254
Laser	1,400	.....	1,552	7,191	.....	22,420
Chrysler E-Class	2,300	2,993	2,664	11,048	25,343	30,185
Fifth Avenue	2,500	.....	2,999	12,632	.....	31,789
Dodge Total	10,000	6,892	11,053	46,107	82,541	136,822
Omni	3,200	2,015	3,430	14,297	26,083	41,335
Aries	3,400	3,001	3,348	14,555	36,918	45,663
Daytona	1,000	.....	1,455	5,635	.....	17,769
Dodge 400	.....	1,002	.....	.....	8,354	.....
Dodge 600	1,800	874	1,921	7,962	11,186	23,451
Diplomat	600	.....	899	3,658	.....	8,604
FORD MOTOR	38,438	28,655	40,146	173,321	376,206	477,231
Ford Division	24,606	18,727	26,188	114,287	246,163	314,442
Escort	7,388	4,164	8,055	34,359	68,734	97,478
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,219	1,725	2,942	12,660	34,106	34,228
LTD	4,243	4,631	5,526	22,394	47,739	66,573
Thunderbird	3,697	5,841	3,521	16,276	47,677	44,537
EXP	553	.....	639	2,670	1,008	9,437
Crown Victoria	1,724	2,366	1,749	8,073	23,171	22,812
Tempo	3,782	.....	3,756	17,855	.....	39,377
L-M Division	13,832	9,928	13,958	59,034	130,043	162,789
Mercury Total	10,881	8,259	9,777	41,446	101,309	116,253
Lynx	1,494	1,116	1,458	6,565	17,138	19,753
Capri	436	341	362	1,657	5,993	4,761
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,710	1,838	1,759	9,082	17,747	28,055
Cougar	3,019	3,136	2,889	11,551	20,619	26,262
Grand Marquis	1,869	1,828	1,879	7,864	30,895	25,933
LN7	.....	.....	.....	.....	316	.....
Topaz	1,353	.....	1,430	4,727	.....	11,489
Lincoln Total	2,951	1,669	4,181	17,588	28,734	46,536
Continental	539	180	744	3,195	5,582	8,508
Lincoln	1,846	1,044	2,616	10,997	13,145	25,902
Mark VI/VII	566	445	821	3,396	10,007	12,126
GENERAL MOTORS	96,288	72,118	102,332	462,455	967,422	1,384,049
Buick Division	19,819	16,286	21,342	95,464	227,058	293,793
Skylark	1,795	.....	1,823	9,146	23,982	27,371
Skyhawk	3,155	1,301	3,731	16,414	19,002	46,946
Century	4,666	3,531	4,277	20,901	43,671	63,872
Regal	4,770	5,296	4,643	20,554	66,976	63,842
Buick	3,743	5,229	4,841	20,878	63,196	70,704
Riviera	896	929	1,218	5,179	10,231	16,379
Electra (fwd)	794	.....	809	2,392	.....	4,679
Cadillac Division	6,621	6,449	8,252	33,232	94,242	96,637
Cimarron	345	522	390	1,683	7,139	5,877
Seville	883	740	942	3,981	9,985	11,601
Eldorado	1,680	1,555	1,673	7,138	21,600	21,282
Cadillac	2,603	3,632	4,222	17,598	55,518	52,651
DeVille (fwd)	1,110	.....	1,025	2,832	.....	5,226
Chevrolet Division	36,008	21,827	33,746	147,750	289,253	468,744
Chevette	5,671	.....	4,867	20,996	53,706	62,986
Cavalier	8,959	6,141	9,211	38,366	56,483	116,667
Celebrity	6,764	2,578	5,067	26,096	18,838	84,221
Camaro	6,314	4,101	5,251	23,048	48,920	74,773
Citation	2,815	1,983	2,717	11,077	31,811	29,759
Malibu/El Camino	852	3,116	840	3,494	38,469	9,606
Monte Carlo	1,376	2,055	2,636	11,820	23,974	47,875
Chevrolet	2,692	1,238	2,375	9,672	12,558	32,974
Corvette	565	615	782	3,181	4,494	9,883
Oldsmobile Division	23,620	20,711	26,512	118,766	259,282	355,010
Omega	1,175	.....	1,278	5,798	17,601	14,996
Firenza	2,393	1,111	2,008	7,282	11,590	21,794
Cutlass Ciera	5,847	4,986	6,453	28,277	45,848	76,194
Oldsmobile	5,005	7,610	4,983	32,760	95,848	115,398
Olds 98 (fwd)	1,289	.....	888	2,136	.....	4,974
Toronado	965	744	1,022	4,342	11,230	12,783
Pontiac Division	10,220	6,845	12,470	67,243	97,587	169,865
Acadian†	300	.....	330	1,678	4,821	4,769
2000 Sunbird	2,824	2,035	3,586	14,764	23,749	41,860
1000	1,061	.....	758	3,844	10,454	11,871
Firebird	2,686	1,899	2,222	9,784	24,118	31,591
Phoenix	385	849	392	1,717	8,271	4,772
Gr. Prix/Bonneville	.....	2,062	1,660	17,564	26,174	29,733
Parisienne	264	.....	535	6,123	.....	10,426
Fiero	2,700	.....	2,987	11,769	.....	34,843
HONDA	2,625	790	3,043	12,264	6,741	32,752
VOLKSWAGEN	2,350	2,033	2,382	10,416	25,951	32,697
Total Cars, U. S.	170,351	125,702	181,775	801,845	1,634,385	2,345,964
Total Cars, Canada	24,136	19,739	24,166	104,195	255,699	309,621
N. American Cars	193,377	145,441	204,906	906,040	1,890,084	2,655,585
N. American Trucks	78,491	54,028	81,458	357,520	685,236	1,098,969
North American Cars and Trucks	271,868	199,469	286,364	1,263,560	2,575,320	3,754,554

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Future Ford

Jim Dunne

LTD replacement

Designed and built for the upper-middle U. S. market, the front-drive Taurus replaces the rear-drive LTD in Ford's 1986 lineup. With a 106-inch wheelbase and overall length of 195 inches, the four-door sedans and station wagons will be driven by standard four-cylinder engines. A six is optional. Mercury's counterpart is tagged Sable.

But actual count edges upward

Stockpile cut to 56 days

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers managed to add some new cars to the stockpile of U. S.-built units during March, but sales were strong enough to trim the inventory to a 56-day supply April 1, down from 59 days a month earlier.

The April 1 inventory totaling 1,579,155 units, compared with 1,537,290 a month earlier. A year ago, the domestic new-car inventory totaled a much lower 1,235,313 units on April 1, but the 55½-day supply almost equaled this year's.

There were shortages in some lines and longer waits for orders than customers like, but by and large the industry prefers these kinds of problems to those caused by burdensome stocks.

While certain models were in short supply, the overall inventory was remarkably well-balanced, both among the corporate makers and among the market segments.

The decline in the supply during March was entirely the result of General Motors trimming its inventory to a 53-day supply from a 58-day stock a month earlier. All other corporate makers increased their days-supply figures, except Ford Motor Co., which remained unchanged at 57 days.

The GM trim was accomplished despite the fact that the corporation actually had more units in stock April 1 than it had March 1. But a stronger selling rate resulted in the lower days-supply figures.

Ford Motor Co. added some 12,000 vehicles to its new-car inventory, but its stockpile held steady at 57 days, again because of a higher sales rate.

At GM, individual car line stocks ranged from 12 days for Fiero, which was shortest in the industry, to 112 days for Cimarron, heaviest in the industry.

Shortest at Ford Motor Co. was the Lincoln Town Car at 21 days, while its heaviest was also a Lincoln, the Mark VII, at 85 days.

Chrysler Corp. had a 67-day supply April 1, up from 65 days a month earlier. Chrysler's stocks ranged from a 37-day supply of Plymouth Gran Furys to an 87-day stock of Dodge 600s.

American Motors had an 86-day supply of cars April 1, up from 70 a month earlier, while

Table on Page 67.

Volkswagen of America was up to 100 days from 88 and Honda had managed to build up a 20-day supply of U. S.-built Accords, from 13 days March 1.

The April 1 domestic new-car inventory was divided this way: GM, 56.00 percent; Ford Motor Co., 24.45 percent; Chrysler Corp., 14.01 percent; AMC, 3.39 percent; VWoA, 1.67 percent, and Honda, 0.48 percent.

A month earlier, the domestic inventory was divided as follows: GM, 56.85 percent; Ford Motor Co., 24.36 percent; Chrysler Corp., 13.54 percent; AMC, 3.38 percent; VWoA, 1.53 percent, and Honda, 0.34 percent.

• By size class, subcompact and compact segments were above the industry average in days supply and intermediate, standard and luxury below it, but

Continued on Page 67, Col. 2

Service Index scores history's biggest gain

By Francis J. Gawronski
Service Editor

A long-standing Service Index record was shattered in February when the service and parts business in the nation's new-car dealerships increased by 26.2 percent over the volume reported for the same month in 1983.

The highest previous rate of increase for any month since the Service Index was established by Automotive News in 1961 occurred in November, 1971, when volume jumped 22.1 percent over that for same year-earlier month.

February also marked the 10th consecutive month in which shop volume registered an increase over the year-earlier month.

Dealers attributed February's record advance to a variety of reasons. However, the most frequently mentioned reason was the general improvement in the economy.

"People really believe the recession is over and are spending more for the repair of their cars," a dealer in the East noted. "Gasoline prices have stabilized at a reasonable price and people are driving more and spending more on their vehicles."

Another dealer said the upswing in new-car sales during the past year has a direct bearing on increased shop volume "because people are bringing their vehicles into the dealer-

Continued on Page 69, Col. 3

SERVICE INDEX
126.2*

	Feb., '84 vs. Feb., '83	2 mos., '84 vs. 2 mos., '83
Gross Profit on All Labor and P&A Sales	+25.6%	+22.0%
Repair Orders Written	+22.0%	+14.5%
Total Labor Sales (Customer & Warranty)	+24.1%	+18.5%
Shop Parts Sales (Customer & Warranty)	+31.5%	+26.6%
Sales of All Parts and P&A	+28.7%	+27.6%

*—Survey by Automotive News shows that dealers' service and parts business in Feb., 1984, was 126.2 percent of business in Feb., 1983. Service business in the two months of 1984 was 122.0 percent of business in the corresponding period in 1983.

GM-Toyota venture wins FTC blessing

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — As expected, FTC, by a vote of 3 to 2, last week gave its final approval to the General Motors-Toyota joint venture to build small cars at GM's plant in Fremont, Calif.

But, in fact, the actual incorporation of NUMMI (New United Motor Mfg., Inc.) occurred Feb. 22 because the commission voted—again by that 3-to-2 margin—to allow it to happen before the end of the waiting period required by the Hart-Scott-Rodino Act.

Controversy is still swirling about both actions and Chrysler Corp. has filed suit to block the deal and to force the FTC to release more data.

Rep. James J. Florio, New Jersey Democrat, has introduced a bill for a moratorium on mergers and joint ventures (specifically ones like the GM/Toyota deal). But even if it were to beat all odds and become law this year, neither it nor the Chrysler suit would be likely to have any effect. Once an omelet is made, it is difficult to return it to eggs.

Chrysler last week said that the FTC action "comes as no surprise. It merely confirms that this whole sad story has demonstrated from the beginning that these three commissioners are determined not to be confused by the facts."

Chrysler said it continues to believe that the GM-Toyota venture is an illegal combination between two of the three biggest and strongest car companies in the world and that it "clearly violates the nation's antitrust laws."

GM Chairman Roger B. Smith will be in Japan this week. He will visit Isuzu and Suzuki and will make a "courtesy call" at Toyota.

• The reality is that NUMMI will exist for 12 years (from the date the first car is made or

Continued on Page 69, Col. 1

New Buick, Olds and Cadillac models draw upscale import trades

GM C-cars enjoy rousing welcome

By Richard Johnson
Staff Writer

Customer response to General Motors' new front-wheel-drive C-cars has been excellent in the first days since the downsized Buicks, Oldsmobiles, and Cadillacs went on sale, according to an Automotive News survey.

Enthusiasm is tempered somewhat by limited availability of the 1985-model luxury cars, which include the Oldsmobile Ninety-Eight Regency and Regency Brougham, Buick Electra, Electra T-type and Park Avenue, and Cadillac DeVille and Fleetwood.

But while supplies are low, GM has plans to nearly double the current output of front-drive C-cars, and most dealers say they expect the new-generation autos to be plentiful by early summer.

Meanwhile, many retailers are breathing a sigh of relief over the way the C-cars have been received since they went on sale April 5.

Several dealers have admitted

Continued on Page 68, Col. 1

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breaking news

$4,995 is target of Chevy Sprint in Puerto Rico

SAN JUAN, Puerto Rico.—Chevrolet this week will introduce its new Chevrolet Sprint here at an aimed-for price of $4,995. Currently, the lowest-priced General Motors car in Puerto Rico is a Chevette at $6,400. In the U. S., Chevrolet prices a Chevette Scooter at $4,990.

Coming: A Golf that will go

DETROIT.—Coming down the road from Wolfsburg and Troy: A Golf GTI powered by a 16-valve 1.9 liter engine for the U. S. Gauges will be digital, tires lower profile. Engineers are working on the GTI now, but it won't be the first GTI with the new Golf body. That one is due next year, and will be powered by an engine with more pep than the present 1.8-liter. The 1.8 will be standard on all Golfs next year.

GM buyers get $10,000 seat-belt insurance

DETROIT.—In an effort to increase seat-belt usage, General Motors is including a one-year $10,000 seat belt user insurance certificate at no extra cost with every new GM car

See BREAKING NEWS, Page 8, Col. 1

Will build cars for three divisions

Olds Lansing complex prepares for GM20

By Jenny L. King
Staff Writer

LANSING. — The plant where America's most popular car in 1983 was built is shut down. It will reopen in a few weeks with all-new products being assembled on the lines, including makes never before built on these premises.

Oldsmobile's Olds/Fisher-Lansing complex, site of Cutlass Supreme assembly until the first week in April, is the new home of the 1985 GM20 cars. The complex will continue to have a 120 car-per-hour capacity after change-over and it will remain GM's largest car assembly facility in North America, according to Oldsmobile.

But for the first time in its almost nine-decade history, Oldsmobile will put together cars other than its own.

"We have never assembled Buicks, Pontiacs or any other division's nameplates," said James C. Rucker, director of products, strategic and business planning at Oldsmobile.

"Thus, GM20 will change that 86-year tradition. Now, we will build GM20 cars for three divisions — Oldsmobile, Buick and Pontiac," the GM20 program manager told reporters at a plant preview.

Six speakers described the technology and procedures and the role of employes in the new cars, the Oldsmobile Calais, Buick Somerset Regal and Pontiac Grand Am.

Mid-May, the body parts lines are expected to be functioning. June 18 is target date for completion of the first production GM20 car.

Sixty-one test vehicles already have been built, Rucker told his audience of newspaper reporters and various GM management and labor representatives.

"The prototypes were built with the help of some of our assembly plant hourly personnel. This is double innovation," he said. "Sixty-one is a large number of test vehicles, and prototypes are usually built by engineers, not by assembly plant people."

Some three million hours of training for both Oldsmobile and Fisher Body-Lansing people precedes startup of the GM20 run. Training began a year ago with persons who would be installing the new equipment.

The current educational efforts focus on 2,500 hourly and salaried employes, for a minimum of 80 hours each, who will be most directly involved in assembly of the new two-door passenger cars.

The Oldsmobile/Fisher-Lansing facilities will be the most integrated of any GM plant location, according to Oldsmobile. All major sheet metal parts for the cars will be produced at Oldsmobile's stamping plants and shipped next door to the Fisher facility four times a day.

There, the sheet metal parts will be assembled into bodies, painted, trimmed — with 70 percent of the welding work done by robots, compared with the recent 10 percent — then trucked immediately to Olds' two final assembly plants less than two miles away.

• The Fisher-Lansing and Oldsmobile facilities will use more robots than now are on line in any other GM assembly facility: A total of 219.

A "master cube" measures sheet metal fits and general build specifications. Tens of thousands of mathematical data points, plotting the perfect GM-20 vehicle, are computer-stored. A scanner, large enough to encompass the entire vehicle being tested, has the ability to scan the metal surfaces and compare them with the master data base.

The cube serves a number of functions, beginning as a gauge with prototype parts. It is a diagnostic tool prior to production and will be a watchdog helping maintain process control once production begins.

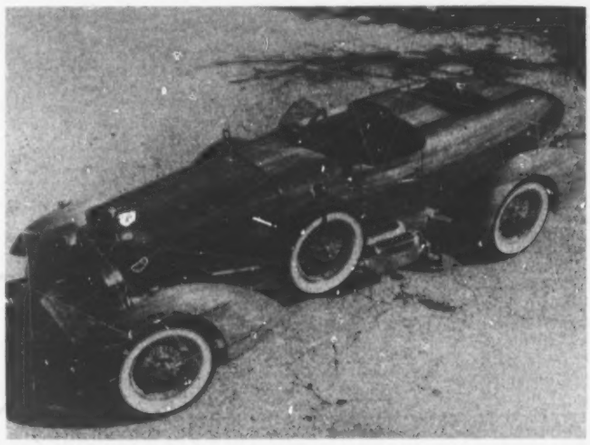
Extensive application of an Automatic Guided Vehicle System will allow major portions of the new cars to be built in station, with each operator able to stop the process to make immediate corrections as needed.

Vendors are expected to ship 100 percent to specification, Rucker said. No receiving inspection is planned.

Fisher Body's $80-million paint department addition features a clean room enclosing all paint preparation and spray booth areas. There, temperature and humidity levels will be automatically controlled and, with positive atmosphere, air flows out rather than in when any door is opened.

Other similar precautions reduce the risk of contamination in the multi-coat high-gloss enamel paint processing technique.

The Oldsmobile Calais, to be marketed primarily to 25-to-44-year-olds, will be available as a two-door with choice of two engines and manual or automatic transmission in the 1985 model year. Four-door sedans are planned the following year.



An automotive sculpture

Camelot Classics Corp., Ventura, Calif., handcrafted this automotive sculpture called the Phariance. It is constructed of hickory, Honduran mahogany and brass and is the result of a two-year effort by Camelot's founders, Fritz R. Huntsinger and Ray Kinney. It will be on display at museums and art galleries.

Luxury cars, trucks figure in House tax bill

WASHINGTON.—The House has passed a mammoth tax bill designed to increase revenues by $49.2 billion over the next four years.

The bill would limit tax credits and deductions on luxury cars used for business purposes to $21,000 and eliminate demonstrator cars as a taxable fringe benefit for auto salesmen as long as the cars are used primarily for business.

It would also limit the highway use tax on heavy trucks to $500 per year maximum and increase diesel fuel taxes to 14.5 cents per gallon on vehicles weighing more than 10,000 pounds.

Meanwhile, the Senate passed its own considerably different tax package.

Included in the Senate package is a provision to declare open-end auto leases as leases, not conditional sales, for tax purposes.

Other provisions are: Requiring luxury cars to be used at least 90 percent for business before their owners can claim tax benefits and deductions; reducing the tax on methanol vehicle fuel from 9 cents to 4½ cents per gallon; adopting the Reagan Administration's enterprise zone tax bill, and making various changes in heavy truck and fuel taxes, including exempting piggyback trailers from sales tax.

The House and Senate will meet in conference after the Easter recess to create a single tax bill.

Bitterness grows in design and engineering areas

Salaried staffs rip Ford programs

By Marjorie Sorge
Labor Editor

Salaried workers at Ford Motor Co. with good job reputations can get a "Golden Handshake" to quit.

The Ford plan, called the Career Progress Review Program, is open to salaried workers with satisfactory or above-average job reviews who want to leave the company.

News Analysis

The workers are given an office and access to a phone for about a month to look for a new job and Ford personnel also help them sharpen their resume skills.

Then, depending on the years of service, Ford will pay the workers 50 percent of their salary for one to 20 months. And some company-paid insurance benefits are continued for at least 13 months. All coverage stops if the worker gets a new job unless he or she is over retirement age.

Many salaried workers are questioning Ford's motives in these programs, complaining that all the older workers are leaving, only few young ones are being hired and retirees are not being replaced.

They question the future of Ford as a viable operation in the U. S. without a core of older workers to train the youngsters. Most of the complaints are coming from the technical and engineering communities. Few of those workers have participated in the "golden handshake."

According to some older workers, those over 50 are "fed up" with the company and are just biding their time until they qualify for 30 and out or until "their kids get out of college."

Others are taking advantage of the golden handshake and finding work at job shops for sometimes up to $70,000 a year, according to some salaried people. Others are going to work at American Motors, Chrysler Corp. or General Motors where the pay scale is higher.

While the maximum monthly pay for a Grade B Senior Designer at Ford is $3,035 plus cost-of-living-adjustments (COLA), the equivalent classification at Chrysler gets $3,305; at AMC, $3,694, and at GM, $3,829, all plus COLA.

Ford has been on an austerity program to trim down the workforce and cut other costs. But many of the workers left in the design and engineering areas are bitter about cuts in benefits and what they consider to be less than sufficient profit-sharing checks.

They are also angry about reductions in the workforce and are worried that they could be next.

In early 1980, Ford announced it intended to make severe cuts in its workforce to trim away layers of management and other layers of fat.

In North American Automotive Operations, the workforce has dropped about 25 percent from 53,127 on Dec. 31, 1979, to 39,916 by Dec. 31, 1983. In the technical and engineering community, cuts amounted to about 20 percent from 16,686 for year-end 1979 to 12,903 for year-end 1983. (This includes only product engineering, not manufacturing engineering.)

According to a Ford spokes-

Continued on Page 65, Col. 1

Special Edition Isuzu Impulse

In celebration of its first anniversary, Isuzu's Impulse will be available in a limited number of Special Edition versions. Unique to the SE model of the GT coupe are its dark metallic charcoal color, goldtone striping and wheel color, special interior fabric and leather-wrapped steering wheel. Price is about $12,000, Isuzu said.

Lansing to begin output June 18 on GM20 cars

LANSING. — Assembly of the first of the GM20 cars, Oldsmobile Calais and Buick Sumerset Regal, will start here June 18. A second line producing Calais and Pontiac Grand Am will start up Aug. 6, Oldsmobile manufacturing specialists told a press gathering here.

The GM20 is the designation for the front-drive cars fitting in size between the A-body and J-body cars.

On March 6, production of Olds 88 and Ninety-Eight stopped and the lines will be down for 20 weeks. On April 6, the newer Cutlass lines shut down for 10 weeks

"For the first time in a long time our assembly lines fell silent. For many months the 88, Ninety-Eight and Cutlass lines were on all the overtime our local contract allowed," said Joseph J. Sanchez, Oldsmobile general manager.

Startup plans call for three shifts initially — two in one assembly plant and one in the second — instead of four shifts on rear-wheel-drive production. Output will be increased to four shifts — two on each line — early in the model year, Sanchez said.

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59th year — No. 5017

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Council chairman hails new franchise

Ford of Canada revises dealer pact

By Richard Johnson
Staff Writer

After two years of negotiations, Ford of Canada and its dealer body have put together a revised sales and service agreement that includes new protections against overdealering and excessive fleet sales outside the franchise network.

The new Ford agreement gives Canadian dealers provisions not currently available to their U. S. counterparts, but dealer groups in both countries say differences in U. S. and Canadian auto franchising laws make a direct comparison difficult.

Gilles Richard, chairman of the Ford Dealer Council in Canada, has hailed the new pact as "a leader in automotive industry sales agreements."

Ralph Forbes, president of the Federation of Automobile Dealer Assns. of Canada (FADA), called it "a considerable improvement over our previous agreement."

The dealer council negotiating committee, working with FADA, reached agreement on several issues which dealer representatives say benefit franchise-holders.

The dealer groups are especially enthusiastic about the new fleet sales provision, which calls on the company to formally recognize the dealer distribution network. Ford of Canada has agreed to report direct-sales totals to dealers and compensate outlets which service vehicles sold directly by the company.

The new standard on overdealering requires Ford of Canada to follow the same procedures that govern the opening of new sales outlets when filling dealer locations vacated for a year or more. The company must notify and make market data available to dealers, who have the right to challenge decisions through Ford's internal appeal procedure.

• The agreement covers 639 Ford and Lincoln-Mercury dealers in Canada. Signing by individual dealers throughout the country is slated to take place this summer.

"We're very pleased with the new agreement," said Forbes. "Ford of Canada management showed a willingness to listen and a general interest in dealer concerns. The negotiating units didn't always agree, but they communicated and I think that is an important attitude."

"We are very, very satisfied," added Richard, a Ford dealer in Montreal.

Duncan Read, FADA's director of industry relations and a key figure in the Ford agreement negotiations, said the two sides overcame some fundamental differences.

"Both parties initially took some positions from which they said they would not budge," he said. "But I've got to stress that there was a lot of fair-minded negotiations on both sides."

A spokesman for Ford of Canada said the new terms reflect a "periodic re-edit of the agreement."

"We're reluctant to discuss it publicly since it has not been seen and approved by the dealer body," he said.

Read, an attorney, said basic differences in U. S. and Canadian law make it hard to compare documents. But, overall, he judged the new Ford of Canada pact superior to sales and service terms for Ford dealers in the U. S.

"I have my Canadian bias, but I think this agreement is much better than the U. S. agreement," he said. "It does a number of little things which give the dealers in Canada more control over their businesses. It is significantly better than what they had before, and I suspect it is better than the U. S. (Ford) agreement."

• Read said the new Ford dealer package ranks high among all manufacturer- dealer agreements now in place in Canada.

"If the GM agreement (which expires in Canada and the U. S. in late 1985) improves as much as this one, the GM dealers will be very happy," he said.

"I think, frankly, the Canadian agreement is as good as (Ford's) U. S. agreement and in many respects I feel it is superior," said Forbes. "But, of course, U. S. laws differ from Canadian laws."

Earl Quist, an associate director for communications/industry relations at NADA, said he has reviewed the Canadian agreement, but has not checked it closely enough to draw comparisons with Ford dealer provisions in the U. S.

"I haven't compared it side by side with the U. S. agreement," he said. "I'm told by the dealer association up there that they have made some advances for dealers, but I really couldn't comment."

Quist noted that the U. S. Ford agreement does not include specific language to protect dealers from direct fleet sales by the company.

"The greatest single thing about this agreement is that Ford of Canada actually does recognize that the dealer network is its primary distribution system," said Forbes. "I think every manufacturer would say dealers are the primary method of distribution. But none of them say it in their sales and service agreement other than Ford."

Ford of Canada apparently has gone a long way toward rectifying an old sore spot with its dealers by agreeing to limit the company's right to sell, lease or loan Ford products.

Richard said the dealer council was initially unwilling to accept any direct fleet sales, but he said a compromise was reached with the company.

"We have to admit there are certain accounts we can't touch, although there are not more than five or six or 10," said Richard. "Ford is still going to sell some units directly, but every year they have to report the number of units and the number of accounts."

• Read said the annual reporting requirement allows the dealer council to know how much direct-sale activity is occurring.

"There is no limit on the number," he said. "It is a reporting mechanism. If the number were to jump suddenly, it would be up to the Ford Dealer Council to say it is becoming a serious problem."

Read said compensation of dealers who service fleet units sold directly by the company is also an important clause.

"As a practical attempt to resolve the fleet subsidy problem, this is a good effort," said Read.

The new standards for overdealering basically require the company to fill open points vacant for at least one year in the same way new dealerships are added. Before a franchise is awarded at a new location, Read said, the company informs existing dealers in the area, conducts surveys and provides market data.

"If Ford chooses to put in a dealership," Read said, "and the dealer is able to offer reasonable evidence (why it should not be established), the dealers could take it to Ford's internal appeals and arbitration procedure, and ultimately take it to court."

"Before, if a dealership closed its doors, Ford could reopen it without discussing the matter with anybody," said Richard. "But now, if the open point has been closed for a year or more, they have to discuss it with the dealers."

Some U. S. dealer agreements provide for notification of nearby dealers before a new dealership is opened, according to Bill Newman, an associate director for communications / industry relations at NADA. But there is apparently no standard for open points.

Newman said several states have adopted statutes which set requirements for establishing new sales outlets and filling vacated sites. However, he said, most of the laws are relatively new and haven't been in place long enough to develop court guidelines.

• Also included in the new Ford of Canada agreement is a clause linking sales volume with the number of demonstrators a dealer is required to maintain

Previously, the company specified the number of demonstrators dealers had to have and was free to change the requirement at any time.

"Now, they can't simply require everyone to have 10 demonstrators as a way to sell more cars," said Read.

The new agreement provides that warranty claims must be paid "as expeditiously as practical." Read said the dealers sought to impose a specific time period for payment of claims, but Ford would not agree.

"We took the 'as expeditious as practical' approach so a dealer could march into court and show what industry practice is," Read said. "This is a big point when the economy is not going well, or when Ford has a cash flow problem."

The company has also eased requirements affecting share structure and financing reporting obligations. Previously, a Ford dealer in Canada had to report any change in share structure to the company. The new agreement permits franchise-holders to make a change without notifying the company, so long as it does not affect majority ownership.

The new agreement provides that Ford must pay a terminated dealer 75 percent of monies owed within 60 days, and the balance as soon as practical.

"It is historic to the industry that termination payments can drag on for months and months," said Read. "After a dealer is out of business and has shipped parts back to the company, there was no obligation for the factory to pay off its debt to dealers. This brings (Ford dealers) into line with what I understand to be U. S law."

Sweepstakes winners

Mr. and Mrs. Albert Perry, Pleasant Hill, Mo., take delivery of a 1984 Buick Skyhawk which they won in Converse Corp.'s sweepstakes. Pictured with the Perrys are Jeff McHenry, sales manager, Howard McHenry Motors, Inc., Harrisonville, Mo., and Bob Cochran, Buick district manager.

Jacobs sells interest

CHICAGO. — Alan Jacobs has sold his interest in Jacobs Twin Buick here. Harold Jacobs will continue to operate the 30-year-old dealership with members of his family.

Where auto market was in first quarter

	Total Sales	Pct. of Total
SUBCOMPACT	375,740	14.54
COMPACT	459,100	17.77
INTERMEDIATE	693,764	26.85
STANDARD	265,212	10.27
LUXURY	200,793	7.77
IMPORT	588,966	22.80
TOTAL	2,583,575	100.00

COMING

As a part of your regular yearly subscription, we're sending you the single most important year-long reference source: the **1984 Market Data Book**. This inclusive annual source of car and truck vehicle facts and figures is far more than a statistics compilation. It includes detailed data, charts and analyses that help define industry patterns and trends in such areas as:

- **Retail price comparisons 1983-1984 for import and domestic vehicles**
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...and much more!

Look forward to this reference to compare the past with the present, to plan for the future.

Automotive News
1984 Market Data Book
April 25, 1984

U. S. CAR SALES BY MARKETING UNITS

	March, 1984	March, 1983	3 Mos., 1984	3 Mos., 1983
Chevrolet	160,147	111,977	396,151	280,931
Ford	120,541	94,203	322,410	224,387
Oldsmobile	106,337	92,519	219,578	230,806
Buick	85,575	73,106	226,376	182,474
Toyota	39,274	51,505	119,145	135,954
Pontiac	70,648	45,639	177,873	106,693
Nissan	43,024	49,223	115,116	135,733
Mercury	48,853	35,923	129,868	85,714
Honda	46,626	32,556	132,938	93,514
Dodge	37,415	33,558	101,826	80,912
Plymouth	30,210	32,243	84,311	71,785
Cadillac	26,755	27,925	76,073	66,292
Chrysler/Imperial	28,252	25,234	75,403	56,572
AMC-Renault	17,911	20,707	52,756	52,975
Mazda	14,930	18,196	40,424	45,483
Volkswagen of America	26,530	20,096	72,706	52,375
Subaru	11,637	14,383	38,511	38,642
Lincoln	14,143	9,653	35,651	23,788
Volvo	9,742	8,265	27,239	22,931
Mercedes-Benz	7,947	6,954	20,584	16,013
BMW	5,890	4,707	15,395	12,607
Mitsubishi	3,304	3,222	9,887	7,091
Saab	3,279	2,245	8,415	5,999
Isuzu	1,014	3,023	3,669	5,668
Jaguar	1,786	1,441	3,871	2,958
Peugeot	1,672	1,629	4,691	3,761
Fiat	.....	330	.....	1,451
Alfa Romeo	341	320	709	609
TOTAL	963,783	820,782	2,583,575	2,044,116

factories list auction dates

American Motors

April 17—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

April 18—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

April 19—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

April 24—Aptco Auto Auction, Taylor, Mich.

April 25 — Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason, Ia.

Used Car Sales
Auction Averages

April to date	$5,604
Month ago	$4,877
Year ago	$5,045

April 26—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 27—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Ford Motor Co.

April 17—Harrisonburg Auto Auction, Harrisonburg, Va.

April 18—Concord Auto Auction, Acton, Mass., and Central States Auto Auction, Mason City, Ia.

April 19 — Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

April 24—Aptco Auto Auction, Taylor, Mich.

April 25—Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

April 26—Skyline Auto Exchange, Fairfield, N. J.

General Motors

April 17 — Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

April 18—Metro Auto Auction, Kansas City, Mo.

April 19—Indianapolis Auto Auction, Indianapolis, Ind.

April 25—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C., and Golden Gate Auto Auction, Fremont, Calif.

April 26—Butler Auto Auction, Gibsonia, Pa.

May 2 — Golden Gate Auto auction, Fremont, Calif.

May 2—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Model breakdown
Auction Averages

	April To Date	March	February
1984	$14,814	$12,302	$10,278
1983	9,157	8,066	8,567
1982	7,010	6,357	6,218
1981	5,485	5,393	5,154
1980	4,944	4,351	4,526
1979	4,375	3,698	3,469
1978	2,996	2,744	2,421
1977	2,248	2,365	1,907
Overall Average	$ 5,604	$ 5,162	$ 5,340

May 8—Florida Auto Auction of Orlando, Orlando, Fla.

May 9—Hatfield Auto Auction, Hatfield, Pa., and Northstar Auto Auction, Shakopee, Minn.

May 10—Nashville Auto Auction, Nashville, Tenn.

May 15—Southern Auto Auction, E. Windsor, Conn.

May 16—Metro Auto Auction, Kansas City, Mo.

May 17 — Indianapolis Auto Auction, Indianapolis, Ind.

May 22—Seattle Auto Auction, Kent, Wash.

May 23—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C.; Brasher's Auto Auction, Fontana, Calif., and Omaha Auto Auction, Omaha, Neb.

May 24—Butler Auto Auction, Gibsonia, Pa.

May 31—Aptco Auto Auction, Taylor, Mich., Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

auction directory

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In conjunction with **HERTZ** and **BUDGET** will offer over 500 Ford Lincoln-Mercury products. All appearance reconditioned to Ford's standards. Will pay up to **$250.00** per unit transportation bonus.

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- A FREE MOTEL ROOM TO ALL ATTENDING FORD-LINCOLN-MERCURY, CHRYSLER OR DODGE DEALERS (PROVIDING YOUR RESERVATION IS IN BY 4/20.)
- ENTERTAINMENT WEDNESDAY EVENING WITH A FREE PARTY BUS TAKING YOU TO THE FABULOUS GOLDEN NUGGET CASINO IN ATLANTIC CITY.
- COMPLIMENTARY SALE DAY BREAKFAST AND LUNCH.

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20 miles north of Philadelphia on Route 309

Ad help offered to dealers who guarantee discount sales

By Joseph Bohn
Marketing Editor

A California company is cooping dealer ads, and offering guaranteed discounts, as a way of merchandising cars.

The company has 250 dealers in California and Nevada subscribing to its "Dealers Insider Service" (the company name) and plans to expand into other states.

For a fee which varies from dealer to dealer, the company puts together brochures and ads, listing dealer members who agree to sell cars (most models) for no more than 10 percent over cost and also provide a similar discount on parts and service.

It's like an auto broker advertising a list of willing-to-discount dealers, though Rick Feldman, vice president of operations, says his company is in no way a broker.

People buy directly from dealers with his service, he points out, and there is no commission or remuneration to his firm other than that included in the co-op ad fee.

People pick the dealer they want, and get a guarantee of at least so much of a discount (on most cars).

The brochure listing the participating dealers is distributed quarterly by California credit unions to their members. Dealers Insider Service also places ads in AAA publications to publicize its dealers.

More recently, it signed with ON cable TV to have its dealer brochure distributed to 300,000 cable subscribers in Southern California.

Feldman said, "We do what it takes to get as many numbers as possible around our participating dealers, and we also keep an eight-to-10-mile radius between like makes of dealers," to avoid having two Chevy stores, for example, competing for the same customers in the same area.

• He claimed the cost of reaching some 3.5 million people in California, for example, is less than a penny a person to a participating dealer, but he declined to give an estimate of how much his service actually costs the average dealer.

Feldman also claimed that the prices to customers end up being as good or better than fleet prices.

That is debatable in view of the extra allowances that companies normally allow dealers on fleet sales.

The whole concept of offering cars at no more than 10 percent over dealer cost is undoubtedly more viable in California, where import stores often sell at full sticker, than it would be in many other areas, where dealers typically advertise those kinds of discounts or more on their own.

Told that many dealers in different parts of the country advertise and sell cars for less than 10 percent over cost, Feldman said, "Where? Where are they?"

Then, he added, "We've been deluged by people and dealers (in other areas) to put the program in."

For competitive reasons, he declined to say into which other states his company was going "in the near future, though probably it will be in the West."

Dealers Insider Service was reportedly designed to fill a gap of providing year-around discount guarantees to credit union members after the collapse of two auto broker firms in California.

NEW-CAR STOCKS

	Apr. 1, 1984	Mar. 1, 1984	Apr. 1, 1983
Alliance	83	68	47
Encore	88	68	...
Spirit	...	...	148
Concord	...	...	87
Eagle	94	90	95
AMERICAN MOTORS	86	70	58
Horizon	47	50	63
Reliant	65	68	45
Turismo	69	67	60
Gran Fury	37	30	43
Plymouth Total	59	61	50
LeBaron	62	59	58
Laser	86	72	...
Cordoba	...	...	66
Fifth Avenue	69	57	64
New Yorker E	65	65	45
E-Class	69	57	68
Chrysler Total	69	62	60
Omni	54	53	58
Daytona	86	90	...
Charger	75	77	57
Aries	74	69	60
Dodge 400	73	76	66
Mirada	...	...	107
Dodge 600	87	79	72
Diplomat	49	64	54
Dodge Total	71	71	62
CHRYSLER CORP.	67	65	57
EXP	65	64	103
Escort	55	56	53
Fairmont	...	...	47
Tempo	66	61	...
Mustang	60	49	83
Thunderbird	69	71	67
LTD	53	58	66
Crown Victoria	56	54	47
Ford Division	59	58	59
LN7	...	...	80
Lynx	67	77	60
Topaz	71	70	...
XR-7	65	56	42
Zephyr	...	...	35
Marquis	36	41	64
Grand Marquis	44	48	40
Capri	75	73	96
Total Mercury	55	56	52
Continental	66	55	55
Lincoln	21	25	40
Mark VII	85	76	68
Lincoln Total	42	44	51
FORD MOTOR CO.	57	57	56
Skyhawk	81	90	67
Skylark	80	87	82
Century	41	54	53
Regal	57	54	...
LeSabre	45	53	46
Electra	68	46	55
Riviera	56	60	60
Buick Division	57	61	59
Cimarron	112	94	82
Eldorado	43	36	46
Cadillac	51	44	48
Seville	42	36	48
Cadillac Division	51	45	50
Chevette	49	70	77
Cavalier	54	52	38
Citation	34	116	108
Camaro	68	67	64
Celebrity	47	60	51
Malibu	61	52	48
Monte Carlo	82	99	60
Chevrolet	64	67	59
Corvette	47	44	80
Chevrolet Division	56	69	61
Firenza	84	84	68
Cutlass/Ciera	32	36	46
Omega	87	80	80
Cutlass Supreme	49	44	41
Olds 88	38	40	29
Olds 98	38	33	40
Toronado	64	56	56
Oldsmobile Division	45	44	40
Fiero	12	14	...
T1000	80	91	87
J2000	71	88	45
Phoenix	91	118	122
Firebird	52	62	63
A6000	39	45	47
Bonneville	78	71	46
Grand Prix	82	88	62
Parisienne	71	83	...
Pontiac Division	55	62	60
GENERAL MOTORS	53	58	54
VOLKSWAGEN	100	88	94
HONDA	20	13	25
Total Cars U. S.	56	59	56
Subcompact	57	58	62
Compact	66	67	58
Intermediate	54	60	59
Standard	50	54	46
Luxury	51	44	51

Despite small gain in units stocked

Car inventory cut to 56-day supply

Continued from Page 1

they were all close, giving the April 1 inventory a remarkable balance.

On April 1, the industry had the following days supplies by market class: Subcompact, 57; compact, 66; intermediate, 54; standard, 50, and luxury, 51.

A month earlier, days-supply figures by market class were: Subcompact, 58; compact, 67; intermediate, 60; standard, 50, and luxury, 44.

The April 1 domestic inventory was divided this way among the market segments: Subcompact, 18.87 percent; compact, 26.91 percent; intermediate, 33.66 percent; standard, 12.16 percent, and luxury, 8.40 percent.

A month earlier, the inventory was divided as follows: Subcompact, 18.82 percent; compact, 26.69 percent; intermediate, 34.73 percent; standard, 12.06 percent, and luxury, 7.70 percent.

• The April 1 days-supply figures by market class were:

Subcompact—Fiero, 12; Accord, 20; Horizon, 47; Chevette, 49; Omni, 54; Escort, 55; EXP, 65; Lynx, 67; Turismo, 69; Charger, 75; Pontiac 1000; 80; Alliance, 83; Laser, 86; Daytona, 86; Encore, 88, and Rabbit, 100.

Compact—Firebird, 52; Cavalier, 54; Mustang, 60; LeBaron, 62; Reliant, 65; Tempo, 66; Camaro, 68; Topaz, 71; Pontiac 2000, 71; Dodge 600 two-door, 73; Aries, 74; Capri, 75; Skyhawk, 81; Firenza, 84; Eagle, 94, and Cimarron, 112.

Intermediate — Cutlass Ciera, 32; Marquis, 36; Pontiac 6000, 39; Century, 41; Celebrity, 47; Cutlass Supreme, 49; LTD, 53; Regal, 57; Malibu, 61; Cougar, 65; New Yorker E, 65; Citation, 68; Thunderbird, 69; Chrysler E Class, 69; Bonneville, 78; Skylark, 80; Monte Carlo, 82; Grand Prix, 82; Omega, 87; Dodge 600, 87, and Phoenix, 91.

Standard — Gran Fury, 37; Olds 88, 38; Grand Marquis, 44; LeSabre, 45; Diplomat, 49; Crown Victoria, 56; Chevrolet, 64, and Parisienne, 71.

Luxury—Lincoln, 21; Olds 98, 38; Seville, 42; Eldorado, 43; Corvette, 47; Cadillac, 51; Riviera, 56; Toronado, 64; Continental, 66; Electra, 68; Fifth Avenue, 69, and Mark VII, 85.

Greenwald is silver

Burton W. Greenwald, right, whose Akron Chevrolet dealership bears his name, receives a 25-year-dealer award from D. S. West, Chevrolet Cleveland zone manager.

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Chrysler sues to block deal

GM-Toyota venture wins FTC blessing

Continued from Page 1

Dec. 31, 1997, whichever comes first).

It will make some 250,000 vehicles a year, a car modeled on the Toyota Corolla line to be sold by Chevrolet dealers. Any further expansion beyond that would require prior FTC approval (although Toyota could make a car for export to Japan).

Because FTC staff recognized there exists the potential for anti-trust violation, the commission required a consent agreement. This limits exchange of competitively sensitive data (especially price-sensitive kinds) to the extent needed to accomplish NUMMI's legitimate needs.

The only change made in the consent order before final FTC approval was to include "product development and engineering activities" among the subjects which have limited treatment. The companies are also required to keep records so FTC can monitor compliance with the consent order.

The positions and arguments of the five commissioners have not changed since last December when they gave their tentative approval.

Chairman James C. Miller III said the joint venture will increase the total number of small cars available, thus allowing consumers wider choice at lower prices, despite the current restrictions on Japanese imports.

He believes NUMMI's car will cost less to make than if GM had to rely on some other source. Moreover, he said, GM will have a "valuable opportunity" for GM to learn the Japanese way and this may become a model for other makers to emulate.

Commissioner Michael Pertschuk, a former FTC chairman whose term will expire this September, continued his strong opposition. The FTC's final approval, he said, is a "gift from the American public to GM and Toyota's workers."

The most likely result, he added, is "upward pressure" on GM and Toyota prices, with the rest following along. And why, he asked, the U. S.' biggest company and Japan's biggest, each price setters in their respective countries? Why not Isuzu, where GM already has a 34 percent interest, and where there would be far fewer, if any, antitrust problems?

• Pertschuk noted the "key role" played by Japanese export quotas (which, he said, already allow Toyota dealers to charge a premium of $2,000 to $4,000 above list price).

The FTC staff believed that since the Japanese cost advantage is likely to stay for some time, so will the "voluntary" restraints or some legislated equivalent like domestic content and approval of the GM/Toyota deal may be helpful in "evading" the quotas. Pertschuk refused to accept this line "which amounts to elevating the evasion of national policy to an antitrust defense."

Moreover, Pertschuk added, the limits on exchange of data to that which is "needed" is not even really possible to do or to monitor. The public should take "little comfort" in these strictures since there will always be "informal and casual" communications, he said.

Pertschuk also fought the FTC decision allowing formation of NUMMI early — before closing of comments, before the period set by law, and before final approval — and he fought Chairman Miller in a series of letters between the FTC and Rep. Florio. But that is now made moot by the final approval.

The main points made by Pertschuk were that GM now does not have to make its own small car, and the long-term interest of workers and the public will suffer, and Toyota can avoid coming into the U. S. to build its own plant since it can make more money and get around the quota on its cars by selling parts and components to NUMMI and be assured of profit on each of those cars sold to GM.

Commissioner Patricia Bailey, the other dissenting member, feels the Joint Venture breaches the antitrust laws and that the claimed "efficiencies" are "more a product of friendly guesswork than verifiable calculation."

The consent order, she added, not only does not prevent data exchanges but it "embodies a formula for establishing the wholesale price for the joint-venture car which is very likely to reduce retail price competition between GM and Toyota."

Sportique holds charity food drive

Sportique Motors, Ltd., a Jaguar and Peugeot dealership in Huntington, Long Island, N. Y., has completed its fourth annual charity food drive. Tom Lederer, left, dealership vice president, and Eliot Brown, president, pose with this year's contribution to the Huntington Community Food Council.

All five indicators share advances

Service Index scores record gain

Continued from Page 1

ships for repairs and maintenance."

A dealer in the South said "business is just getting better. People are just spending more for everything, including new cars and service."

A dealer in the Rocky Mountain area attributed a lot of the increase to the severe winter that area experienced and the jump in new and used-car sales.

"A lot of people are getting their vehicles serviced and repaired following one of the worst winters we've ever had," he said. "We also sold a lot of new and used cars in the past year, and those folks are coming back for service and parts now that we have a break in the weather."

Dealers also noted that motorists are keeping their cars longer and are "spending money to keep them running."

"They are reaching the point where they have to spend money to keep their vehicles on the road," one dealer said. "We didn't run any service specials nor did we have any adverse weather conditions. People are just more cognizant of taking better care of their vehicles because of the high cost to replace them."

• Some dealers say many motorists are coming back to the dealership for routine service because service stations and independent shops, including chain outlets, have closed their doors.

In February, all five indicators used in the Service Index scored strong gains, led by shop part sales, those used on both customer-paid and warranty work, which were up 31.5 percent over the year-earlier figure.

Sales of all parts and accessories registered an increase of 28.7 percent, followed by gross profit on all labor, parts and accessories sales — the most important barometer from the dealer's viewpoint — up 25.6 percent above the figure recorded in February, 1983.

Total labor sales (customer-paid and warranty) topped last year's volume by 24.1 percent, while repair orders written were up 22.0 percent, the biggest monthly increase since August, 1976, when RO's jumped 21.3 percent over the year-earlier figure.

Figures used in the Service Index are averages compiled from reports on shop business from a cross-section of the nation's new-car dealerships.

For the two-month period of 1984, service and parts business was 122.0 percent of the volume attained for the same period the year before.

Sales of all parts and accessories showed an increase of 27.6 percent for the period, followed by shop parts sales, up 26.6 percent, and gross profit, up 22.0 percent.

Labor sales increased 18.5 percent, while repair orders written advanced 14.5 percent.

Rollback should be a felony, odometer hearing is told

WASHINGTON. — Rolling back odometers to reflect lower mileage on used cars should be made a felony carrying a three-year maximum jail term, the Department of Transportation has told a Senate Transportation subcommittee.

However, DOT does not support federal legislation requiring all states to list odometer mileage on their vehicle titles. Nor does the agency support development of an odometer standard requiring the use of tamper-resistant odometers.

NHTSA Administrator Diane Steed told the Senate Surface Transportation subcommittee only six states and the District of Columbia do not require odometer readings on their titles. "We expect the list to shrink further, as it becomes apparent to the remaining states that they are being used as laundromats to wash titles soiled by high odometer readings," Steed said.

• Legislation recently introduced by Senator James Exon, Nebraska Democrat, would require all states to carry odometer readings on their titles. Steed told Exon that although DOT would like to see accurate mileage figures on all titles, legislation to accomplish this should come from the states, not the Federal Government.

Steed said DOT would be willing to re-examine its position should state efforts in this area falter.

The chairman of NADA's Governmental Relations Committee, C. C. Gunn, told the subcommittee his organization supports Exon's bill, saying it would create a record through which odometer tampering could be traced.

• Gunn said odometer fraud is costing consumers an average of $750 per car in cases where the odometer has been rolled back, a total cost to all consumers of $2 billion annually.

Former NHTSA administrator, Joan Claybrook, testified that odometer fraud constitutes a safety problem since consumers will not be able to assess when preventive maintenance is necessary to keep their vehicle in good operating condition.

Claybrook criticized NHTSA under the Reagan Administration for abandoning the tamper-resistant odometer standard, which she claimed would have cost an average of $1 per car.

New Pontiac dealer

Brett W. Coker, seated, is welcomed as a new Pontiac dealer by Don H. Fielder, car distributor with Pontiac's Kansas City zone. Coker will operate Brett Coker Motor Co., Emporia, Kans.

Allison Turbine becomes a full division of GM

DETROIT. — General Motors has raised its Allison Gas Turbine Operations to full divisional status. It formerly was part of Detroit Diesel Allison Division.

The company said the move was made "to more clearly define GM's presence in the defense business."

The new unit will be called Allison Gas Turbine Division and will be headed by Dr. F. Blake Wallace as general manager. Wallace formerly was general director of the activity.

The division will be part of the Power Products and Defense Operations Group, which is headed by Dr. David S. Potter, GM vice president and group executive. The group also includes Electro-Motive Division, Diesel Division of GM of Canada and Delco Systems Operations.

Allison Gas Turbine Division is headquartered in Indianapolis and has 7,000 employes. It makes gas turbine engines and components for aircraft, vehicular and industrial/marine power systems, locomotive parts and precision bearings.

Taiwan loses duty-free status on auto wiring

WASHINGTON.—Taiwanese-made automotive wiring harnesses have been dropped from a U. S. list of duty-free imports by President Reagan.

The decision, which was urged on Mr. Reagan by the Special Trade Representative's Office and the U. S. International Trade Commission, means the Taiwanese will pay 5 percent ad valorem on wiring harnesses they send here.

National Industries, Inc., of Montgomery, Alabama argued in favor of dropping the Taiwanese product from the Generalized System of Preferences before the trade commission and the U. S. trade ambassador, William E. Brock.

Taiwan shipped $40 million worth of harnesses to the U. S. last year, according to National Industries.

17 assembly plants work extra hours

Heavy overtime hikes car output

By Joe Wilssens
Staff Writer

Domestic auto makers scheduled overtime at 17 assembly facilities last week and slated the week's production at 179,281 units, 2.64 percent greater than the previous week's 174,678. The output is 31.55 percent higher than the year-ago week's total of 136,287.

To date this year, 2,529,572 autos have been completed, up 42.87 percent from 1,770,506 built in the comparable period last year.

Breakdown for the week by company was: General Motors, 55.79 percent; Ford Motor Co., 22.72 percent; Chrysler Corp., 16.04 percent; American Motors, 2.68 percent; Honda, 1.46 percent, and Volkswagen of America, 1.31 percent.

Nine GM assembly plants scheduled Saturday (April 14) overtime. Two Saturday shifts were worked at Arlington (Tex.), Detroit, Fairfax (Kans.), Flint (B, D and G lines), Janesville (Wis.), Leeds (Mo.), Linden (N. J.), Oklahoma City and Van Nuys (Calif.).

Ford scheduled Saturday overtime at Atlanta, Kansas City and Wayne (Mich.).

Chrysler scheduled two 9-hour daily shifts and two 8-hour Saturday shifts at Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2. Jefferson (Detroit) worked two 8½-hour daily shifts and two 8-hour Saturday shifts last week.

Chrysler plans to follow the same daily overtime schedule this week.

U. S. auto assembly facilities will be closed Friday (April 20) in observance of Good Friday.

Domestic-content measure opposed by coalition of 100

WASHINGTON. — A coalition of 100 American companies and organizations has written letters to all U. S. senators attacking the UAW-backed domestic-content bill.

Included are U. S. manufacturers, farmers and other exporters, consumers, port interests, importers and civil groups coordinated by the National Foreign Trade Council and Consumers for World Trade.

The action came shortly after the Senate Commerce Committee announced that it will hold hearings on the bill in Washington (May 16 and May 24), in Portland, Ore.; in Des Moines, and in Michigan.

Senator Don Riegle, Michigan Democrat, a strong advocate of the bill to protect the domestic auto industry (itself split on the measure), has been pushing for hearings in hopes final action could be achieved during this Congress.

Committee Chairman Bob Packwood, Oregon Republican, is opposed to the bill and is believed to have set hearings in Oregon where port authorities and exporters will testify against it and in Iowa where farmers are strongly opposed.

The Michigan hearings are a sop to Riegle, who will probably not even chair them.

During the last Congress, after the House passed the domestic-content bill, the Packwood committee held hasty but thorough hearings but the measure never reached the Senate floor and it died with the Congress.

In this Congress, the Democratic House again passed the bill—Nov. 3, by a vote of 219 to 199—but unless the Republican Senate acts, the measure will again die.

Opponents of the measure now say a vote for domestic-content legislation "simply cannot be justified," especially in view of "record levels of U. S. auto industry profits in 1983 (over $6 billion)" plus loss of jobs in other sectors, the risks of retaliation against exporters and the expected sharp rise in car prices.

The coalition cited a recent study by Wharton Econometrics predicting that passage of domestic content would cause a 10 percent jump in new-car prices for a total cost to consumers of $18 billion a year.

It cited the estimate by the nonpartisan Congressional Budget Office that with a domestic-content law, 104,000 jobs would be lost in the export sector by 1990 while only 38,000 auto jobs would be saved.

Truck production is 64,592, up 4 pct. for week

Domestic truck production rose to 64,592 last week with overtime hours scheduled at five assembly plants. The total was up 4.33 percent from the previous week's build of 61,913 and was 33.06 percent higher than the year-ago week's 48,543.

Year-to-date, 932,200 trucks have been completed, 54.21 percent better than 604,682 finished during the same 1983 period.

At General Motors, Detroit scheduled one Saturday (April 14) overtime shift while the company's Janesville (Wis), Pontiac No. 5 and St. Louis assembly plants worked two Saturday overtime shifts.

Ford Motor Co. scheduled Saturday overtime at its Kansas City facility.

U. S. assembly facilities will be down Friday (April 20) in observance of Good Friday.

Canada builds 24,056 cars, off 4 pct. for week

Canadian auto makers slated production of 24,056 cars last week, down 4.12 percent from the prior week's 25,089. The total was 25.81 percent greater than the 19,121 units assembled in the year-ago week.

So far this year, manufacturers have built 334,630 autos, 21.24 percent better than the 1983 total of 276,016 at this point.

Truck assembly last week was targeted at 17,878, up 2.27 percent from the previous week's 17,481 and an impressive 45.39 percent improvement over the year-ago week's production of 12,297.

To date this year, truck production has climbed to 250,142 units, a 73.30 percent increase from the 144,344 trucks which were completed at this time last year.

Chrysler Corp. estimated production of 2,370 Dodge Caravans, 2,190 Plymouth Voyagers and 912 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 65,593.

Canadian assembly facilities will be closed Friday (April 20) in observance of Good Friday.

CANADIAN CAR PRODUCTION

	Week Ended April 14, 1984	Week Ended April 16, 1983	Week Ended April 7, 1984	April to Date	Jan. 1 to April 16, 1983	Jan. 1 to April 14, 1984
AMERICAN MOTORS	600	820	604	1,204	7,889	8,232
CHRYSLER CORP.	.....	4,856	.....	.....	65,241	.....
FORD MOTOR	9,720	568	10,678	20,398	44,361	122,621
GENERAL MOTORS	13,511	12,652	13,582	27,093	155,240	200,492
VOLVO	225	225	225	450	3,285	3,285
Total Cars, Canada	24,056	19,121	25,089	49,145	276,016	334,630

TRUCK PRODUCTION IN U. S.†

	Week Ended April 14, 1984	Week Ended April 16, 1983	Week Ended April 7, 1984	April to Date	Jan. 1 to April 16, 1983	Jan. 1 to April 14, 1984
CHEVROLET	19,754	15,946	19,408	39,162	210,385	299,435
DODGE	4,200	3,250	4,217	8,417	37,346	61,951
FORD	25,966	19,187	23,680	49,646	237,918	352,203
GMC	6,923	5,704	6,533	13,456	71,841	95,409
INTERNATIONAL	1,599	1,024	1,608	3,207	13,548	21,528
VOLKSWAGEN	.....	220	.....	.....	1,471	.....
JEEP	3,600	2,162	3,670	7,270	17,473	57,364
NISSAN	1,500	.....	1,747	3,247	.....	27,710
AM GENERAL	50*	50*	50*	100*	700*	800*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,000*	14,000*	15,800*
Total Trucks, U. S.	64,592	48,543	61,913	126,505	604,682	932,200

CANADIAN TRUCK PRODUCTION

	Week Ended April 14, 1984	Week Ended April 16, 1983	Week Ended April 7, 1984	April to Date	Jan. 1 to April 16, 1983	Jan. 1 to April 14, 1984
CHRYSLER CORP.	8,124	2,732	8,196	16,320	39,480	105,304
FORD MOTOR	3,360	2,985	2,843	6,203	36,576	48,334
GENERAL MOTORS	6,248	6,335	6,293	12,541	66,265	94,406
INTERNATIONAL	146	245	149	295	2,023	2,098
Total Trucks, Canada	17,878	12,297	17,481	35,359	144,344	250,142
N. American Trucks	82,470	60,840	79,394	161,864	749,026	1,182,342

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended April 14, 1984	Week Ended April 16, 1983	Week Ended April 7, 1984	April to Date	Jan. 1 to April 16, 1983	Jan. 1 to April 14, 1984
AMERICAN MOTORS	4,800	3,355	4,722	9,522	50,124	60,320
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	3,355	4,722	9,522	46,053	60,320
Alliance	2,750	3,355	2,689	5,439	46,053	32,236
Encore	2,050	.....	2,033	4,083	.....	28,084
CHRYSLER CORP.	28,750	19,182	26,259	55,009	229,217	392,796
Plymouth Total	8,750	6,936	7,587	16,337	86,427	116,154
Horizon	3,600	2,629	2,735	6,335	28,389	47,056
Reliant	4,500	4,189	4,252	8,752	57,070	61,417
Caravelle†	150	118	165	315	968	2,593
Gran Fury	500	.....	435	935	.....	5,088
Chrysler Total	9,800	4,649	8,843	18,643	53,157	129,791
LeBaron	2,700	2,188	2,559	5,259	25,521	38,213
Laser	1,600	.....	1,484	3,084	.....	24,104
Chrysler E-Class	2,600	2,461	2,262	4,862	27,636	32,747
Fifth Avenue	2,900	.....	2,538	5,438	.....	34,727
Dodge Total	10,200	7,597	9,829	20,029	89,633	146,851
Omni	3,100	2,508	3,105	6,205	27,998	44,340
Aries	3,300	3,364	3,276	6,576	40,419	48,839
Daytona	1,100	.....	1,036	2,136	.....	18,905
Dodge 400	.....	848	.....	.....	9,156	.....
Dodge 600	2,100	877	1,809	3,909	12,060	25,560
Diplomat	600	.....	603	1,203	.....	9,207
FORD MOTOR	40,733	32,452	38,540	79,273	408,701	518,066
Ford Division	26,347	22,121	24,727	51,074	268,534	340,910
Escort	8,088	5,9[illegible]J	7,407	15,495	74,706	105,585
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,208	3,398	3,277	6,485	37,534	37,494
LTD	4,364	4,595	4,230	8,594	52,429	70,924
Thunderbird	3,754	6,135	3,736	7,490	53,829	48,330
Crown Victoria	1,747	2,073	1,719	3,466	25,300	24,554
EXP	636	.....	553	1,189	1,008	10,073
Tempo	4,550	.....	3,805	8,355	.....	43,950
L-M Division	14,386	10,331	13,813	28,199	140,167	177,156
Mercury Total	11,438	8,665	10,879	22,317	109,761	127,689
Lynx	1,695	1,460	1,490	3,185	18,566	21,444
Capri	464	680	398	862	6,636	5,187
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,899	1,781	2,693	5,592	19,424	30,937
Cougar	3,087	3,147	3,064	6,151	23,758	29,394
Grand Marquis	1,881	1,597	1,872	3,753	32,460	27,817
LN7	.....	.....	.....	.....	316	.....
Topaz	1,412	.....	1,362	2,774	.....	12,910
Lincoln Total	2,948	1,666	2,934	5,882	30,406	49,467
Continental	770	166	549	1,319	5,749	9,288
Lincoln	1,842	1,084	1,834	3,676	14,242	27,732
Mark VI/VII	336	416	551	887	10,415	12,447
GENERAL MOTORS	100,023	78,521	100,198	200,221	1,046,869	1,487,982
Buick Division	21,169	18,544	20,346	41,515	245,679	315,489
Skylark	1,795	3,067	1,921	3,716	27,002	29,292
Skyhawk	3,765	1,460	3,272	7,037	20,084	50,828
Century	4,864	2,583	4,763	9,627	46,812	68,833
Regal	4,770	5,337	4,884	9,654	72,192	68,726
Buick	3,828	5,156	3,808	7,636	68,425	74,597
Riviera	1,07[illegible]	941	925	2,001	11,164	17,484
Electra (fwd)	1,0[illegible]	.....	773	1,844	.....	5,729
Cadillac Division	8,577	6,248	8,250	16,827	100,690	106,843
Cimarron	411	283	339	750	7,663	6,282
Seville	964	745	880	1,844	10,725	12,562
Eldorado	1,832	1,569	1,667	3,499	23,152	23,101
Cadillac	4,178	3,651	4,239	8,417	59,150	58,465
DeVille (fwd)	1,192	.....	1,125	2,317	.....	6,433
Chevrolet Division	35,930	24,294	35,018	70,948	313,740	503,684
Chevette	5,946	4,370	5,608	11,554	57,801	68,869
Cavalier	9,127	6,488	8,844	17,971	62,648	125,679
Celebrity	6,334	2,000	6,780	13,114	21,416	90,571
Camaro	6,108	3,653	5,621	11,729	53,016	80,188
Citation	2,815	594	2,774	5,589	32,246	32,533
Malibu/El Camino	852	3,475	877	1,729	41,172	10,483
Monte Carlo	1,377	1,706	1,414	2,791	26,546	49,290
Chevrolet	2,746	1,389	2,659	5,405	13,786	35,687
Corvette	625	619	441	1,066	5,109	10,384
Oldsmobile Division	21,062	21,466	23,337	44,399	281,677	375,789
Omega	1,175	2,006	1,015	2,190	19,641	16,011
Firenza	1,709	1,349	1,635	3,344	12,916	22,745
Cutlass Supreme	3,595	6,285	7,414	11,009	83,425	112,934
Cutlass Ciera	6,409	3,571	5,997	12,406	50,264	82,753
Oldsmobile	5,811	7,507	5,024	10,835	103,458	121,228
Olds 98 (fwd)	1,215	.....	1,289	2,504	.....	6,189
Toronado	1,148	748	963	2,111	11,973	13,929
Pontiac Division	13,285	7,969	13,247	26,532	105,083	186,177
Acadian†	500	536	516	1,016	4,821	5,485
2000 Sunbird	2,382	2,131	2,861	5,243	25,784	44,279
1000	1,269	1,261	997	2,266	11,959	13,076
Firebird	2,592	1,780	2,402	4,994	25,825	33,899
Phoenix	385	.....	358	743	8,270	5,130
Grand Prix/Bonneville	2,374	2,261	2,355	4,729	28,424	34,462
Parisienne	1,083	.....	1,086	2,169	.....	12,331
Fiero	2,700	.....	2,672	5,372	.....	37,515
HONDA	2,625	801	2,586	5,211	7,611	35,338
VOLKSWAGEN	2,350	1,976	2,373	4,723	27,984	35,070
Total Cars, U. S.	179,281	136,287	174,678	353,959	1,770,506	2,529,572
Total Cars, Canada	24,056	19,121	25,089	49,145	276,016	334,630
N. American Cars	203,337	155,408	199,767	403,104	2,046,522	2,864,202
N. American Trucks	82,470	60,840	79,394	161,864	749,026	1,182,342
North American Cars and Trucks	285,807	216,248	279,161	564,968	279,548	4,046,544

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Michigan broadcasters honor Ford's Caldwell

LANSING. — Ford Motor Co. Chairman Philip Caldwell was honored as Outstanding Citizen of the Year by the Michigan Assn. of Broadcasters (MAB), based here.

Each year, MAB members honor an individual who has made a significant contribution to Michigan. The award was presented at MAB's annual Congressional Meeting.

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Automotive News

April 23, 1984

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Import stock cut to 27 days but Japanese count only 16

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars was a little higher on April 1 than it was a month earlier, but sales were, too, and the inventory dipped to a 27-day supply from 28 days March 1.

New imported cars in dealer inventories and dealer stockpiles totaled 212,315 April 1, compared with 207,683 a month earlier. A year ago, there were 287,408 new imported cars in stock April 1, a 40-day supply.

The increase was due to a buildup by European-make importers, as stocks of Japanese-built cars reached their nadir at the close of the third year of "voluntary" restrictions.

The entire pool of Japanese-built new cars was good for only 16 days April 1, down from an already meager 20-day supply a month earlier.

In fact, Japanese nameplates, which account for more than three-quarters of imported-car sales in the U.S., were on less than half of the cars in the import inventory.

The supply of new imported pickup trucks — all of Japanese origin — also declined during March to 61,009 units, a shortage-marked 25-day supply, from 62,893 a month earlier, which was a 34-day stock. A

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Bustle-back

Jim Dunne

Seville gets major changes

More trunk space via a redesigned rear end is one of the most significant changes in the Cadillac Seville for 1986. Scheduled to be built at GM's new Poletown (Detroit-Hamtramck) plant, along with the Riviera, Toronado and Eldorado, the Seville will have a cross-mounted 4.1-liter V-8 as its standard powerplant.

Okla. turns down fleet-subsidy bill; GM efforts cited

OKLAHOMA CITY. — Amid charges of "scare tactics" and "threats," a bill aimed at curbing fleet subsidies was defeated here when an unprecedented 45 state legislators changed their votes after a massive, high-pressure lobbying effort by General Motors.

According to one legislator, no one could recall an instance in which 45 members of the House changed their votes — an especially odd development after the bill was initially passed by a unanimous 92-0 vote and sent to a Senate-House conference.

After it was released from conference, it failed to get the necessary 51 votes to pass and failed 49-45. New-car dealers accused GM of pulling out all stops to defeat the bill, including introduction of the unrelated issue of the future of a new GM plant in the state.

The bill would have required that franchised dealers be given the lowest price offered by the auto manufacturers to any buyer in the nation. This would mean that dealers in Oklahoma would get the same subsidies offered to fleet buyers anywhere in the U.S.

The issue of fleet subsidies has been a sore point with franchised dealers throughout the country for years. The emotionally charged issue raised by the Oklahoma bill drew the UAW into the fray on GM's side, in addition to their natural allies, the major fleets. That united front turned the tide against the measure.

An Oklahoma Automobile Dealers Assn. spokesman termed the GM effort massive and added "we struck a nerve."

• The bill was not exclusively an anti-fleet subsidy measure. It was more comprehensive and this was only one section of the bill. It also would have required auto makers doing business in the state to provide information on dealer territories, required data on open and closed points

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Fiat ousts Ford from first; GM a strong third

European market turns topsy-turvy

By Richard Feast
European Editor

LONDON. — European new-car market shares have been turned upside-down this year. Last year's leaders have gone, replaced by that year's tail-enders.

Leading retailer at the end of the first quarter is Fiat Auto, which one year earlier was fifth among the Continent's Big Six makers. General Motors, sixth in the first quarter of 1983, is now a strong third.

In last year's opening three months, Ford made history by becoming European market leader for the first time. In the process it displaced Renault, which had held the position for most of the 1980s.

But after three months of this year, Ford is back in second place — a mere fraction ahead of GM — and Renault is a very remote sixth.

Unofficial statistics for the period are now circulating the European industry. They show that total sales for the 16 countries are up one percent at 2,858,800 units. Final results will not be known for some weeks, but they are expected to differ little from these preliminary reports.

• In another unexpected development, BMW's European sales exceed those of arch-rival Daimler-Benz for the first time. BMW's 95,100 units for the quarter is only 600 ahead of the Stuttgart company's, but behind it is an aggressive increase over the previous year of 12.3 percent.

By the end of March, the leading six makers stood in this order: Fiat Auto (including Lancia and Autobianchi), Ford, GM (Opel-Vauxhall), VW-Audi Group, Peugeot SA (Citroen, Peugeot and Talbot) and Renault.

One year earlier the order was Ford, Renault, VW, PSA, Fiat and GM. By the year-end, Renault had regained the lead, but by slimmest of margins. Part of its effort in doing so involved pulling some 1984 business into 1983, a fact reflected by its poor results so far this year.

The leading six are covered by 2.2 percent (62,500 units) this year, compared with 2.6 percent (73,400) during the same period of 1983.

• There have been three European leaders so far this year — Fiat in January, GM in February and now Volkswagen Group in March. Overall, Fiat is just ahead, thanks to a larger share of an expanding domestic mar-

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European race

Manufacturer	3 mos., 1984	3 mos., 1983
BL	117,100	120,100
BMW	95,100	84,700
Fiat Auto	377,700	331,500
Ford	347,600	387,200
General Motors	347,100	313,800
Japanese (all)	267,800	273,700
Mercedes-Benz	94,500	91,400
Peugeot SA	321,300	332,800
Renault	315,200	340,700
VW-Audi Group	339,700	334,500
Volvo	65,800	64,200
TOTAL	2,858,800	2,833,300

GM-Toyota Chevrolet to show profit—Smith

By John Hartley
Staff Correspondent

NAGOYA, Japan. — "We will be able to sell a new Chevrolet at competitive prices, and the joint venture will be able to make a profit," said General Motors chairman Roger B. Smith.

He spoke at a press conference here marking FTC approval of the joint GM/Toyota project in Fremont, Calif.

Smith also said that the new car, a four-door sedan initially, will be a premium model and that it will start coming off the lines at Fremont in December this year.

He said the deal was good for the U.S. because 50 percent of the value of the car would be U.S. content. When pressed, he said this was manufactured value.

Smith said the project would mean 12,000 jobs when those components are taken into account.

Hiring of key personnel is due to start soon, he said. The bulk of the workforce will be recruited in the fall, he said, pointing out that the stamping plant is under construction and that all the old equipment has been ripped out of the main plant to make it ready for the new equipment.

• One of the reasons for Toyota and GM setting up the joint venture was to see if the Toyota manufacturing system, including just-in-time, could be made to work in the U.S., Smith said.

"We want to know if it works in the U.S., with the UAW,"

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breaking news

McCurry to succeed Lean at Toyota

LOS ANGELES.—Robert B. McCurry, 60, reportedly will be named senior vice president and chief operating officer at Toyota Motor Sales U.S.A., succeeding Norman D. Lean, effective May 1. Lean retired late last year and the position has been unfilled since then. McCurry currently is general manager of Toyota's Los Angeles region. Prior to that he was general manager of a Toyota distributorship and before that he served 28 years with Chrysler Corp., retiring in 1978 as group vice president in charge of North American sales, parts and service.

Audi name change to be proposed

INGOLSTADT, West Germany.—Audi NSU Auto Union AG appears ready to change its name to simply Audi AG. The supervisory board will propose the name change at June's annual meeting.

GM reorganization moves steadily along

DETROIT.—About 90 percent of the structural changes being made in General Motors' reorganization will be completed by year-end, Vice President Lloyd Reuss, group executive, Chevrolet-Pontiac-GM of Canada Group, said. By that time, each of the two new groups will have a headquarters outside Detroit's Renaissance Center, focal point

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$2-billion investment possible

Huge auto expansion shaping up in Canada

By Marjorie Sorge
Labor Editor

Canada may be the recipient of about $2 billion in automotive investment if proposals made by foreign and domestic companies come to fruition.

Most of the $2 billion investment would come from proposed projects at General Motors of Canada, Honda Motor Co., American Motors and a joint Chrysler/Mitsubishi venture.

In a speech to the Parts Manufacturers Assn., Edward Lumley, federal minister of industry, said other countries are being considered as possible locations, but he indicated that the Canadian Government would do everything possible to have the investments made in Canada.

There is currently a proposal from the automotive industry and the Canadian UAW requesting that the government make it mandatory that the auto makers achieve 60 percent Canadian content here by 1987 and then raise that commitment. That proposed legislation is aimed at the Japanese.

It is possible that two Japanese companies will invest in Canada and make the announcement within the next few months.

According to sources and published reports in Japan, Honda is looking seriously at Ontario as a possible site for an auto plant. Sources said it would likely be similar to a CKD plant "not a billion-dollar investment with a lot of workers."

The Toronto Star has reported that the investment would be about $100 million and would employ a few hundred workers.

Honda has confirmed it is doing feasibility studies in Canada.

Honda sold 54,212 vehicles in Canada last year and 55,961 in 1982.

The new plant would produce about 50,000 vehicles a year beginning in 1986.

• Mitsubishi could be another possible Japanese investor in Canada in a joint venture with Chrysler at its Windsor (Ont.) engine plant. Sources said the two companies are studying the possibility of a joint venture to build an engine in that plant.

Lee A. Iacocca, Chrysler chairman, has said he would like to reopen the engine facility if possible. He has also indicated he would like a new V-6 and Chrysler has been shopping for one to use in both its cars and its new minivans.

The Windsor engine plant closed in August, 1980. According to a company spokesman, it would take between one and two years to get the facility back on stream.

Two domestic companies could also get into the act — AMC and GM of Canada.

AMC is likely to expand its Brampton (Ont.) operation to build a new Renault AMC car, probably in the mid-size range. Sources said the expansion will be "fairly significant."

Brampton currently is the sole builder of AMC's four-wheel-drive Eagles.

According to an AMC spokesman, the company will be building larger cars some time in the future but no decision has been made on a Brampton expansion.

AMC's other auto assembly plant in Kenosha is working almost at capacity at 960 a day. Kenosha will be building a new convertible in the Alliance family for the 1985 model year. It currently builds the two-door and four-door Alliance and the three-door and five-door Encore.

A spokesman said AMC is also looking at possibly building the new cars in its Jeep plant in Toledo.

It has also been rumored that GM will build a second stamping plant in Oshawa, Ont., and sources say the company is close to a decision.

However, a GM of Canada spokesman said an additional stamping plant is only a rumor and the plant currently operating is not over-capacitized.

Snubbed Iacocca throws own party

DETROIT. — "I was at the Tiger game week before last, and there was an airplane circling overhead, inviting everybody to come down to the RenCen to celebrate the Mustang's 20th birthday. I'm the only guy in the world who wasn't invited."

Lee Iacocca had fathered the Mustang before being fired by Ford Motor Co. He said he made up for the snub by "calling my own party" — otherwise known as a press conference — to announce record quarterly profits and sales for Chrysler Corp.

Sales smash old mark, too

$706 million a record for Chrysler earnings

By Kathleen Hamilton
Financial Editor

Last year, Chrysler Corp. made $701 million — a full-year record.

Last *quarter*, Chrysler made nearly $706 million. Needless to say, it was a quarterly record.

First-quarter net income of $705.8 million ($5.64 a share) more than quadrupled the old first-quarter record of $172.1 million ($1.97 a share), set last year.

Meanwhile, sales were up 59 percent to a record $4.92 billion from $3.10 billion in the 1983 quarter. The old sales record was set in the second quarter of 1976, when Chrysler sales were $4.11 billion. But unit sales at that time totaled 862,194, and Chrysler still owned Chrysler Defense and extensive European auto operations.

This time, Chrysler had to sell only 516,672 cars and trucks to beat the old record. This year's unit sales figure is 46 above last year's first quarter.

The old profits record — from the second quarter of 1983 — didn't even come close: $310.3 million.

Chrysler Financial Corp. contributed $29.6 million to its parent company's first-quarter profits, said CFC President E. O. Grote. Its after-tax profit ($18.7 million) was inflated to $29.6 million on the parent's books because of Chrysler's tax credits.

Chrysler won't be paying anything significant in taxes for last quarter. Its tax credits actually added $317.4 million to its net income.

"If we continue at these kinds of rates, by early in the first quarter of 1985 we'll become some kind of taxpayer, because our credits of the tax-loss carryforwards will have been wiped out if we have a couple billion dollars profit this year — and we're off to a good start," Chairman Lee Iacocca said in announcing Chrysler results.

Much of the profits increase is due to the sales success of Chrysler's performance cars and highly equipped minivans that have "double, sometimes triple the margins of Omni/Hornzon," Iacocca said.

Indeed, two weeks before the profits were announced, the variable profit per minivan was estimated at $3,200 — potentially rising to as high as $4,000 — by Ann C. Knight, auto analyst for Paine Webber Mitchell Hutchins, Inc.

Chrysler reduced its breakeven point last quarter to something below its much-publicized 1.1 million vehicles, Iacocca said. The breakeven point probably will rise to something around 1.2 million as Chrysler expands capacity, said Richard Dauch, executive vice president - Stamping, Assembly and Diversified Operations.

The abbreviated financial report showed another bright spot

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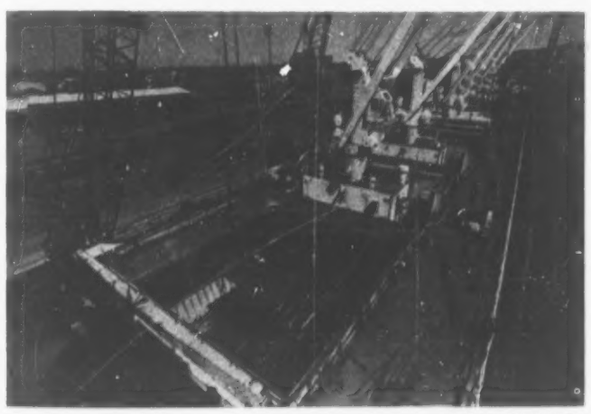

Joe Wilssens

Ship of significance

One of the first ships to traverse the St. Lawrence Seaway to Detroit in the 1984 shipping season was the 650-foot MV Vitina out of Syros, Greece, with a load of steel from Antwerp, Belgium. Her stormy crossing and early arrival point up the growing penetration of foreign steel in the U. S. Imports of steel last year amounted to 20.5 percent of the market. In the first two months of this year, they gobbled up an average of 26.2 percent, says the American Iron & Steel Institute.

Domestic tally tops last year by 32 pct.

Early-April sales highest since '79

By Jenny L. King
Staff Writer

Early-April domestic sales continue to imitate 1979 numbers. The April 1-10 total was best since '79, but not as strong as '78 and several preceding years.

Domestic sales were up 32.59 percent compared with the first April period a year earlier and up 57.71 percent stacked against the dreary total of 133,402 posted in 1982.

Dealers delivered 210,395 new domestic passenger cars the first part of this month. Last year the total was 158,675, and back in 1979 it was 218,982. Record for the period was 241,974, established in the boom year of 1973.

Ford Motor Co. reported the largest year-to-year gain among the Big Three for the period, its sales up 80.07 percent, to 48,462 from 26,913. Chrysler Corp. sales numbered 24,612, up 24.02 percent from 19,845, and General Motors was up 21.92 percent, to 127,994 from 104,978.

Volkswagen moved into four-digit sales from three and marked a 120.13-percent increase. VW's total was 1,957 this year compared with 889 in 1983. Honda was up 315.63 percent, to 3,325 from an estimated 800, and American Motors slipped 22.95 percent, to an estimated 4,045 from 5,250.

Ford's share of the market leaped to 22.52 percent from 16.96 percent last year. GM earned 59.46 percent, down dramatically from 66.16 percent a year ago.

Chrysler was up to 13.69 percent from 12.51 percent. AMC dropped to 1.88 percent from 3.31 percent, while Honda claimed 1.54 percent — up from 0.50 percent — and VW grew to 0.91 percent from 0.56 percent.

Among the domestic makes, the news was mostly very good. Plymouth sales were up 22.15 percent, Dodge was up 36.34 percent and Chrysler was up 14.87 percent. Ford was up 92.25 percent, Mercury was up 54.36 percent and Lincoln was up 65.32 percent.

Buick was up 5.45 percent in early April to a record 28,709 sales, Cadillac was up 33.59 percent, Chevrolet was up 47.32 percent and Pontiac was up 51.99 percent. Oldsmobile, coming off a record month in March, was caught in a payback slump, its sales down 1.44 percent from last year.

AMC estimated sales dropped 61.43 percent, Renault was off 13.33 percent, VW was up 120.13 percent and Honda was up 315.63 percent.

Year-to-date sales for the period Jan. 1 through April 10 were up 36.48 percent, to 2,205,004 from 1,615,597.

DOMESTIC SALES

	April 1-10, 1984	April 1-10, 1983
Renault Alliance/Encore	3,640†	4,200†
AMC	405†	1,050†
AMERICAN MOTORS	4,045†	5,250†
Chrysler	7,726	6,726
Imperial	.....	74
Plymouth	7,742	6,338
Dodge	9,144	6,707
CHRYSLER CORP.	24,612	19,845
Ford	33,956	17,662
Mercury	11,097	7,189
Lincoln	3,409	2,062
FORD MOTOR CO.	48,462	26,913
Buick	28,709	27,225
Cadillac	9,359	7,006
Chevrolet	43,332	29,413
Oldsmobile	29,941	30,377
Pontiac	16,653	10,957
GENERAL MOTORS	127,994	104,978
VOLKSWAGEN	1,957	889
HONDA	3,325	800†
U. S. INDUSTRY TOTAL	210,395	158,675

† estimated

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59th year — No. 5018

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NHTSA closes J-car inquiry

WASHINGTON. — A relatively quick engineering analysis of possible fires, both engine and fuel line, in General Motors 1982 J-cars has shown no evidence of serious safety problems, according to NHTSA.

It has closed its investigation.

GM throughout the investigation of the some 225,000 cars said any fuel leaks that were going to develop had already occurred before it made a change to improve attachment of a fuel hose to the carburetor. A total of 20 fires were reported as stemming from twice that number of reports on fuel leakage in early models.

Arizonan is Truck Dealer of Year

W. D. (Bill) Breck, left, owner of Bill Breck Dodge-Mack, Inc., Tucson, Ariz., accepts the award as 1984 Truck Dealer of the Year from Terry Sweeney, automotive manager of Business Week magazine. It was presented at the 21st annual convention of NADA's American Truck Dealers Division in Phoenix. Business Week sponsors the award.

Truck registrations soar in January

Truck registrations, led by the light and heavy groups, soared in January, compared to the first month of 1983.

During January, according to R. L. Polk & Co. statistics, there

GVW Table on Page 22.

were 282,398 new-truck registrations, a gain of 49.6 percent over the year earlier 188,796.

New York and Oklahoma figures for January were compiled from manufacturers' sales records. No registrations were available for Oklahoma in 1983.

Ford was No. 1 in registrations, leading runnerup Chevrolet by 3,528 units.

Light trucks tallied 267,449 units and accounted for 94.7 percent of the industry total. The count was 54.4 percent higher than the previous January's 176,707 units.

Heavy-truck registrations totaled 11,845 units, a 34.4 percent boost over the 8,816 tallied in January, 1983.

However, medium-truck registrations lagged with 3,104 units, down 5.2 percent from 3,273 units in the first month of 1983.

All classifications, with the exception of Group 6, showed increases in January.

There were 149,444 Group 1 tallies, an increase of 47.8 per-

Continued on Page 17, Col. 1

U. S. TRUCK REGISTRATIONS

JANUARY, 1984 VS. 1983★

Make	Jan., 1984	Percent Share of '84 market	Jan., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
Ford	84,758	30.01	60,735	32.17	− 2.16
Chevrolet	81,230	28.76	55,975	29.65	− 0.89
Dodge	25,671	9.09	14,306	7.58	+ 1.51
GMC	21,506	7.62	15,570	8.25	− 0.63
Jeep	10,665	3.78	4,948	2.62	+ 1.16
International	3,602	1.28	3,668	1.94	− 0.66
Mack	1,325	0.47	1,088	0.58	− 0.11
Plymouth*	4,085	1.45	598	0.32	+ 1.13
Freightliner	1,066	0.38	554	0.29	+ 0.09
Kenworth	1,025	0.36	444	0.23	+ 0.13
Peterbilt	781	0.28	499	0.26	+ 0.02
White	625	0.22	181	0.10	+ 0.12
Mercedes-Benz	180	0.06	131	0.07	− 0.01
Volvo	121	0.04	108	0.06	− 0.02
Autocar	83	0.03	29	0.01	+ 0.02
Western Star	33	0.01	21	0.01	.....
Miscellaneous**	45,842	16.16	29,941	15.86	+ 0.30
TOTALS	282,398	100.00	188,796	100.00	.....

★—New York and Oklahoma figures for 1984 compiled from manufacturers' sales records, 1984; no registrations for Oklahoma, 1983.
* Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY-DUTY REGISTRATIONS

JANUARY, 1984 VS. 1983★

Make	Jan., 1984	Percent Share of '84 market	Jan., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
International	2,593	21.89	2,190	24.84	− 2.95
Ford	2,354	19.87	2,356	26.72	− 6.85
GMC	1,377	11.63	973	11.04	+ 0.59
Mack	1,141	9.63	931	10.56	− 0.93
Freightliner	1,066	9.00	554	6.28	+ 2.72
Kenworth	1,025	8.65	444	5.04	+ 3.61
Peterbilt	781	6.59	499	5.66	+ 0.93
White	625	5.28	181	2.05	+ 3.23
Chevrolet	529	4.47	442	5.01	− 0.54
Volvo	121	1.02	108	1.23	− 0.21
Autocar	83	0.70	29	0.33	+ 0.37
Mercedes-Benz	58	0.49	35	0.40	+ 0.09
Western Star	33	0.28	21	0.24	+ 0.04
Miscellaneous	59	0.50	53	0.60	− 0.10
TOTALS	11,845	100.00	8,816	100.00	.....

★—Groups 7 and 8 trucks only; New York and Oklahoma figures compiled from manufacturers' sales records, 1984; no registrations for Oklahoma, 1983.

truck industry news

Record 983,566 units top '78 by 3.4 pct.

3-month sales hit peak

First-quarter sales of new trucks of all types in the U.S. soared to an alltime high, and the total for March was the second-highest for the month. There were hefty gains for the quarter and March in all three market segments.

Franchised dealers and factory outlets retailed 983,566 new vehicles in the first three months of 1984, an increase of 3.4 percent over the previous high of 951,496 units set in 1978, and 47.2 percent higher than last year's 668,133.

In March, 377,685 new trucks were retailed, an increase of 34.6 percent over the year-earlier 280,687 units. The alltime high for March and any month was set in 1978, a total of 403,078 vehicles.

Light-truck sales through March were up 48.3 percent to 927,420 units, compared with 625,362 in the comparable period a year ago. Mediums totaled 12,759, a gain of 22 percent over last year's 10,453, and heavies were up 34.3 percent, from 32,318 units in 1983 to 43,387.

Dealers retailed 355,893 light trucks in March, a gain of 35.2 percent over the previous year's 263,272. Sales of mediums were up 22.8 percent, 4,737 versus 3,856. Heavies totaled 17,055, an increase of 25.8 percent over the year-earlier 13,559 units.

New-truck inventories at the end of the quarter were up significantly over a year ago, with increases in all three market segments. The industry total of 686,390 units was 26.2 percent higher than last year's 543,695.

The light-truck count going into the second quarter was 636,154 units, a gain of 26 percent over the year-earlier 505,057. Mediums were up 15.3 per-

Continued on Page 31, Col. 1

HD registrations up but leaders' penetration dips

Heavy-duty truck registrations in January jumped 34.4 percent to 11,845, compared with the year-earlier 8,816, but the market-share leaders, International and Ford, both lost ground.

According to R. L. Polk & Co. statistics, Group 8 registrations were up 56.5 percent to 7,811 units, compared with the previous year's 4,990.

Group 7 registrations increased to 4,034, compared with 3,826 a year ago, a boost of 5.4 percent.

International regained the lead from Ford with 2,593 units, compared with Ford's 2,354.

Ford and International had the largest market-share loss. Ford was the biggest loser, its 2,354 January tallies accounting for 19.87 percent of the total. A year ago, its 2,356 units accounted for 26.72 percent.

International's 2,593 tallies accounted for 21.89 percent of the market, compared with 24.84 percent on 2,190 units a year earlier.

Kenworth was the biggest gainer in penetration. Its 1,025 tallies took 8.65 percent of the total, an increase of 3.61 percentage points over the previous January's 5.04 percent on 444 registrations.

White, Freightliner, Peterbilt, GMC, Autocar, Mercedes-Benz and Western Star also increased their market share in January. Mack, Chevrolet, Volvo and the miscellaneous group suffered small losses.

Attendance at TRX-84 is second-highest ever

By Jack Walsh
Truck Editor

PHOENIX. — Attendance at TRX-84—the 21st annual convention/exposition of NADA's American Truck Dealers Division—was second only to the turnout at the 1979 event, which also was held in Phoenix.

The total this year topped 1,300, according to David Paxon, ATD director, and more than 400 were dealers and dealership managers. The 1979 event drew about 1,500.

Art Gunderson, convention chairman, said he received more enthusiastic responses to TRX 84 than for any previous convention.

"Dealers showed an unprecedented interest in workshop and make meetings," he added. "They came for no other reason than to learn."

Most exhibitors at the exposition, the biggest ever for ATD, were pleased with the heavy traffic and dealers' interest in their products or services. A few expressed some disappointment, and one indicated his firm wouldn't be back in 1985.

One of the convention's highlights was the honoring of the nation's top big-truck dealers by Business Week magazine, which sponsors the Truck Dealer of the Year Award.

• W. D. (Bill) Breck, owner of Bill Breck Dodge-Mack, Inc., Tucson, was named Truck Dealer of the Year. He was chosen from among 17 national finalists by judges from the Columbia University Graduate School of Business.

Regional winners were Dwight Hartman (Kenworth-GMC), Harrisonburg, Va.; Lester Turner (Kenworth-Mercedes-Benz), Nashville; James Roemer (Kenworth), Indianapolis, and Kenneth Nichols (Ford-Volvo-White), El Paso, Tex.

Other national finalists include:

Kevin McDevitt (GMC-IVECO), Manchester, N. H.; William Scully Jr. (Freight-

Continued on Page 23, Col. 5

Associates named financing source for IH dealers

CHICAGO. — International Harvester and Associates Commercial Corp. have announced an agreement which establishes Associates as an additional financing source for truck sales by the Truck Group to its dealers and for financing retail sales by those dealers.

Neil A. Springer, Truck Group president, said that in view of strong increases of truck sales activity, "we have arranged this financial program with Associates to assure IH dealers and their retail customers that adequate, competitively priced financing will be available to meet the growing demand for trucks."

B. E. Starr, Associates Commercial's executive vice president, said his firm will provide to each participating dealer a combined financing package consisting of inventory financing of new and used trucks as well as retail financing and leasing.

Associates Commercial is the Chicago-based commercial finance subsidiary of Associates Corp. of North America.

truck personnel

Ronan and Reins head New Rockwell units

Rockwell International Corp. has named **Arthur P. Ronan** president of the newly created General Components Operations. He will be responsible for off-highway products, light vehicle components, all government automotive products, ventures and new business development for the firm's automotive and related commercial business.

Arthur P. Ronan

Ralph E. Reins

Ralph E. Reins has been appointed president of the newly created On-Highway Products Operations. He also has been elected a corporate vice president and a member of the firm's Management Committee.

Ronan had been president of the firm's Heavy Vehicle Components Operations and Reins previously was general manager of the On-Highway Axle Division.

Other new assignments at Rockwell:

Leonard C. Buckman has been appointed managing director, in-

Continued on Page 23, Col. 1

Edged Toyota Corolla for 1983

Nissan says its Sentra leads in world output

TOKYO.—Nissan said it produced enough Sunnys and Sentras last year to win the title of the "most produced car" in 1983.

For a few years previously, the Toyota Corolla had held that title, usually just ahead of the Volkswagen Golf.

But last year, Nissan built 556,340 Sunnys, just 634 more than the number of Corollas built. Of course, Nissan was helped by the fact that there was a changeover between the old and new Corollas last year, while VW had similar problems with the Golf.

According to Nissan's figures, General Motors' "Ciera" was third with 527,391 units. This is probably the unlikely combination of Oldsmobile Cutlass Supreme and Cutlass Ciera, which are two entirely different cars. Supreme is rear-drive; Ciera is front-drive.

Nissan put the Renault 9 in the fourth spot with 488,048. The Golf slipped down to fifth on Nissan's list with 483,181 units, but it was well ahead of the Opel Kadett at 426,262.

Seventh on the list was the Mazda GLC, at 418,176 units, despite the fact that exports fell by some 1,500 units last year.

Thus, Japan is climbing the front-wheel-drive production ladder very fast. Last year was significant in that respect with a full year's output of Mazda 626s and eight months' output of front-drive Corollas.

The result was that last year, 1.75 million front-drive cars were sold in Japan, including the 550-cc midgets, to take about 58 percent of the market while another 2.25 million were exported. Overall, about 57 percent of all passenger cars produced in Japan now have front-wheel drive.

Nissan is now the biggest producer of front-drives in Japan with 1.2 million units last year, and with the addition of the Bluebird, volume should be up to 1.5 million this year.

Honda is second at about the million mark, ahead of Toyota's 800,000—but this year Toyota will probably catch Honda, as output of the new Corolla increases, and as it gradually introduces more front-wheel-drive versions of its medium-size sedans.

Next comes Mazda which, with 700,000 units, is well ahead of Mitsubishi in the front-drive stakes. However, with no plans to switch its larger autos to front-wheel drive, Mazda is not likely to increase its ratio significantly in the next year or two.

On the other hand, with its new Sigma, Colt and Minica, Mitsubishi is set on increasing volume substantially.

Dealers donate Skyhawk

SPRINGFIELD, Mass. — The Massachusetts Buick Dealers Assn. donated a new Skyhawk (valued at $8,459) to the 11th Channel 57 Auction at WGBY-TV, the Springfield Public TV station.

South Florida dealers donate

The South Florida Automobile Dealers Assn. provided the necessary $5,000 private sector initiative seed money requested by President Reagan to secure federal support and funds to launch the National Center for Missing and Exploited Children in Washington. Steven C. Moore, left, past president of the dealer group, presents the check to John Walsh and JoAnn Currier, initiators of the center.

Jan. registrations led by light, heavy groups

Continued from Page 16

cent over the year earlier 101,124 units.

Group 2 tallies grew 53.1 percent to 115,574 units, up from 75,496 units of a year earlier.

The largest gain of any category occurred in Group 3, where 2,431 units were registered, compared with only 87 in the first month of 1983.

Groups 4 and 5 also recorded impressive increases. Sixty-one Group 5 trucks were registered in January, compared with only seven a year earlier. In Group 5, 175 trucks were registered, compared with 62 a year earlier, for a 182.3 percent increase.

• Group 6 registrations dropped 10.5 percent, from 3,204 in January, 1983, to 2,868 this year.

Group 7 registrations climbed 5.4 percent, from 3,826 in January, 1983, to 4,034 this year, and Group 8 registrations jumped 56.5 percent, from 4,990 last January to 7,811 in the first month this year.

Ford's 84,758 registrations in January accounted for 30.01 percent of the industry total, a decrease of 2.16 percentage points over the year earlier 32.17 percent on 60,735 tallies.

Second-place Chevrolet took 28.76 percent of the total in January with 81,230 tallies. Its share was down 0.89 points from the 29.65 percent on 55,975 units in the same month last year.

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"IVECO Z-Range trucks are best sellers in Europe. And, they've already received rave reviews for better fuel economy, less maintenance and lower operating costs from satisfied IVECO owners in the U.S."

"Over 200 dealers in the United States have already recognized the opportunity to grow with IVECO in the North American market. Most of them report better margins selling IVECO trucks than on other lines they carry. And many dealers tell us their IVECO profit center is largely responsible for helping them make it through this most recent economic downturn."

"This is your opportunity to add a new profit center in your dealership... without major capital investment."

"You can establish an IVECO profit center in your dealership without spending a penny on bricks and mortar. No new or additional facilities are required. IVECO trucks can easily be added to your new truck sales department or as a complement to your passenger car sales."

"You'll also be able to use the same business approaches and skills that have already made your dealership successful. And, chances are, you will be able to sell IVECO European Class Diesel Trucks to many of your established customers."

Jim Bostic
IVECO President,
North America

"It's an opportunity to diversify your business investment portfolio."

"Given the ups and downs of the passenger vehicle markets in recent years, most dealers today avoid 'putting all their eggs in one basket.' That's why so many have added other product lines to diversify and to hedge against the demand cycles of the business."

"Traditionally, the demand for light commercial trucks has been very much different than for other vehicle types. With IVECO trucks, you can add a line that is compatible with your other products...and one that helps you further hedge your investment against market fluctuations."

"It's a unique opportunity for smart dealers to establish a profitable growth business."

"The future's very bright for light and mid-range commerical trucks. We need more good dealers right now who want to capture a share of this growth potential.

We're looking for smart businessmen ...like yourself...and like our current dealers...who recognize a ground floor opportunity when they see one...and who know how to make the most of it."

"IVECO's remarkable Z-Range trucks are unique in the industry."

"Our European Class Diesel Trucks offer buyers a combination of European design and quality plus sophisticated technology and superior performance. Tangible, measurable owner benefits like lower fuel and maintenance costs, longer service life and greater reliability with less downtime...all add up to a lower cost of ownership story your dealership can tell...and sell profitably."

"Add up the benefits of an IVECO franchise. Then add European Class to your bottom line."

"This is a unique opportunity for your dealership:

- A new profit center in your dealership without capital investment.
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A·R·A

NEW TRUCK SALES BY MAKE AND GVW CLASS

JANUARY, 1984 VS. JANUARY, 1983★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,000-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Jan., '84**	.....	.....	.....	.....	.....	.....	.....	**83**	**83**
	Jan., '83	.....	.....	.....	.....	.....	.....	.....	29	29
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**83**	**83**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	29	29
CHEVROLET	**Jan., '84**	**41,855**	**36,139**	**2,324**	.....	**21**	**362**	**501**	**28**	**81,230**
	Jan., '83	30,996	24,078	87	.....	25	347	421	21	55,975
	Year to Date '84	**41,855**	**36,139**	**2,324**	.....	**21**	**362**	**501**	**28**	**81,230**
	Year to Date '83	30,996	24,078	87	.....	25	347	421	21	55,975
(Memo Units) #	**Jan., '84**	**28,510**	**14,220**	.....	.....	.....	.....	.....	.....	**42,730**
	Jan., '83	21,184	8,485	.....	.....	.....	.....	.....	.....	29,669
	Year to Date '84	**28,510**	**14,220**	.....	.....	.....	.....	.....	.....	**42,730**
	Year to Date '83	21,184	8,485	.....	.....	.....	.....	.....	.....	29,669
DODGE	**Jan., '84**	**16,467**	**9,204**	.....	.....	.....	.....	.....	.....	**25,671**
	Jan., '83	9,194	5,112	.....	.....	.....	.....	.....	.....	14,306
	Year to Date '84	**16,467**	**9,204**	.....	.....	.....	.....	.....	.....	**25,671**
	Year to Date '83	9,194	5,112	.....	.....	.....	.....	.....	.....	14,306
(Memo Units) #	**Jan., '84**	**11,061**	**5,794**	.....	.....	.....	.....	.....	.....	**16,855**
	Jan., '83	5,846	3,645	.....	.....	.....	.....	.....	.....	9,491
	Year to Date '84	**11,061**	**5,794**	.....	.....	.....	.....	.....	.....	**16,855**
	Year to Date '83	5,846	3,645	.....	.....	.....	.....	.....	.....	9,491
FORD	**Jan., '84**	**23,727**	**57,842**	.....	.....	.....	**835**	**1,560**	**794**	**84,758**
	Jan., '83	21,843	35,767	.....	.....	.....	769	1,801	555	60,735
	Year to Date '84	**23,727**	**57,842**	.....	.....	.....	**835**	**1,560**	**794**	**84,758**
	Year to Date '83	21,843	35,767	.....	.....	.....	769	1,801	555	60,735
(Memo Units) #	**Jan., '84**	**22,270**	**19,573**	.....	.....	.....	.....	.....	.....	**41,843**
	Jan., '83	16,258	14,196	.....	.....	.....	.....	.....	.....	30,454
	Year to Date '84	**22,270**	**19,573**	.....	.....	.....	.....	.....	.....	**41,843**
	Year to Date '83	16,258	14,196	.....	.....	.....	.....	.....	.....	30,454
FREIGHTLINER	**Jan., '84**	.....	.....	.....	.....	.....	.....	.....	**1,066**	**1,066**
	Jan., '83	.....	.....	.....	.....	.....	.....	.....	554	554
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**1,066**	**1,066**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	554	554
GMC	**Jan., '84**	**9,707**	**9,813**	**99**	.....	**154**	**356**	**824**	**553**	**21,506**
	Jan., '83	6,972	7,234	.....	.....	34	357	619	354	15,570
	Year to Date '84	**9,707**	**9,813**	**99**	.....	**154**	**356**	**824**	**553**	**21,506**
	Year to Date '83	6,972	7,234	.....	.....	34	357	619	354	15,570
(Memo Units) #	**Jan., '84**	**6,073**	**3,147**	.....	.....	.....	.....	.....	.....	**9,220**
	Jan., '83	3,996	1,966	.....	.....	.....	.....	.....	.....	5,962
	Year to Date '84	**6,073**	**3,147**	.....	.....	.....	.....	.....	.....	**9,220**
	Year to Date '83	3,996	1,966	.....	.....	.....	.....	.....	.....	5,962
INTERNATIONAL	**Jan., '84**	.....	.....	.....	.....	.....	**1,009**	**985**	**1,608**	**3,602**
	Jan., '83	.....	.....	.....	.....	.....	1,478	812	1,378	3,668
	Year to Date '84	.....	.....	.....	.....	.....	**1,009**	**985**	**1,608**	**3,602**
	Year to Date '83	.....	.....	.....	.....	.....	1,478	812	1,378	3,668
JEEP	**Jan., '84**	**8,557**	**2,108**	.....	.....	.....	.....	.....	.....	**10,665**
	Jan., '83	2,503	2,445	.....	.....	.....	.....	.....	.....	4,948
	Year to Date '84	**8,557**	**2,108**	.....	.....	.....	.....	.....	.....	**10,665**
	Year to Date '83	2,503	2,445	.....	.....	.....	.....	.....	.....	4,948
(Memo Units) #	**Jan., '84**	**8,557**	**1,797**	.....	.....	.....	.....	.....	.....	**10,354**
	Jan., '83	2,503	2,031	.....	.....	.....	.....	.....	.....	4,534
	Year to Date '84	**8,557**	**1,797**	.....	.....	.....	.....	.....	.....	**10,354**
	Year to Date '83	2,503	2,031	.....	.....	.....	.....	.....	.....	4,534
KENWORTH	**Jan., '84**	.....	.....	.....	.....	.....	.....	.....	**1,025**	**1,025**
	Jan., '83	.....	.....	.....	.....	.....	.....	.....	444	444
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**1,025**	**1,025**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	444	444
MACK	**Jan., '84**	.....	.....	.....	.....	.....	**184**	**17**	**1,124**	**1,325**
	Jan., '83	.....	.....	.....	.....	.....	157	53	878	1,088
	Year to Date '84	.....	.....	.....	.....	.....	**184**	**17**	**1,124**	**1,325**
	Year to Date '83	.....	.....	.....	.....	.....	157	53	878	1,088
MERCEDES-BENZ	**Jan., '84**	.....	.....	.....	.....	.....	**122**	**58**	.....	**180**
	Jan., '83	.....	.....	.....	.....	.....	96	35	.....	131
	Year to Date '84	.....	.....	.....	.....	.....	**122**	**58**	.....	**180**
	Year to Date '83	.....	.....	.....	.....	.....	96	35	.....	131
PETERBILT	**Jan., '84**	.....	.....	.....	.....	.....	.....	.....	**781**	**781**
	Jan., '83	.....	.....	.....	.....	.....	.....	.....	499	499
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**781**	**781**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	499	499
PLYMOUTH	**Jan., '84**	**4,059**	**26**	.....	.....	.....	.....	.....	.....	**4,085**
	Jan., '83	358	240	.....	.....	.....	.....	.....	.....	598
	Year to Date '84	**4,059**	**26**	.....	.....	.....	.....	.....	.....	**4,085**
	Year to Date '83	358	240	.....	.....	.....	.....	.....	.....	598
VOLVO	**Jan., '84**	.....	.....	.....	.....	.....	.....	**85**	**36**	**121**
	Jan., '83	.....	.....	.....	.....	.....	.....	70	38	108
	Year to Date '84	.....	.....	.....	.....	.....	.....	**85**	**36**	**121**
	Year to Date '83	.....	.....	.....	.....	.....	.....	70	38	108
WESTERN STAR	**Jan., '84**	.....	.....	.....	.....	.....	.....	.....	**33**	**33**
	Jan., '83	.....	.....	.....	.....	.....	.....	.....	21	21
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**33**	**33**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	21	21
WHITE	**Jan., '84**	.....	.....	.....	.....	.....	.....	.....	**625**	**625**
	Jan., '83	.....	.....	.....	.....	.....	.....	.....	181	181
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**625**	**625**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	181	181
MISCELLANEOUS*	**Jan., '84**	**45,072**	**442**	**8**	**61**	.....	.....	**4**	**55**	**45,642**
	Jan., '83	29,258	620	.....	7	3	.....	15	38	29,941
	Year to Date '84	**45,072**	**442**	**8**	**61**	.....	.....	**4**	**55**	**45,642**
	Year to Date '83	29,258	620	.....	7	3	.....	15	38	29,941
TOTALS	**Jan., '84**	**149,444**	**115,574**	**2,431**	**61**	**175**	**2,868**	**4,034**	**7,811**	**282,398**
	Jan., '83	101,124	75,496	87	7	62	3,204	3,826	4,990	188,796
	Year to Date '84	**149,444**	**115,574**	**2,431**	**61**	**175**	**2,868**	**4,034**	**7,811**	**282,398**
	Year to Date '83	101,124	75,496	87	7	62	3,204	3,826	4,990	188,796

★—New York and Oklahoma figures compiled from manufacturers' sales records, 1984; no registrations for Oklahoma, 1983.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

Automotive World News

Clockwise from upper left: Austin Montego 2.0 HLS, Austin Montego 1.6, Austin Montego Vanden Plas, MG Montego.

Make way for Austin Rover Group's modern Montego

New British model to rival Ford Sierra and Vauxhall Cavalier in upper-medium market

By Richard Feast
European Editor

Another step in what BL's Austin Rover Group (ARG) calls its "product-led recovery" will take place April 25 when the upper-medium Montego sedan, a rival of Ford Sierra and General Motors' Vauxhall Cavalier (Ascona), hits the market.

ARG will now have a modern competitor in a segment where it has been weak for years. Montego's arrival spells the end of the unlovely Ambassador and aging Ital, a model originally launched as the Marina.

According to ARG, the segment took 27 percent of last year's UK total of nearly 1.8 million car sales. Thus, practically all Montego sales will be conquest, though there could be some substitution of Maestro, the hatchback from which the new model is derived.

Equally important to ARG is who the segment's customers are. In the peculiar UK market, up to seven of every 10 new cars are sold to business users. Most are sold to fleet buyers for their sales representatives.

Those powerful fleet buyers used to favor Ford Cortina, which achieved more success in the UK than anywhere else in Europe. Now they buy Sierra, but are increasingly switching to Cavalier. The arrival of Montego has ARG shouting, "Me too!"

This year's main thrust with Montego will be concentrated in Britain. It will go into European export markets this fall, followed by shipments to the Middle East and Australia. There is no prospect of exporting it to the U. S.; ARG's return to the U. S. hinges on the forthcoming luxury-car project with Honda.

ARG has a strict policy of never making sales forecasts, stemming back a few years to when extravagant predictions were made and never subsequently realized. Montego's expected performance can only be gauged from production plans.

Chairman Harold Musgrove says the Cowley factory will build 5,540 a week of the LC10 range, and 2,750 will be Montegos. That would yield an annual volume of about 130,000, generous in view of Maestro's actual registrations in the UK last year of 65,300. (The model was not exported until the fall.)

Total Austin Rover production in 1983 just topped 433,000, and should approach nearly 500,000 this year, Musgrove says. It would be higher except for several product introductions planned this year, including replacement of Triumph Acclaim by Rover 1300 (Honda-Ballade) and a revamp of Metro which will include a five-door model.

Project XX will appear toward the end of next year, and it will not be until 1986 that ARG starts nudging up to 600,000 annual volumes. Over the longer term the aim is to utilize fully the company's installed capacity of 750,000.

ARG's concentration of sales in Britain is hazardous. It stands a chance of being trampled by the heavyweight tactics of market-leader Ford and GM Vauxhall, pretender to the title. But ARG has maintained 17 to 18 percent of domestic sales the past few years, a creditable performance d e entirely to new products such as Metro, Maestro and Acclaim.

The potential for major improvement by ARG in the UK is limited by the competition. The longer term salvation will have to be exports. It does reasonably well in France (30,000) and Italy (27,000), and this year will add West Germany to its priorities; it has already signed an ambitious scheme with a market chain there to sell cars next to bacon and beans.

Musgrove maintains the company is technically equal to its main European competitors, but acknowledges its image is poor. One reason for its heavy commitment to international motor sports is to show Austin Rover products beating the best from Europe and Japan.

"We will be building up exports slowly, doing things right. If we get rapid growth, fine, but it's not a priority. We are looking to do things properly," says managing director (commercial) Mark Snowdon.

Montego is part of a 210 million pounds ($300 million) investment in the LC10 range. Sixty percent of stampings, mainly internal, are a carryover from Maestro, launched just over a year ago. But it looks much different; the nose is softer and only the sculpted door panels are a giveaway.

Montego is a bigger car. Its length of 176 inches is 17 more than Maestro's, and its wheelbase of 101 inches is 2.25 inches more. Weights range from 2,095 to 2,270 pounds.

Mechanically it is similar to Maestro, but it has a broader spread of engines, ranging from the 1.3-liter A-plus (68-HP) through a 1.6-liter S (85-HP) and 2-liter R (102 and 117-HP). Each was developed from an existing unit.

Manual transmissions are bought from Volkswagen (1.6-liter) and Honda (2-liter). The latter, a five-speed unit, will be used in Project XX. At present, the only automatic is on the 1.6 (from VW), but a Honda-designed unit for the 2-liter will be available.

There are six trim levels, including a luxury Vanden Plas and sporty MG with fuel-injected power unit. Also to come are a 2-liter diesel (a direct-injection unit being developed by ARG and Perkins) and a station wagon version.

Nissan first in Europe

Maintains sales lead among Japanese cars

Nissan imports in the UK in March reached a milestone no other Japanese auto company has reached anywhere in Europe: Registration of its one millionth car in a single country.

The event indicates the importance to Nissan of the UK, where its sales performance ensures that, in overall Europe, Nissan stays ahead of Toyota, Japan's leading auto maker. It was one of many reasons why Nissan decided to build its European base in Britain.

Nissan sells more cars in Britain than any other Japanese company in any other European national market. In 1983 the figure was almost 105,000, well over one-third of Nissan's European total.

Total Nissan registrations for 15 countries (detailed Greek statistics were unavailable) gave it 284,610, a market share of 2.7 percent. By contrast, Toyota recorded 231,261 for a European share of 2.2 percent — practically on a par with Volvo.

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JAPANESE CAR SALES IN EUROPE — 1983

Country	Daihatsu	Honda	Mazda	Mitsubishi	Nissan	Subaru	Suzuki	Toyota	Total	%
Austria	1,041	4,146	27,228	4,582	16,368	3,808	1,068	12,017	12,017	28.35
Belgium/Lux.	1,899	8,999	11,559	9,933	17,433	2,309	3,150	22,342	77,684	22.92
Denmark	2,858	1,126	12,616	999	7,220	247	13	10,042	36,042	31.01
Finland	764	4,055	7,859	4,384	15,642	184	2,328	12,742	47,958	40.15
France	0	8,227	13,632	3,860	16,001	0	0	12,851	54,571	2.70
Holland	4,827	10,815	19,952	14,075	23,382	3,598	11,355	19,837	107,841	23.49
Ireland	6	2	1,610	0	6,552	0	0	9,625	17,795	30.01
Italy	0	298	51	322	96	430	625	469	2,291	0.14
Norway	1,047	3,277	14,043	3,765	7,552	1,225	0	8,419	39,328	35.86
Portugal	165	543	309	83	2,562	386	32	3,394	7,474	9.74
Spain	658	872	764	431	849	107	601	1,473	5,759	1.05
Sweden	1,065	2,986	12,269	1,614	5,862	638	0	8,646	33,080	15.24
Switzerland	1,242	6,951	11,989	9,104	14,369	7,570	4,059	18,577	74,485	27.20
UK	5,198	18,796	17,638	9,145	104,684	3,627	3,356	31,683	194,127	10.83
W. Germany	6,290	30,766	58,567	37,516	46,038	5,604	14,120	56,000	256,389	10.56
TOTAL	27,060	101,859	210,086	99,873	284,610	29,733	40,707	229,038	1,022,966	9.85

A manufacturer breakdown from Greece is unavailable. However, Japan took 39.8 percent of the market in Greece with just under 24,500 units. If these are included in the European total, the Japanese share rises to just over 10 percent. In addition, Isuzu began retailing during 1983 (mainly in West Germany and Switzerland); its total was ust over 2,100 units, equivalent to an additional 0.02 percent for the Japanese total.

world news briefs

Renault 11 Turbo: Faster acceleration, better mileage.

Renault 11 goes turbo

A turbocharged version of the Renault 11 (above)—the American Motors Encore— has gone on sale in Europe. The 1.4-liter Cleon gasoline engine with Garrett T2 turbo produces 105-HP and a very flat torque curve. Renault says it can outaccelerate the more powerful R5 Turbo and yield better mileage.

Extra mileage Sierra

Ford of Europe's 1.6-liter Sierra has a revised engine for better mileage, particularly in city driving. The E-Max has a smaller bore, longer stroke and high compression, lean-burn cylinder head. Power remains the same, but the improvement on the ECE mileage cycle averages 9.6 percent.

GM invests in Belgium

GM Continental assembly plants at Antwerp, Belgium, are getting a BF 6.2 billion ($110 million) investment, mainly for a paint plant that will be operating in two years.

Scania outlook improves

The Truck and Bus Division of Saab-Scania Group's production this year is running 30 percent above 1983. An influx of orders since last fall, including a substantial one from Iran, means the Swedish company will have to recruit around 1,000 workers.

Parts deal for Jaguar

Jaguar Cars has taken another step toward an expected public stock offering this summer. It signed a long-term components distribution agreement with Unipart which will result in the reopening of a warehouse near Jaguar's main assembly plant in Coventry. For the past 12 years, Jaguar replacement parts have been distributed with other BL lines.

Poles want new model

Poland's FSO car factory reportedly is looking for a Western partner to provide a replacement for the Fiat 125 version it currently produces. It wants the replacement produced at twice the current rate (60,000 a year), a fourth of them exports.

Ford's reprimand

Ford of Britain has been severely criticized by the Office of Fair Trading for charging very high prices for its replacement-part body panels, and for the way it has tried to eliminate competition from outside suppliers.

Opel strikes accord

Adam Opel employes, fearing that a recent $2.6 billion capital investment plan would mean more automation and fewer jobs, have been reassured. The German auto maker will reduce its 59,000-person payroll by no more than 5 percent over the next five years, a fourth of what the union had predicted.

New faces at Opel

Adam Opel has two new board of management members: Richard E. Durkin, 51, formerly with Chevrolet Motor Division, succeeds John Rhame as finance director, and D. Michael Ross, 44, formerly with Fisher Body Division, succeeds David Campbell as production director. Rhame returns to the U. S. as General Motors comptroller and Campbell joins GM's new small-car group as director-operations.

Setback for Reliant

A prototype of the new sports car being developed by Reliant Motor was destroyed by fire at the company's Tamworth, England, shops in March. The little two-seater—in the MG Midget/Triumph Spitfire category—will debut at the International auto show, Birmingham, in October.

Norwegian changes suggested

A government-appointed committee has recommended that Norway's new-car prices should come down and gas prices should rise. The panel also recommended import taxes by vehicle weight. A family car now priced at $12,000 would drop by 20 percent over five years. At the same time, income lost by the government in taxes would be covered by a 30 percent rise in gas prices.

GM's British loss

General Motors' UK operations last year cost the company some $77 million, a rise of 41 percent over 1982. Vauxhall passenger car operations lost $1.5 million, but depressed worldwide conditions for trucks (Bedford) accounted for most of the deficit.

Ford switches to aluminum

Ford of Europe will gradually switch to aluminum radiators (from copper/brass) for passenger cars. This follows the $36 million investment to convert its Basildon, England, component plant which makes the radiators.

Daf to supply Leyland

Holland's Daf Trucks plans to become a diesel engine supplier to Leyland Vehicles, the financially troubled truck and bus business belonging to BL.

Lead-free agreement

West Germany auto makers and oil companies have agreed on technical standards for lead-free gasoline the government plans to introduce in 1986. The Germans are pressing for a European-wide lead-free introduction, but seem determined to go it alone if they cannot persuade their neighbors.

AC changes hands

AC Cars—famous for its 1960s Ford-engined Cobra sports cars —has changed hands and is moving to Scotland. New owner David McDonald will have the cars built near Glasgow. He plans to expand the miniscule volume of the mid-engined ME300 sports car.

South African deal done

Daimler-Benz's plan to take over its South African production and sales company (UCDD, of Pretoria) has been completed. The company is now known as Mercedes-Benz of South Africa (Pty.) Ltd. Last year the company sold 13,607 cars and employed 5,000 people.

Thatcher for U. S.

Mark Thatcher, son of the British prime minister, has taken a $64,000 a year job promoting sales for Lotus Performance Cars in the U. S.

Renault reigns in 1983 new-car sales

But European competition is getting tougher and closer

By Richard Feast
European Editor

Had it been a horse race, Europe's 1983 new-car sales derby would have been a classic.

As the finish line neared, it was clear the outcome would be close. There were six strong contenders including an American-bred entry that led most of the way and a fast-finishing reigning champion from France.

In the end it was a photo finish, with the blue color of the Renault stable beating the stars and stripes of Ford by a nose.

The competition had never been more intense, and now that the details are available it is possible to see just how close it was. Renault led Ford by only 16,500 units in a market that totaled just under 10.45 million.

Other leading competitors were all in contention. Third went to Fiat Auto, ahead of the VW-Audi Group, Peugeot SA (Citroen and Peugeot-Talbot) and General Motors (Opel-Vauxhall). Other entries such as BL, Daimler-Benz, BMW and Volvo were way down the field.

Only 1.53 percent (160,000 units) separated Renault from sixth place GM. A year earlier the gap between the two was 4.92 percent and more than 491,000 vehicles. This dramatic outcome was a reflection of Renault's serious decline and GM's startling advance. Early returns this year suggest the transposition has been completed, with GM ahead and Renault trailing in sixth place.

Any one of 1983's top six could be 1984's market leader. But whichever it is, the prize will be great. There are a lot of kudos to being first, but no one remembers the other finishers, however close.

Total registrations for the 16 countries in 1983 rose by 4.5 percent to 10,448,222. That didn't match the 10.65 million of 1979, but the bleak days of the early 1980s now are well behind. Auto makers anticipate more growth this year, though not as great as last year.

Last year's recovery was very patchy. More countries reported declining demand than increased buying—nine to seven. This was epitomized in the four major national markets, West Germany, France, the UK and Italy, which between them account for three of every four new models sold in Europe. Between them, there were nearly 508,000 more new German and British customers than the previous year. In France and Italy there were more than 141,000 fewer. This healthy 366,500 addition to the total mainly dictated 1983's overall result. In the remaining 12 countries the number of additional new buyers was 84,500, mainly in Holland, Austria and Denmark.

• Renault's fall in sales was greatly the result of a slowdown in demand in its country of origin. But this was only part of the story, as Renault faced 1983 under pressure from all directions.

The Peugeot group (PSA) won back some of the ground it had lost to Renault in France. In Renault's prime European export market, Italy, Fiat mounted an aggressive sales campaign to go with the launch of its new baby Uno. The combination of falling Italian sales and Fiat pressure was felt by all other auto makers, not just Renault.

In Spain, another large market where Renault is market leader, there was increased competition from the recently opened GM-Espana and its Opel Corsa. Renault lost market share. And it lost small slices of the action in the two large markets where demand was strong, Germany and Britain.

The end result was an 8.7 percent drop in volume to 1,320,532. Renault landed the No. 1 spot solely on its performance in France in December, for up to the end of November Ford was just ahead.

There seems little doubt that Renault pulled a lot of 1984 volume into the end of 1983, whatever the healthy demand for new cars in France in December. In the opening two months of this year, Renault business in France plunged nearly 19 percent compared with an overall trend of 9 percent. It has even fallen behind arch rival PSA in French market share.

Domestic demand for the 9/11 remains good, but Renault's weaknesses are the medium range R18 and small hatchback R5. All direct rivals are newer and brighter. While replacements are being rushed through, Renault's main newcomer is the upper range R25. Whether it can achieve the ambitious volumes planned for it, against some stiff, prestige opposition, remains to be seen.

This year may go down as a low point for Renault. It could easily lose its European lead, and could concede the top slot in France to PSA. Its concerns are compounded by a desire to reduce labor, continuing worries in its truck and bus operations, and recent poor financial results.

• Ford's sales results were its best ever in Europe. It put a brave face on losing market leadership, a missed goal which cost it dearly in promotional support. Its registrations rose 6.3 percent to 1,304,028, a share of 12.48 percent compared with Renault's 12.64 percent.

The company was in part carried along by increased demand in the countries in which its manufacturing is concentrated, Germany, the UK and Spain. But it lost market share in Bri-

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Japanese

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The only other company topping 200,000 was Mazda with 210,086, a market share of 2.02 percent.

Total Japanese registrations in Europe in 1983 reached a record 1,025,082, up almost 11 percent over 1982, and the first time Japan's total breeched the million mark.

In unit terms, West Germany (256,400) and the UK (194,100) were the most important markets for the Japanese. By market share, however, the key spots were Finland (more than 40 percent) and Greece, Norway, Denmark and Ireland, each more than 30 percent Japanese.

• Apart from Nissan's UK total, each of the other Japanese auto makers sold more in Germany than in any other single market. Toyota was top Japanese importer in Belgium, Ireland, Portugal, Spain and Switzerland. Nissan was tops in the UK, Finland, France and Holland, with Mazda the leading Japanese make in Austria, Denmark, Norway, Sweden and Germany. In the highly restricted Italian market, specialist Suzuki was high with only 625 units.

Nissan's British total nearly doubled the next-best total by a Japanese maker in a single market, Mazda's 58,600 in Germany. Nissan's UK figure, though, is an artificial one. It was frozen at approximately 6 percent when the Anglo-Japanese agreement on quotas was agreed in 1976. Since then, total Japanese imports in the country have been restricted to 11 percent. The cut-off point is double-edged: Nissan believes it could have grown more, but its competitors feel much the same. Frozen at points they had reached in 1976, Toyota, Mazda and Honda feel strangled by restraints. Also, smaller newcomers like Subaru, Suzuki and Daihatsu have arrived, and their numbers mean even fewer units for the majors.

The UK restriction is insignificant compared with those in France and Italy. Japan's quota for Italy is only 2,200. Even though the French market is large, Japan's permissible 3 percent of last year's total would have amounted to no more than 60,500; in the end Japan's registrations were fewer than 54,600.

There are also local restrictions in the large Spanish market and small Portuguese and Irish markets. As a result, the full effect of Japan's auto powerhouse has never been felt in Europe as a whole, and it seems unlikely it ever will be.

Europe sales

Continued from Page 28

tain and Spain (courtesy of GM) and increased only marginally in Germany. Preliminary 1984 results indicate that Ford has slipped still further in Spain and Britain, and that its German share is now being greatly eroded.

Ford achieved a very impressive result last year in France, its main export market, where it registered 143,500 cars for a share of 7.11 percent. This was third only to the 288,000 in Germany and an awesome 518,000 in Britain.

One area where Ford will never be seriously lacking is in the youth of its model range. A Granada may look old by today's standards, but still is quite modern, and a replacement is well on the way. There will be no major model announcements from Ford this year. Instead it will concentrate on plugging gaps and pushing its newly introduced small diesels.

However, continued market pressure from GM (and Austin Rover) in the UK and from VW (and GM) in Germany are indicators of a lower slice of the overall European market for Ford this year.

Fiat Auto, which includes Lancia and Autobianchi brands, improved volume by 4 percent to 1,280,541, equivalent to 12.26 percent of the 16-country definition. (Fiat's own idea of Europe is somewhat smaller and excludes Spain.) It was the only real winner in Italy last year, increasing its share from 51.6 percent to 55.4 percent despite a falling market. The key was Uno, the small car launched with fanfare in Florida early in the year.

Uno (and the whole Fiat range) helped Fiat to increase its business in France, Holland, Belgium, Switzerland, Norway and Denmark. It was the leading importer in Germany, though it lost market share there.

Fiat has decided on a policy of Fortress Europe, having withdrawn from other key world markets. However, there is a temptation to think of it as Fortress Italy; 68 percent of Fiat's European sales last year were in its home market, the highest concentration in any country by any of the leading makers.

Its registrations in France (nearly 121,000) and Germany (101,500) were good, but the company's one export weakness was—and remains—the UK. Its woeful 3.1 percent share in 1982 was cut further to 2.8 percent (fewer than 50,000). Its presence in Spain, the fifth largest market, is almost non-existent following the divorce from Seat.

In short, Fiat's sales lack balance. If the Italian market goes down, Fiat's European share will almost certainly fall with it. Britain and Spain apart, it has some useful export markets as compensation, but more than any other it is a mono-market make.

The VW group has a concentration in its home market too (54 percent of all its European sales last year). But it has its North American exports, as well as manufacturing there.

Overall, VW's 1983 increase was of the order of 2.9 percent to 1,227,211, equivalent to 11.75 percent. A detailed breakdown is not available, but the group's increase was almost entirely on account of the Audi Division.

The success of the new Audi 100 resulted in an increase of a quarter in Audi business, while VW registrations actually declined slightly, despite healthy home demand. It lost market share in its three main export markets, though volumes remained high: 115,500 in France, 100,700 in the UK and just over 91,000 in Italy.

VW's strength was in northern Europe, and it can boast market leadership in Austria and Switzerland as well as Germany. It, too, is handicapped by a thin Spanish presence, though the recent link with Seat — which results in VWs being made in Spain—will strengthen its overall standing.

In addition, continuing increases in German demand and the new generation Golf being produced in record numbers in Wolfsburg indicate an improvement in group fortunes this year. This year could result in a considerable European rivival for VW and Audi.

Fifth in rankings last year was PSA. It recorded a marginal fall in sales (5,500) to end the year on 1,220,098 and 11.7 percent. It chalked up a number of small pluses in national market shares (Switzerland, Sweden, Denmark, Ireland and Greece) but its main thrust last year was in France. It achieved a notable gain.

With new products like the Citroen BX and Peugeot 205, PSA concentrated on clawing back some of its lost domestic share. Despite an overall slackening in car purchases, PSA increased its registrations (by about 28,000) and finished the year with a slice of 32.2 percent compared with 30.2 percent one year earlier.

This year, PSA promises, will see a renewal of the export effort based on the 205 and BX. On the other hand, there is some truth in the comment that PSA business has declined to such an extent that the only way to go is up. When the group was created, by absorbing Chrysler-Europe at the end of the 1970s, its market share was of the order of 18 percent. It has gone steadily down since then, and there are no suggestions that it—or any other company — can achieve such preeminence in the foreseeable future in Europe.

Automobiles Citroen's sales performance was a steady one. It made gains with the BX, but lost a great deal on the GSA range. Overall, it added in the region of only 5,000 units (to 505,000) and thus lost market share in the process.

At Automobiles Peugeot, the Talbot slide continued unabated, and only the performance on the Peugeot side (new 205 and considerably revamped 305 and 505) maintained equilibrium. By the end of the year Peugeot was up around 50,000 units.

So far this year PSA has moved ahead of Renault in France. It was an encouraging sign in view of its professed intention of concentrating on exports. Overall, in the first two months Peugeot's and Citroen's sales climbed; as ever, Talbot was down, in no small part on account of the bitter industrial dispute which halted production earlier this year.

But the most impressive sales performance last year was by GM's Adam Opel and (in the UK) Vauxhall Motors. Total registrations soared by 21.6 percent to 1,161,208, a market share of 11.1 percent that put GM with the front runners at last.

It did not gain a place, but finished a competitive sixth rather than a distance sixth. The key was the opening (at the end of the previous year) of the Corsa factory at Zaragoza, Spain. It gave GM a small car competitor for the first time and a proper entry in the previously closed Spanish market.

In 1981 GM registered 818,500 cars for a market share in Europe of 8.3 percent; market leader Renault took 13.7 percent. The following year GM was at 958,400 and 9.6 percent; Renault had improved to 14.4 percent. Last year the pattern was completely reversed as GM joined the grownups and Renault headed for the recovery wing.

Corsa (known as Nova in the UK) is a big success. Unlike in the U. S., the J-car (Ascona/Cavalier) was exceptionally well received, and the Kadett/Astra continued to provide the bulk of GM's European sales. The model will probably suffer at the hands of the new Golf this year, but Opel's replacement is due this fall. Insiders suggest that it will be a more radical styling job than VW did with the Golf.

GM's traditional European base has been Germany, where it registered nearly 449,000 models last year. But Vauxhall's

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NEW-CAR MARKET SHARES IN EUROPE

Country		Renault	Ford	Fiat Auto	VW-Audi	Peugeot group	General Motors	BL	Daimler-Benz	BMW	Volvo	Japan (all)	Total units
Austria	'83	4.86	8.75	5.89	21.02	5.37	13.70	0.19	3.20	3.44	1.56	28.35	247,847
	'82	6.09	8.59	6.14	20.78	7.27	14.21	0.32	2.52	3.62	1.57	25.76	194,150
Belgium/Lux.	'83	8.17	7.79	6.20	13.09	13.47	11.20	1.51	2.49	2.96	2.05	22.92	338,933
	'82	9.40	8.59	5.61	13.41	13.66	10.28	1.60	2.45	3.30	2.06	21.51	344,318
Denmark	'83	0.57	14.84	5.35	5.24	7.16	13.74	0.11	0.77	2.03	3.78	31.01	116,238
	'82	0.95	16.11	4.77	5.72	6.97	14.29	0.60	1.17	2.04	3.51	25.25	85,405
Finland	'83	0.69	8.23	5.13	4.67	6.78	8.02	0.25	2.40	2.00	4.82	40.15	119,440
	'82	0.77	9.72	5.55	4.98	7.49	8.48	0.07	2.42	1.97	4.75	35.49	128,017
France	'83	35.13	7.11	5.99	5.72	32.21	3.83	1.52	0.39	1.64	0.69	2.70	2,017,617
	'82	39.14	6.46	4.93	6.05	30.24	2.52	1.59	0.87	1.63	0.53	2.91	2,056,490
Greece	'83	7.84	9.03	3.78	2.82	5.58	10.43	.....	.....	2.30	.....	39.80	61,549
	'82	4.45	12.70	3.82	3.63	5.22	9.36	.....	.....	2.34	.....	45.85	79,981
Holland	'83	6.36	10.82	6.55	8.29	10.59	16.31	1.74	1.94	3.23	4.81	23.49	459,131
	'82	7.98	10.43	5.47	9.13	11.92	16.13	1.61	1.98	3.51	4.19	22.37	406,911
Ireland	'83	8.85	21.46	8.91	4.45	4.36	12.62	5.26	0.49	0.65	1.47	30.01	59,148
	'82	10.43	22.78	9.19	6.63	3.98	11.06	4.01	0.68	0.88	1.45	27.56	72,829
Italy	'83	10.22	4.57	55.38	5.76	6.38	3.50	1.71	0.84	1.78	1.09	0.14	1,582,027
	'82	11.03	5.04	51.63	6.86	8.46	3.71	1.88	0.78	1.56	0.88	0.14	1,684,580
Norway	'83	0.44	14.78	2.49	11.13	5.19	13.29	.....	1.56	1.90	7.61	35.86	109,672
	'82	0.45	15.22	1.63	11.96	5.43	13.24	.....	1.34	2.19	6.31	36.80	115,573
Portugal	'83	36.72	5.55	13.90	1.97	15.51	8.97	5.68	.....	.....	1.20	9.74	76,702
	'82	31.67	7.17	14.47	2.13	18.62	7.33	5.44	1.00	1.55	1.32	8.46	73,246
Spain	'83	31.16	13.22	0.77	1.27	17.04	9.70	0.42	0.91	0.85	0.32	1.05	550,436
	'82	32.03	15.16	0.39	0.79	17.28	3.21	0.30	1.41	0.96	0.34	1.27	535,733
Sweden	'83	1.02	9.93	2.57	10.19	3.09	9.64	.....	2.70	1.89	28.56	15.24	217,123
	'82	1.13	10.26	1.87	12.03	2.51	10.23	.....	2.88	1.67	26.33	15.20	218,428
Switzerland	'83	5.38	8.86	8.60	14.77	8.73	13.05	0.83	1.93	4.02	2.38	27.20	273,886
	'82	6.88	8.13	8.54	13.80	8.27	13.31	0.96	2.19	4.40	2.09	26.69	290,890
UK	'83	3.51	28.91	2.77	5.62	5.87	14.63	18.57	0.75	1.40	3.42	10.83	1,791,699
	'82	4.12	30.49	3.14	5.94	6.43	11.69	17.83	0.78	1.48	3.32	11.00	1,555,027
W. Germany	'83	3.69	11.87	4.18	28.27	3.79	18.49	0.24	10.14	6.41	0.63	10.56	2,426,774
	'82	3.89	11.26	4.33	29.32	4.03	18.22	0.19	10.84	5.91	0.58	9.80	2,155,537
TOTAL	'83	12.64	12.48	12.26	11.75	11.68	11.11	4.04	3.25	2.91	2.21	10.05	100
	'82	14.47	12.27	12.32	11.93	12.26	9.55	3.70	3.25	2.75	2.01	9.50	100
Units	'83	1,320,532	1,304,028	1,280,541	1,227,211	1,220,098	1,161,208	422,254	339,105	304,068	231,261	1,049,580	10,448,222
	'82	1,446,349	1,226,428	1,231,236	1,192,987	1,225,619	955,013	370,324	325,336	274,695	200,857	949,727	9,997,195

Except where indicated, numbers refer to market shares. Top Lines for each country are 1983 figures; the bottom line is 1982. Although some statistics from Greece and Portugal are unavailable, their small volumes do not affect overall results.

Sleuthing out the sales statistics

Auto makers view Western Europe as one market, the largest chunk of business in the world, bigger in recent years than the U. S.

That view is understandable, especially now that the European Economic Community covers 10 countries. But national differences are significant. The average income of a Parisian, for instance, is three times that of a Neopolitan. The EEC has 11 prime languages; a myriad of national regulations; socialist, centralist and conservative governments; and a currency exchange system which does not always move with one accord, despite a sinister-sounding financial device known as "The Snake."

Neither are there any official European automotive registration statistics. Europe, to one auto maker, is 16 countries; to another it is 14 or 15. In some countries (West Germany, for example) certain vans are listed as the passenger car statistics; in others (Britain) they are not.

Some countries' statistical reporting systems are fast. The UK and Sweden issue final and accurate registration statistics within days after the close of a month. Most other countries have theirs within the month, but some are hopelessly late and erratic. Accurate Greek statistics are rare, and hardly anyone has ever seen a complete set of Italian registrations. All European auto makers work on the basis of sales to dealers and organize their own unofficial exchanges of information. This became apparent when Automotive News embarked on a project several weeks ago to compile definitive European statistics. The project was important because of the closeness in sales of Europe's six leading auto groups.

The results, for the most part based on official statistics from national bodies, are printed in tables above and on Page 30. A few statistics were provided by manufacturers, but even then there are some gaps. Nevertheless, the statistics give the most comprehensive picture of 1983 and 1982 registrations as has been published to date. They show the close competition among the six leading auto makers, covered by 1.53 percentage points; the year-end margin Renault had over Ford (16,500 units out of a market of nearly 10.5 million) to retain the No. 1 sales spot; the dramatic sales decline by Renault and huge gains by the two U.S.-owned groups, Ford and, particularly, General Motors; the high overall level of sales, 4.5 percent above the previous year but still some way behind the 10.65 million achieved in 1979; the wide variety in national sales patterns—record levels in the UK, strong growth in Germany and small declines in France and Italy; and record numbers registered by the Japanese makers—more than one million for the first time.

VW Golf is top seller

Escort is second in Western Europe

By Richard Feast
European Editor

Volkswagen Golf (Rabbit) was the best-selling car model in Western Europe in 1983, despite an interruption in production to introduce the second-generation version last fall. A late sales charge as production climbed resulted in full-year Golf registrations of approximately 464,000.

BEST-SELLING CAR MODELS IN EUROPE — 1983

WEST GERMANY
(2,426,774 total sales)

Pos. 1983	Model	Units 1983	1982 pos.
1	VW Golf	224,887	1
2	Opel Kadett	189,993	3
3	Mercedes-Benz (W123)	135,651	2
4	Opel Ascona	117,782	5
5	VW Passat	107,940	4
6	Ford Sierra	97,478	—
7	BMW 3-series	91,886	9
8	Audi 80	84,542	6
9	Opel Rekord	79,983	—
10	Audi 100/200	78,699	—

FRANCE
(2,017,617 total sales)

1	Renault 5	213,805	1
2	Renault 9	139,229	2
3	Renault 11	126,740	—
4	Renault 18	106,102	3
5	Peugeot 205	105,634	—
6	Peugeot 305	105,235	4
7	Citroen BX	91,069	—
8	Citroen Visa	66,657	5
9	Renault 4	62,062	7
10	Ford Escort	52,807	9

UNITED KINGDOM
(1,791,699 total sales)

1	Ford Escort	174,190	1
2	Ford Sierra	159,119	—
3	Austin Rover Metro	137,303	3
4	Vauxhall Cavalier	127,509	5
5	Ford Fiesta	119,602	4
6	Austin Rover Maestro	65,328	—
7	Vauxhall Astra	62,570	6
8	Triumph Acclaim	38,406	7
9	Nissan Sunny	36,781	9
10	Volvo 300 series	36,753	—

ITALY
(1,582,027 total sales)

1	Fiat Uno	245,000	—
2	Fiat Ritmo/Strada	167,000	2
3	Fiat Panda	157,000	3
4	Fiat 127	60,900	1
5	Autobianchi A112	59,250	7
6	VW Golf	51,000	6
7	Renault 9	49,300	8
8	Renault 5	47,700	5
9	Lancia Prisma	42,050	—
10	Fiat 126	33,650	—

SPAIN
(550,436 total sales)

1	Renault 9	46,100	3
2	Renault 5/7	41,730	1
3	Opel Corsa	37,634	—
4	Renault 18	37,591	4
5	Seat Ritmo/Ronda	32,697	2
6	Ford Fiesta	32,302	7
7	Seat Panda	31,439	8
8	Seat 127/Fura	30,534	5
9	Talbot Horizon	30,502	10
10	Ford Escort	29,063	6

HOLLAND
(459,131 total sales)

1	Opel Kadett	35,062	1
2	Ford Escort	25,556	3
3	Volvo 300 series	17,735	5
4	VW Golf	16,454	2
5	Opel Ascona	14,668	4
6	Opel Corsa	12,816	—
7	Ford Sierra	12,109	—
8	Mazda 323	10,476	7
9	BMW 3-series	10,319	—
10	Opel Rekord	9,374	—

BELGIUM/LUX.
(338,933 total sales)

1	VW Golf	17,102	1
2	Opel Kadett	16,925	2
3	Lada	10,190	3
4	Opel Ascona	9,447	4
5	Ford Fiesta	8,654	6
6	Ford Sierra	7,876	—
7	Mazda 323	7,502	5
8	Ford Escort	7,254	9
9	Renault 9	6,971	7
10	Peugeot 305	6,892	—

SWITZERLAND
(273,886 total sales)

Pos. 1983	Model	Units 1983	1982 pos.
1	VW Golf	15,584	1
2	Opel Kadett	12,687	2
3	Ford Sierra	9,907	—
4	Ford Escort	8,322	5
5	Opel Ascona	8,290	3
6	Toyota Tercel	7,837	—
7	BMW 3-series	6,411	8
8	Opel Rekord	5,944	10
9	Mazda 323	5,771	4
10	Fiat Ritmo/ Strada	5,742	7

AUSTRIA
(247,847 total sales)

1	VW Golf	25,197	1
2	Mazda 323	15,032	2
3	Opel Kadett	14,113	3
4	Opel Ascona	12,574	4
5	Mazda 626	10,910	10
6	Ford Escort	9,394	5
7	Ford Sierra	7,336	—
8	Audi 80	6,204	7
9	VW Passat	5,807	6
10	Nissan Sunny	5,783	—

SWEDEN
(217,123 total sales)

1	Volvo 200-series	49,772	1
2	Saab 900	21,217	2
3	VW Golf/Jetta	11,353	3
4	Volvo 300-series	9,591	5
5	Opel Kadett	7,873	4
6	Mazda 323	7,681	7
7	Saab 99	7,147	6
8	Ford Escort	7,052	8
9	Ford Sierra	6,052	—
10	Opel Ascona	5,262	9

FINLAND
(119,440 total sales)

1	Lada	9,512	1
2	Nissan Sunny	7,124	6
3	Toyota Corolla	6,284	4
4	Nissan Cherry	6,031	2
5	Mazda 323	4,803	5
6	Ford Escort	4,353	7
7	Opel Kadett	4,084	3
8	Saab 99	3,884	9
9	Volvo 200-series	3,512	—
10	Opel Ascona	3,295	—

DENMARK
(116,238 total sales)

1	Opel Kadett	8,229	2
2	Skoda	7,977	1
3	Ford Sierra	7,005	—
4	Toyota Corolla	6,770	6
5	Mazda 323	6,743	3
6	Ford Escort	6,482	7
7	Mazda 626	5,100	—
8	Lada	4,900	5
9	Opel Ascona	3,582	8
10	Fiat 127	3,459	—

NORWAY
(109,672 total sales)

1	Ford Sierra	6,342	—
2	Volvo 200-series	5,938	4
3	VW Golf	5,803	5
4	Opel Ascona	5,431	1
5	Mazda 626	5,308	—
6	Mazda 323	4,867	2
7	Opel Rekord	4,129	—
8	Mazda 929	3,867	6
9	Nissan Cherry	3,136	9
10	Ford Granada	3,100	—

IRELAND
(59,148 total sales)

1	Ford Fiesta	5,683	1
2	Toyota Corolla	3,917	4
3	Opel Kadett	3,503	3
4	Ford Sierra	3,048	—
5	Ford Escort	2,846	2
6	Toyota Starlet	2,275	5
7	Opel Ascona	2,228	10
8	Fiat Ritmo/ Strada	1,998	—
9	Nissan Sentra	1,856	—
10	Renault 9	1,800	—

PRODUCTION OVERSEAS

BRAZIL
Cars

	1 mo., 1984	1 mo., 1983
Farus	3	10
Fiat	8,777	10,584
Ford	12,376	12,510
General Motors	10,669	16,244
Gurgel	5	0
Puma	11	23

Ford Escort was second at 442,000, Renault 5—which vied with Escort for first place in 1982—fell to 384,000, marginally behind the Ford Sierra and way behind General Motors' Kadett/Astra with 401,000.

These unoffcial figures emerge from a country-by-country survey of the top 10 sellers in 14 European markets.

Golf gained firsts in four countries, all in the northern region: West Germany, Belgium/Luxembourg, Switzerland and Austria.

The only other model to gain more than one first place was Opel Kadett, tops in Holland and Denmark. Ford's No. 1 spots were spread across its model range, with Escort the best seller in the UK, Sierra in Norway and Fiesta in Ireland.

Fiat's new Uno went straight to the top of the Italian chart, pushing the 127 from first to fourth place. With 245,000 units sold in its country of origin, Uno's numbers were greater than for any other model in any other national market in Europe. That honor went in 1982 to Renault 5 in France (more than 272,000); but decline in demand in France and increased competition resulted in Renault registering just under 214,000 R5s last year. That was still good enough for No. 1, but represented less than 11 percent of the market compared with around 15 percent two years earlier.

In France the R5 was pressed by the R9 and R11. The combined success of these two basically similar models was 266,000.

In Spain it was a similar picture. The newer R9 displaced the R5/7 to become the country's most popular car. (The R7 is a unique Spanish product—an R5 with a conventional trunk.)

Sweden's best seller was the Volvo 200 at almost 50,000 registrations.

The only model from outside Western Europe to make it to the top was the Soviet Union's Lada in Finland, where Russia has close trading links. It is also a reflection of how well a cheap car can sell in a country where taxes create very high retail prices.

It is a similar story in much of Scandinavia. Because of the low-cost cars of Comecon and Japan, the highest-placed European car in Finland was in sixth place (Escort). In Denmark the Czech Skoda (first in 1982) was just beaten by Kadett. In Norway, four out of the top 10 were from Japan. The exception to the major presence of Japan in Scandinavia was Sweden, where its slice was only 15 percent.

No Japanese model made it to the top in Europe last year. But there were three runners-up: Mazda 323 in Austria, Nissan Sunny in Finland, and Toyota Corolla in Ireland. Mazda was the most consistent Japanese performer in the various top 10s, with eight placings among the 14 listings.

Sta Matilde	8	0
Toyota	11	15
Volkswagen	18,567	26,142
Total	50,367	65,528
Vans, trucks, buses		
Agrale	50	1
Fiat	3,261	3,607
Fiat Diesel	51	24
Ford	3,160	2,228
General Motors	1,617	1,310
Gurgel	77	58
Mercedes-Benz	2,482	15
Puma	0	4
Scania	175	26
Toyota	214	119
Volkswagen	535	862
VW Camiones	326	252
Volvo	110	79
Total	12,058	8,285
Total vehicles	62,367	74,113

SPAIN
Cars

	12 mos., 1983	12 mos., 1982
Citroen	112,221	94,498
Ford	221,912	222,026
General Motors	246,340	21,812
Renault	283,172	296,107
Seat	223,887	240,005
Talbot	54,049	53,052
Total	1,141,581	927,500
Vans, trucks, buses		
CAF	0	146
Citroen	20,435	36,335
Enasa	13,931	13,527
Ford	5,884	7,521
Hispavinsa	2,551	3,152
Land-Rover	17,804	13,380
Mercedes-Benz	9,172	12,232
Motor Iberica	20,297	18,196
Renault	30,495	31,398
Seat	26,152	6,120
Setra	168	0
Talbot	251	0
Total	147,140	142,007
Total vehicles	1,288,721	1,069,507

REGISTRATIONS OVERSEAS

SWEDEN
Cars

	2 mos., 1984	2 mos., 1983
Alfa Romeo	136	50
BMW	561	417
Daihatsu	138	67
Fiat Auto	867	536
Ford	3,207	3,224
General Motors	3,103	2,666
Honda	525	421
Lada	262	222
Mazda	1,185	1,004
Mercedes-Benz	696	625
Mitsubishi	128	226
Nissan	641	868
Peugeot SA	1,165	779
Citroen	542	301
Peugeot/Talbot	623	478
Porsche	30	17
Renault	260	310
Saab	5,512	4,440
Skoda	58	41
Subaru	149	80
Toyota	1,189	1,262
VW-Audi Group	4,207	2,593
Audi	1,250	393
Volkswagen	2,957	2,200
Volvo	11,516	9,089
Others	131	232
Total	35,537	28,943

ITALY
(sales)
Cars

	2 mos., 1984	2 mos., 1983
Alfa Romeo	25,882	17,425
BL	4,512	5,674
BMW	6,008	4,833
Fiat Auto	173,952	151,842
Fiat	146,135	128,716
Lancia/ Autobianchi	27,817	23,126
Ford	12,898	14,215
General Motors	11,342	9,455
Innocenti	5,014	2,431
Mercedes-Benz	2,588	2,149
Peugeot SA	24,084	21,643
Citroen	14,072	12,618
Peugeot/Talbot	10,012	9,025
Renault	34,134	31,249
VW-Audi Group	15,708	18,942
Audi/Porsche	3,357	4,869
Volkswagen	12,351	14,073
Volvo	3,780	3,516
Others	5,171	2,176
Total	325,073	285,550

AUSTRIA
Cars

	2 mos., 1984	2 mos., 1983
Alfa Romeo	458	319
BL	42	66
BMW	1,785	1,366
Daihatsu	118	110
Fiat Auto	2,600	1,259
Ford	3,552	2,783
General Motors	4,536	4,777
Honda	669	428
Lada	168	233
Mazda	3,288	2,965
Mercedes-Benz	1,236	1,082
Mitsubishi	576	717
Nissan	1,630	2,287
Peugeot SA	2,727	2,171
Citroen	1,261	833
Peugeot/Talbot	1,466	1,338
Porsche	121	66
Renault	1,673	1,544
Saab	83	66
Seat	202	.....
Skoda	75	132
Subaru	405	715
Suzuki	153	116
Toyota	1,631	1,749
VW-Audi Group	6,888	6,844
Audi	1,263	1,760
Volkswagen	5,625	5,084
Volvo	618	547
Others	17	23
Total	35,128	32,365

Europe sales

Continued from Page 29

efforts meant that the UK became much more significant than previously, with more than 262,000 units. Its French market share improved considerably (77,000-plus) and it retained its Dutch leadership with nearly 75,000. Its Italian result (55,000) was held in check by Fiat but the 53,000 in Spain was a solid plus.

This year GM can make further progress, given the overall recovery in Germany and its extraordinary efforts to catch Ford in the UK; it has already overhauled Austin Rover for second place. Given anticipated European growth, though, even over the medium term GM may be reaching the limits of its European capacity. A decision to extend its Spanish operation would come as no surprise.

Of the other European auto makers, BL was a distant seventh with just over 4 percent. This was more a reflection of its UK base, where 79 percent of its customers were last year. BL's Jaguar and Austin-Rover Divisions will be making bigger efforts in Europe this year, but simple capacity limits — at 750,000 — will prevent it ever becoming a front-runner.

Daimler-Benz's foundation in Germany contributed mostly to its 3.2 percent overall. Of its 339,000 European conquests, 246,000 were in its country of origin. Its main exports were to France (nearly 19,000) and Italy and the UK (around 13,500 each).

Volvo's total of 231,000 was based on returns mainly from Sweden and the UK with around 61,000 each. Italy (17,000 last year), France (14,000) and Germany (15,000) present the biggest challenges to the Swedish company.

BMW's 304,000 comprised just over half in Germany and solid chunks in its special market niches across the whole of Europe. In number terms it did best in France (33,000), Italy (28,000) and the UK (25,000). In market shares its best exports were to Switzerland (4 percent of total sales) and Austria, Holland and Belgium with around 3 percent each.

Tops '78 record by 3.4 percent

First-quarter truck sales hit peak

Continued from Page 16

cent, 11,958 versus 10,374, and heavies totaled 38,278 units, a gain of 35.4 percent over the year-earlier 28,264.

Sales of compact trucks in the first three months showed a drastic improvement over last year.

Through March, the total was 399,792 units, an increase of 77.9 percent over the year-earlier 224,682. They accounted for 40.1 percent of the industry's three-month sales.

March sales of the compacts totaled 145,152 units, a gain of 54.7 percent over the year-ago 93,828. They accounted for 38.4 percent of the month's sales.

Three-month sales of the independent Japanese-built compacts were up 52.2 percent to 130,792 units, compared with 85,931 a year ago. March sales totaled 42,207 units, a gain of 11.5 percent over last year.

• With the addition of the Chrysler T-wagons and van, the downsized Jeep Cherokee and Wagoneer and the U.S.-built Nissan/Datsun pickup, sales of the domestic compacts in the first three months and March were almost double those in 1983.

Through March, sales totaled 269,000 units, an increase of 93.9 percent over the year-earlier 138,751. During the month, dealers retailed 102,945 units, up 83.9 percent from last year's 55,978.

Truck sales by Big Three dealers through March totaled 757,948 units, up 40 percent over last year's 541,516. During the month, they retailed 299,465 vehicles, a gain of 31.8 percent over the year-earlier 227,222.

Ford's first-quarter total was 280,321 units, an increase of 31.3 percent over the year-ago 213,547. The March count was up 22.7 percent to 112,679 units, compared with 91,844 last year.

Three-month sales by Chevrolet dealers were 29 percent higher than a year ago, 270,799 versus 209,968. During the month, they sold 104,738 vehicles, up 26.8 percent over the year-earlier 82,602.

• Dodge and Chrysler-Plymouth dealers retailed 127,993 vehicles through March, an increase of 116 percent over the previous year's 59,259. March sales were up 97.9 percent to 54,533 units, compared with 27,552 in the same month in 1983.

GMC reported that March sales were higher for the 12th consecutive month. The total was 27,515, a gain of 12.3 percent over the year-earlier 24,505. Through March, dealers retailed 78,835 units, up 34.2 percent over last year's 58,742.

Sales of Jeep four-wheel-drive vehicles were up more than 100 percent for the quarter and the month. The three-month total was 34,548, a gain of 122.2 percent over last year's 15,546, and March sales were up 107.5 percent, from 5,851 units in 1983 to 12,143.

Volkswagen dealers sold only 245 compact pickup trucks in the first three months, compared with 1,577 a year ago. March sales were down from 500 a year ago to 68. The vehicle no longer is being produced.

Nissan/Datsun dealers retailed 59,185 compact trucks in the first quarter, up 85.9 percent over last year's 31,839. This year's count includes 27,346 units built in the U.S. and retailed as domestic vehicles.

• During the month, 22,980 Nissan/Datsun trucks were retailed, a gain of 98.7 percent over the year-ago 11,563. Included in the March total, an alltime high, were 11,179 U.S.-produced vehicles.

Three-month Toyota sales were 69.3 percent higher than a year ago, 58,584 versus 34,595. During the month, dealers retailed a record 24,478 vehicles, up 63 percent from last year's 15,019 units.

Record March sales also were reported for Mazda trucks. Dealers sold 12,330 units, up 46.5 percent over last year's 8,417. The three-month total of 30,769 also was an alltime high, and an increase of 81.9 percent over the previous year's 16,913 units.

March and first-quarter sales by Isuzu and Mitsubishi dealers set new marks, too.

Isuzu dealers retailed 5,900 units through March, up 20 percent over last year's 4,916. The March total was 2,346, a gain of 12 percent over the year-earlier 2,094 units.

Three-month sales by Mitsubishi dealers were 88.4 percent higher than last year, 3,700 versus 1,964. The March total was 1,251 percent, up 65.3 percent from the year-earlier 757 units.

Southeast Subaru promotes Goetze

WEST PALM BEACH, Fla.— William D. Goetze has been named vice president and general manager of Southeast Subaru, Inc. The firm is distributor for Florida, Georgia and South Carolina.

Goetze joined Subaru in 1976. Before that, he was with General Motors, Chrysler Corp. and Mazda Motors of America (East).

Big Three March, year-to-date sales

	March		Year to Date	
	1984	1983	1984	1983
Ford				
Vans	17,797	16,314	43,836	36,624
Club Wagon	2,877	3,046	8,351	7,145
Ranger	22,548	18,068	51,125	41,583
Courier	.....	186	.....	5,657
Bronco	4,457	4,568	11,482	10,619
Bronco II	7,995	2,499	21,147	2,698
Pickups	52,366	43,262	133,177	99,806
Mediums	3,746	2,947	8,959	7,385
Heavies	893	954	2,244	2,030
Chevrolet				
Vans	16,486	13,051	42,181	33,479
Sportsvan	2,373	1,741	5,867	4,711
S-10	18,375	15,836	45,697	41,558
S-10 Blazer	11,514	8,968	31,059	20,747
LUV	.....	524	.....	1,888
El Camino	2,342	1,768	6,063	4,539
Blazer	4,682	2,658	13,000	6,445
Suburban	4,851	3,228	12,000	7,764
Pickups	42,691	33,751	111,351	85,692
Mediums	1,424	1,077	3,581	3,145
Chrysler				
Vans	7,603	7,034	18,809	15,661
Ram Wagon	4,545	3,792	11,014	7,854
Voyager	8,778	.....	19,641	.....
Caravan	9,444	.....	20,587	.....
Mini Ram Van	1,609	.....	1,761	.....
Ram 50	3,406	2,316	10,048	5,958
Other Plymouth Trucks	.....	925	378	2,243
Ramcharger	3,227	2,559	7,560	4,948
Rampage	951	1,164	2,399	2,533
Pickups	14,970	9,762	35,776	20,062
GMC				
Vans	4,511	5,122	13,253	10,404
S-15	3,595	3,406	10,162	8,803
S-15 Jimmy	2,586	1,625	7,726	3,454
Jimmy	802	705	2,428	1,510
Caballero	262	176	665	450
Suburbans	1,457	1,210	3,915	2,640
Pickups	10,890	9,550	30,806	24,187
P Models	306	257	1,205	646
Mediums	2,262	1,715	5,805	4,909
Heavies	844	739	2,870	1,739

Award-winning brake system

Australian-designed Girlock braking system, used in the Chevrolet Corvette, received an award from the Industrial Design Council of Australia.

Australian brake system captures award for design

SYDNEY, Australia. — The Australian-designed Girlock braking system, now fitted to the Chevrolet Corvette, has won a Design Council Award.

That award recognizes the technical superiority of the Sydney design which has won its place in Detroit, the toughest of all automotive markets.

The award was granted by the Industrial Design Council of Australia.

The lightweight design has a single piston, finned floating alloy caliper riding on two permanently sealed and lubricated guide pins.

The braking torque is transmitted independently through high performance semi-metallic pads via a rigid closed loop iron carrier.

Girlock has 85 percent of the Australisn disk brake market and expects to extend its inroads into the international market.

Maryland dealers plan Greek meeting

BALTIMORE. — The Automobile Trade Assn. of Maryland will hold its fall business meeting Sept. 30-Oct. 8 overseas.

The meeting will be held in Athens and on a three-day cruise of the Greek islands.

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Prosecutor calls it story of dream turned to nightmare

DeLorean drug trial opens in L.A.

Continued from Page 2

its case against DeLorean, combined two separate investigations.

One involved William M. Hetrick, who was arrested and later pleaded guilty to supplying the cocaine involved in the case, and the other involving DeLorean.

Walsh said the drug deal involving DeLorean totaled $1.8 million.

The prosecution's first witness in the case was Benedict Tisa, who posed in an undercover role as James Benedict, a vice president of Eureka Savings & Loan headquartered in San Carlos, Calif., a suburb of San Jose.

Tisa testified that his first contact with DeLorean, which was recorded and played in court, was when DeLorean called him on the advice of Hoffman.

DeLorean had called to check the net worth of Hoffman, with whom he was considering a "transaction," Tisa said. Tisa, as Benedict, said Hoffman's net worth was in "eight figures."

DeLorean asked if Tisa would be interested in offering some financing for some of DMC's 1,300 cars in inventory in the U. S.

Through Tisa's testimony and a series of audio and videotapes played in court, the government painted a picture of DeLorean anxious to find financing for his auto company and slowly beginning to talk to Tisa about the alleged drug deal with Hoffman.

Meanwhile, Tisa was attempting to interest Hetrick in using DeLorean's business to launder funds.

During the Sept. 8, 1982, meeting between Tisa and DeLorean, the former auto maker said he would be unable to funnel the money through the U. S. car company, which was publicly held. However, he said it could be done through DeLorean Mfg. which owns Logan Mfg., a snow grooming equipment company based in Logan, Utah.

DeLorean described Logan as "where I derive my personal income . . . the car business is getting started, but I take two or three million a year out of there (Logan) as my personal income. That's what I live on."

DeLorean said he purchased Logan from Thiokol three years earlier for about $14.5 million and suggested that Tisa's investor put in a similar amount, and he (DeLorean) would give him half interest in the operation as collateral.

The money would be laundered by paying it out to the investor in parcels ranging from a quarter to a half million for work supposedly done over previous years, according to the videotape of the conversation.

"This being completely my private deal, I can construct a record so that we can go back," DeLorean said, "back to 1978 or '79 when I bought it and have him (Hetrick) participate all the way up the line."

Tisa and DeLorean also discussed how long it would take before the profits from the transaction would begin to come in and it was disclosed that those profits would be used to pay off the investor in Logan. (Tisa had yet to identify Hetrick to DeLorean as the source of funds.)

DeLorean seemed more anxious to see the funds that were to be funneled into his operation than the profits from the drug transaction. A series of audiotapes played by Tisa were of phone calls from DeLorean after the videotape meeting asking if Tisa had met with the investor yet.

The videotape between Tisa and Hetrick, on the other hand, showed Hetrick apprehensive of being involved in the laundering scheme as well as a drug deal involving Hoffman. Hetrick said he had lost money in previous business dealings with Hoffman.

When told that someone else would be supplying the money for the drugs, Hetrick said he would go through with the deal, but still had reservations about the laundering scheme.

But Hetrick agreed to talk with DeLorean and said if the drug deal went off as planned, he might consider the scheme.

Mazda, Kidney Foundation team up

Singer Juice Newton and Mazda dealer Dino Grossi, Martin Mazda, Woodland Hills, join 12-year old Wesley Adam at UCLA's pediatric dialysis unit to kick off the 1984 Mazda/National Kidney Foundation Drawing. Working with Mazda dealers throughout Southern California, the Kidney Foundation hopes to raise $50,000 for research and patient care. Newton is the honorary chairperson for the National Kidney Foundation of Southern California.

Two-front legal skirmishing to multiply DeLorean woes

Continued from Page 2

claims for $3 million, $250,000 of which will be paid up front with the balance collectible if and when the trustee successfully adds to the estate. There will be a hearing on the agreement on May 1 in bankruptcy court here.

The partnership also agreed to drop DeLorean and his companies from its lawsuit while maintaining its suit against Wall Street Investment Banker Oppenheimer & Co., which put the deal together. That lawsuit, along with several others, will be tried in Detroit before U. S. District Judge George Woods.

In addition to the suit against Oppenheimer, the partnership trustee has filed a $30-million class-action lawsuit against Big Eight accounting firm Arthur Andersen in Federal Court in Miami. The suit charges Arthur Andersen, as auditor of the partnership and most of DeLorean's companies, was negligent and guilty of "professional malpractice" for allowing the funds to disappear without a trace.

Meanwhile, the federal grand jury investigation which for months was bogged down, is building steam. The subpena to DeLorean was another sign the U. S. Attorney's Office and the FBI are moving. The grand jury also has subpenaed bank records, company records and individuals in its investigation of a variety of fraud charges.

Sources close to the situation believe the U. S. Attorney's Office in Detroit is proceeding with its investigation here at full throttle and completely independent of the Los Angeles drug trial.

The result of all these offensives is that no matter what happens in the Los Angeles drug trial, there is little chance John DeLorean will be able to avoid dealing with a host of more complex problems in Detroit.

European market badly scrambled in first quarter

Continued from Page 1

ket. There have also been impressive export gains, resulting in an industry-best exxpansion of 13.9 percent to 377,700 in total.

GM's success is based mainly around the substantial gains made by its Vauxhall Motors subsidiary in the UK. In overall terms, GM is up 10.6 percent at 347,100 units. That is a scant 500 fewer than Ford, which is down 10.2 percent at 347,600 on the same period.

Part of the reason for Renault's decline is the overall fall in demand in its two main markets, France and Spain. In addition, it has lost market share to Fiat in Italy, its main export market.

Sales performances within the VW and PSA Groups differ widely. In the first quarter, VW's Audi is down about 10 percent but VW itself is up to more than 5 percent. At PSA, Peugeot's strong gain of more than a quarter is offset by a small slip at Citroen (5 percent) and a massive 43 percent drop in Talbot registrations.

Market changes

Country	3 mos., 1984	Change from 1983
Austria	58,700	0
Belgium/Lux.	125,600	+17.9
Denmark	37,800	+26.9
Finland	33,300	− 1.0
France	449,900	−10.7
Greece	18,800	+51.1
Ireland	20,700	−17.3
Italy	482,400	+ 8.5
Netherlands	133,000	+ 3.0
Norway	24,900	−15.9
Portugal	17,300	−16.6
Spain	132,600	− 9.2
Sweden	57,600	+14.9
Switzerland	70,900	−10.1
United Kingdom	502,900	+ 0.4
West Germany	689,400	+ 5.1
TOTAL	2,858,800	+ 1.0

Chrysler L-car remains alive but size is debated

Continued from Page 2

ly at some low-volume production in Mexico, Iacocca said.

Miller added Chrysler already is in compliance with Mexican auto trade requirements and any such move would be in response to capacity demands in the U. S.

But it is unlikely that big cars would be built there, despite rumors that have been circulating in Detroit.

"They're building good quality — we've looked at their K-cars versus our K-cars, so it's possible we would take some of the units that are dying off to the 25,000 to 50,000 level and move them offshore," Iacocca said.

But later, Executive Vice President Richard Dauch cautioned that the possibility was "a low-priority item." The complexity of larger-car assembly makes Mexico an unlikely prospect, he said.

Charges fly as Oklahoma defeats fleet-subsidy bill

Continued from Page 1

and established procedures for termination buy-backs of equipment, among other issues.

But it was clear the provision on subsidies was the crux of the battle.

It was so central that GM President F. James McDonald wrote to Gov. George Nigh urging the veto of the measure if it passed. The letter and other statements by GM made it plain that if he did not, the auto maker would flex its corporate muscle and reevaluate its position in the state. A copy of the letter was obtained by Automotive News.

McDonald said flatly, "This bill is inimical to the interests of motor vehicle manufacturers, distributors and consumers and signals to the business community that Oklahoma is an undesirable state in which to locate or conduct business. For these reasons . . . General Motors respectfully requests that you veto this bill."

On the fleet subsidy issue, McDonald told Nigh the company would face the dilemma "of complying with the provision and thus unfairly burdening customers in other states, refusing to comply and risking the loss of our right to sell in the state of Oklahoma as well as incurring fines and penalties, or filing a lawsuit against the State of Oklahoma to enjoin the enforcement of the act and to have it declared unconstitutional."

McDonald went on to state that other provisions of the bill were requiring confidential information regarding sales and marketing plans and other issues. McDonald said the bill is special-interest legislation which will further erode the business climate in the State of Oklahoma, injure automobile manufacturers and distributors and adversely affect the interests of consumers.

The issue was clouded by the plant here. McDonald's letter came shortly after GM lost a tax appeal case after the U. S. Supreme Court refused review.

There have been reports that GM threatened to close the plant because of the tax situation and the subsidy bill. A. H. McMullen, GM's regional governmental affairs manager, denied this, saying there were no threats to close the plant.

But GM did say "it may reevaluate a planned renovation of the facility in 1987-88," he said. McMullen said the bill was the "final straw" and a "determining factor in a long series of events."

GM was also charged with threatening dealers in the state, which McMullen denied.

Sources said GM representatives called dealers and asked "what they were going to do with their buildings when the company could not supply" cars to them.

McMullen admitted that zone managers contacted dealers to explain GM's position on the bill and ask them to contact their legislators and support the corporation. But he denied that threats were made.

• If there were threats, it did not destroy dealer unity in favor of the bill. State Rep. Harold Hale, a cosponsor of the bill, told Automotive News that 95 percent of dealers in the state were behind the measure, which was unusual solidarity.

"The norm for support of most measures is about 25 percent," Hale said. "This tells me there is something wrong with the franchise system." He added that the issue "is not dead."

It was Hale who termed the changing of the votes as very unusual. Reports indicated that the session in the House turned into a shouting match and name-calling contest. It was also implied that the House reneged on its support of the dealers.

In order to put pressure on the legislators, GM hired lobbyists to beef up its own staff in the effort to defeat the measure. None of the other auto makers entered the battle.

The Oklahoma dealer association agrees with Hale that the issue is far from dead.

movers and shakers

Olsmobile

Oldsmobile has promoted **Ivan W. Stebbins** to assistant general sales manager in charge of service. He succeeds the late **Kermit R. Hummel.**

Kenneth E. McCourt, who was administrative assistant to the general sales manager, has succeeded Stebbins as general service manager.

In another home-office appointment, **Gary W. Sigman** replaced McCourt as administrative assistant to the general sales manager.

Oldsmobile also named three zone managers. **Patrick J. Hayes** succeeded Stigman as head of the Charlotte zone; **Charles D. Hardy Jr.** replaced Hayes as Washington zone manager, and **Robert W. Dudding** was appointed St. Louis zone manager, replacing Hardy.

Stebbins joined Oldsmobile in 1951 and served in Lansing, Jacksonville, Detroit, Minneapolis and Chicago.

He also was Southwest regional service manager, assistant zone manager in Cincinnati and assistant general service manager before becoming general service manager in 1978.

McCourt started at Oldsmobile in 1968 and held service posts in the Detroit, Houston and Chicago zones.

He also has been service promotion manager for Oldsmobile, training development manager for General Motors and technical service manager for Oldsmobile.

Stigman has been with the division since 1961 and his duties have taken him to Atlanta, Jacksonville, Los Angeles and Lansing. The Charlotte assignment was his first as a zone manager.

Hayes joined Oldsmobile in 1953 and his assignments have been in the Detroit and Cleveland zones and at division headquarters in Lansing. He was assistant zone manager in Washington before becoming zone manager there.

Hardy started with Oldsmobile in Charlotte in 1962 and later served in Philadelphia and Atlanta and as fleet manager for the Eastern U. S. before becoming head of the St. Louis zone.

Dudding joined General Motors in 1953 with what is now Detroit Diesel Allison Division. Since moving to Oldsmobile in 1960, he has served in Washington, Boston, Newark, New York and Portland and as area fleet manager for the Atlantic region. Most recently, he has been fleet sales manager for the Eastern U. S.

Ivan W. Stebbins

Kenneth E. McCourt

Ford Division

Ronald M. Tillier has been appointed Philadelphia district sales manager for Ford Division. He succeeds **Donald S. Cook Jr.,** who has been named general marketing manager for Ford of Canada.

Tillier has been district sales manager for Ford Division in Indianapolis since 1981. He joined Ford Motor Co. in 1965 and has served in New York, Dearborn, Minneapolis, Chicago and Newark.

The Philadelphia district supervises the activities of 146 Ford dealerships in southeastern Pennsylvania, southern New Jersey and Delaware.

General Motors

Richard F. O'Brien has been named general director of employe benefits for General Motors. He succeeds **Kenneth E. Olthoff,** who was appointed personnel director for GM's Packard Electric Division.

O'Brien, 41, joined GM in 1966 and was named assistant treasurer in 1981. He has been general director of worldwide personnel administration since 1982.

Olthoff, 53, has been with GM since 1954 and has been general director of worldwide employe benefits since 1981.

George A. Peapples, 43, has been named to the newly established post of director of strategic business planning for the Chevrolet-Pontiac-GM Canada group of General Motors.

Peapples has been vice president and finance manager for GM of Canada since 1982. He has been with GM since 1964, except for three years (1977-80) as an assistant secretary of the Navy with the U. S. Department of Defense.

Charles E. Golden, 37, has been appointed assistant treasurer of GM to succeed **Leon J. Krain** who now is vice president and finance manager for GM of Canada.

Golden has been director of forward business planning for Fisher Body Division since 1982. He joined GM in 1970 in the treasurer's office in New York.

American Motors

James R. Murphy has been appointed director of advanced product planning for American Motors.

He had been manager-advanced product planning for AMC since 1980. Murphy joined AMC in 1979 after eight years with Ford Motor Co.

Chevy for Miller

LEEDS, Ala. — Luther Miller has signed a Chevrolet franchise here.

Youngest GM dealer in U. S.

At age 22, Graye H. Wolfe, seated, is the youngest GM dealer in the nation, according to NADA. A graduate of NADA's Dealer Candidate Academy and Northwood Institute, he has worked in dealerships for 10 years. His dealership is Better Buick-GMC in Caldwell, Id. Looking on as Wolfe signs an agreement are L. P. DeZan, left, Buick Portland zone district manager, and W.E.L. Powell, Buick Portland zone manager.

factories list auction dates

American Motors

April 24—Aptco Auto Auction, Taylor, Mich.

April 25 — Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason, Ia.

April 26—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 27—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Chrysler Corp.

April 24—Florida Auto Auction of Orlando, Ocoee, Fla.

April 25—Columbus Fair Auto Auction, Obetz, O.

April 26—Indianapolis Auto Auction, Indianapolis, Ind.; Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

April 26—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

April 24—Aptco Auto Auction, Taylor, Mich.

April 25—Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

April 26—Skyline Auto Exchange, Fairfield, N. J.

General Motors

April 25—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C., and Golden Gate Auto Auction, Fremont, Calif.

April 26—Butler Auto Auction, Gibsonia, Pa.

May 2 — Golden Gate Auto auction, Fremont, Calif.

May 2—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 8—Florida Auto Auction of Orlando, Orlando, Fla.

May 9—Hatfield Auto Auction, Hatfield, Pa., and Northstar Auto Auction, Shakopee, Minn.

May 10—Nashville Auto Auction, Nashville, Tenn.

May 15—Southern Auto Auction, E. Windsor, Conn.

May 16—Metro Auto Auction, Kansas City, Mo.

May 17 — Indianapolis Auto Auction, Indianapolis, Ind.

May 22—Seattle Auto Auction, Kent, Wash.

May 23—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C.; Brasher's Auto Auction, Fontana, Calif., and Omaha Auto Auction, Omaha, Neb.

May 24—Butler Auto Auction, Gibsonia, Pa.

May 31—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Iacocca: Chrysler may move some action overseas

BOSTON. — In reaction to the General Motors-Toyota joint venture, Chrysler Corp. Chairman Lee Iacocca said that his company would probably move some operations overseas.

Speaking to a group of security analysts here, Iacocca said, "I'm not going to worry about jobs. I will probably go offshore and do whatever else I have to do to remain competitive."

Although the FTC has approved the joint venture, a lawsuit which Chrysler filed in January to stop the project is pending..

Chrysler has a $600 million program underway to develop a line of subcompact cars, but Iacocca said that, come September, the company would probably drop that project and instead try to form a joint venture with a foreign car maker.

Used Car Sales

Auction Averages

April to date	$5,603
Month ago	$5,040
Year ago	$5,036

Model breakdown

Auction Averages

	April To Date	March	February
1984	$15,814	$12,302	$10,278
1983	9,012	8,066	8,567
1982	6,840	6,357	6,218
1981	5,530	5,393	5,154
1980	5,794	4,351	4,526
1979	4,184	3,698	3,469
1978	3,029	2,744	2,421
1977	2,199	2,365	1,907
Overall Average	$ 5,603	$ 5,182	$ 5,340

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New minivan plant a possibility

How Chrysler will spend big bucks

By Kathleen Hamilton
Financial Editor

Chrysler Corp. executives outlined some of the ways the company will be spending its record profits while trying to ensure repeat performances.

A second facility for minivans probably will be added, Chairman Lee Iacocca said. Meanwhile, Chrysler is negotiating with the Canadian UAW for a quick-term solution to its "backlog of 100,000 that we don't know how to dent," Iacocca said.

Several plans are being eyed, all of which would include four-day workweeks, shifts longer than eight hours and seven-day-a-week use of the Windsor plant.

Allowing time for maintenance of machinery is one concern, but Iacocca said 75,000 to 80,000 minivans a year could be added to production, starting this summer. It would take 16 months to build a new line, he said.

Iacocca singled out the shuttered Canadian engine plant and a small V-6 as likely candidates for revival.

Chrysler also is looking at the possibility of building vehicles in Mexico, where it has open capacity, he said.

Chrysler is not seriously negotiating with Volkswagen or Peugeot these days, but it is in "heavy negotiating with Mitsubishi and some others about the possibility of building our smallest car somewhere else," Iacocca said.

An upscale U. S.-built small car is still a possibility, one senior executive said.

Our definite program is a 1987 front-drive New Yorker and probably a derivative even higher up the luxury scale — described by Iacocca as an Imperial-type four-door. Investment will be "six or seven million bucks," Iacocca said.

Chrysler may move upscale in trucks, too, Iacocca said, although he also stressed the need to build base-price minivans — something that isn't happening now because of high demand for luxury models.

Chrysler also will be spending its money on executive bonuses, if stockholders approve a director-backed proposal.

Chrysler's bonus formula was unused for so long that it expired in 1981, and Chrysler directors must now ask shareholders for approval of a new formula, said Douglas Fraser, retiring Chrysler board member and former UAW president.

Because the plan will cover Chrysler's mid-level executives, like plant managers, who had wages frozen for several years, Fraser said he voted for the proposal.

But he objected to the formula's retroactivity. If approved, executives will receive bonuses for 1983 — a retroactivity worker's didn't get, Fraser said.

Details are expected to be made public early this week with publication of Chrysler's proxy statement. First payments could be made this summer, Iacocca said.

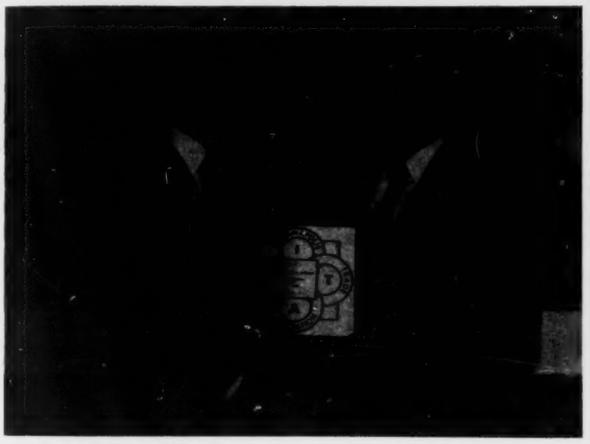
Fraser's successor at the UAW helm, Owen Bieber, is scheduled to meet with members of the Chrysler nominating committee within 30 days and will probably meet with the entire committee at the May or June meeting, Iacocca said.

One concern is that making Bieber a director would set a precedence for a UAW seat on the board. Another is that no other auto maker can have a UAW seat while Chrysler has one, Iacocca said. It may be time for another maker to carry on the experiment, he said.

Chrysler will expand its dealer network, but not much above the 4,000 mark, as vehicle output climbs, Iacocca said. He estimated dealer return on investment this year will be in the range of 35 to 40 percent, breaking last year's record.

"We're not going to get into overdealing, but we have always lagged behind General Motors and the Japanese in this area," he said.

Chrysler's productivity has soared from 10.2 cars built per employe in 1980 to an annual rate of 19.3 per employe this quarter, he said. In the first quarter of last year, Chrysler was building at a rate of [illegible]8 per employe, he said.



Indianapolis officers

The Indianapolis Auto Trade Assn. has installed new officers. Michael Shore, left, Harry A. Sharp Co., Inc., incoming president, presents the honorary president's plaque to outgoing president Tom Roush, Tom Roush Lincoln-Mercury-Mazda.

Inventory of import cars is pared to 27-day supply

Continued from Page 1

year earlier, there were 92,727 trucks in inventory, a 61-day supply.

The combined imported car and truck inventory April 1 totaled 273,324, a 27-day supply, compared with 270,576 on March 1, a 30-day supply. A year ago, the combined inventory was 380,135 on April 1, a 39-day supply.

The inventory of Japanese-built cars April 1 totaled 94,499 units, the lowest level since AUTOMOTIVE NEWS began keeping import inventory records and a mere 16-day supply, compared with 113,070 units a month earlier, a 20-day supply.

Japanese nameplates and their April 1 days-supply figures were: Toyota, 7; Nissan, 15; Honda, 15; Mazda, 15; Mitsubishi, 19; Subaru, 32, and Isuzu, 40.

In addition, Chrysler Corp. had a 56-day supply of Mitsubishi-built cars, including Dodge Colt, 46½; Plymouth Colt, 51; Plymouth and Dodge Vista, 54; Plymouth Conquest/Sapporo, 112, and Dodge Conquest/Challenger, 122.

West German-made cars in inventory April 1 totaled 84,116, a 67-day supply, compared with 62,374 a month earlier, a 55-day stock.

German nameplates and their April 1 days-supply figures were: Mercedes, 27; Porsche, 34; Audi, 66; BMW, 75, and Volkswagen, 104. (The VW figure is for imports only; VW also had a 100-day stock of U.S.-built Rabbits.)

Days-supply figures for other European lines included: Jaguar, 19; Alfa Romeo, 23; Saab, 44; Volvo, 47; Peugeot, 52, and Renault, 187.

Days-supply figures for imported pickup trucks April 1 were: Mazda, 12; Nissan, 17; Toyota, 20; Mitsubishi, 27; Chrysler Corp./Mitsubishi, 97, and Isuzu, 113½.

IMPORT STOCKS

	April 1, 1984	March 1, 1984	April 1, 1983
Honda	15	19	23
Isuzu	40	32	22
Mazda	15	21	40
Mitsubishi	19	18	74
Nissan	15	22	38
Subaru	32	27	30
Toyota	7	9	12
Chrysler	56	64	76
JAPANESE MODELS	16	21	30
Audi	66	26	99
BMW	75	68	35
Mercedes-Benz	27	28	26
Porsche	34	25	32
Volkswagen	104	91	66
GERMAN MODELS	67	56	51
Alfa Romeo	23	24	76
Jaguar	19	14	19
Peugeot	52	51	100
Renault	187	219	234
Saab	44	51	44
Volvo	47	51	37
OTHER MODELS	44	41	79
TOTAL IMPORTED CARS	27	29	36
Isuzu	113½	92	150
Mazda	12	18	47
Mitsubishi	27	25	109
Nissan	17	40	52
Toyota	20	28	36
Chrysler	97	60	72
TOTAL IMPORTED TRUCKS	25	34	61
TOTAL IMPORTED VEHICLES	27	30	40

VW-Mexico launches anniversary Beetle model

MEXICO CITY.—As it completes 30 years in Mexico, Volkswagen de Mexico is launching its Volkswagen Sedan Commemorative Edition — a deluxe version of the Beetle.

From the first, the Beetle has been accepted well here. Initially, it was presented to the Mexican public at the National University of Mexico here in 1954.

Chrysler counts a record profit of $706 million

Continued from Page 3

for Chrysler: Its sales outside the U. S. and Canada rose 13 percent, from 354,206 cars and trucks to 516,672. Most of those sales were in Mexico, a market that fell 40 percent last year.

Iacocca reiterated what has become a fairly common Detroit theme: Recent record profits have not yet offset damage done during the four-year auto slump. Iacocca recalled 10 quarters of losses — what he called "the red sea."

"We made up for two lousy quarters instead of just one in the first quarter by coming in with a number of $706 million," he said.

Although Chrysler profits were higher than almost every auto analyst had predicted, its stock price fell on the day profits were announced.

David Healy, Drexel Burnham & Lambert auto analyst, speculated that Iacocca's week-earlier promise to analysts in Boston that profits would be a "barn-burner" overprepared the market. Some were expecting a billion-dollar quarter, and bought on that speculation, he said.

GM's Smith calls technology key to industrial leadership

TOKYO. — The worldwide technology race facing business is ultimately a race for survival, General Motors Chairman Roger B. Smith said.

"The winners in the business world from here on out will be those companies who are most aggressive, creative and successful in implementing advanced technological concepts," he said.

"They will be the companies who lead in the rapid and appropriate implementation of technology — not just technology for technology's sake. They will be the companies who bring advanced technology to market in an affordable and world-class quality package — one that gives true value to the customers."

Speaking at the opening of the new Nikkei Industry Research Institute, Smith said increasing competition in the worldwide motor vehicle industry is forcing the advancement of new technology.

• "This has had a profound effect on the products we make, the plants where we make them, and the workforce that puts them together," he continued. "For if we manufacturers are to succeed — indeed, to survive — the cars and trucks of the future must be the highest quality we can make them — and they must be built in the factory of the future by the workforce of the future."

Smith said GM's goal in the technology race "is to be the world's leader in all technologies appropriate to us."

One example of GM's technological leadership cited by Smith is the Saturn Project to create a new family of subcompact cars using entirely new production technology and management techniques.

Referring to GM's venture with Toyota to produce a new small car made and sold in the U. S. and with Fanuc of Japan to produce industrial robots for use worldwide, Smith said: "Down the road, we see ourselves entering more joint agreements and cooperative arrangements — the way so many other companies are around the world."

GM-Toyota Chevy to turn profit for GM, Smith says

Continued from Page 1

said Smith. Later, he referred to the UAW as being one of the problems in introducing new working methods.

Shoichiro Toyoda, Toyota president, said that the basic idea was to adopt the Toyota manufacturing system as far as possible, but taking into account distance and quality.

Eiji Toyoda, Toyota chairman, who did most of the talking on Toyota's behalf, said that the main reason why Toyota wanted to get involved was to overcome trade friction, although most observers would feel that Toyota could have done a much better job of doing that by com-

However, Smith said that the ing to the U. S. on its own. way GM's manufacturing facilities are set up at present, there is no way it can meet the demand for small cars, even taking into account the imports from Suzuki and Isuzu.

Therefore, it needs the small Chevrolets that will come from Fremont and may still need to introduce extra models on its own account.

Both Toyoda and Smith said they were opposed to protectionism, and Smith said that he would like to see a return to free trade with an end to voluntary restraint. But, he said, he hoped the Japanese Government would exercise its wisdom on how and when it did this.

Hollack elected

PITTSBURGH. — Robert J. Hollack, vice president and general manager of Country Motors Honda/Saab, has been elected president of the Greater Pittsburgh Honda Dealers Assn.

125,432 cars built in holiday week

Good Friday cuts auto production

By Joe Wilssens
Staff Writer

Last week's domestic auto production fell nearly 30 percent from the previous week's output. The Good Friday holiday was a principal factor.

U. S. auto makers slated production of 125,432 cars, 29.41 percent lower than the prior week's 177,695 and 8.08 percent below the year-ago week's output of 136,457.

To date this year, 2,650,126 cars have been completed, up 39.36 percent from 1,901,639 built in the comparable period last year.

Breakdown for the week by company was: General Motors, 54.39 percent; Ford Motor Co., 24.74 percent; Chrysler Corp., 14.55 percent; American Motors, 3.07 percent; Honda, 1.75 percent, and Volkswagen of America, 1.50 percent.

All nine of Ford's auto assembly facilities scheduled daily overtime last week with Atlanta, Kansas City, Wayne (Mich.) and Wixom (Mich.) working extra Saturday (April 21) hours.

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 and No. 2 worked two 9-hour daily shifts, while Jefferson (Detroit) worked two 8½-hour daily shifts last week.

Groups of GM diesel owners to merge at Reno meeting

By Richard Johnson
Staff Writer

Several consumer groups representing dissatisfied owners of General Motors diesel cars are scheduled to meet in Reno later this week to unify their efforts and plot new courses of action.

Four organizations, including three which several weeks ago announced they would unite under the name National Assn. of Diesel Owners (NADO), plan to merge, elect officers and set future strategies at a meeting April 27 at the MGM Grand Hotel in Reno.

The groups are General Motors Diesel Users Demanding Satisfaction (GM-DUDS) from the Chicago area, the New York-based Lemon-On-Wheels, Disgruntled Diesel Owners (D-DOG) of Virginia and the Seattle-based Consumers Against General Motors.

The diesel groups sprouted in response to mechanical problems associated with a 5.7-liter, V-8 diesel engine built by Oldsmobile and installed in Oldsmobile, Cadillac, Chevrolet, Pontiac and Buick models from 1978 through 1981. Unhappy diesel owners have filed numerous lawsuits against GM, including several major class actions.

Finkelberg said possible expansion of the group's efforts to include dissatisfied owners of other GM products will be discussed at the Reno meeting.

GM-DUDS halted negotiation of case-by-case settlements with the corporation in early March, claiming that GM had refused to compensate for lost cash value of diesel models and provide extended warranties as promised.

The company offered to begin negotiations with GM-DUDS and agreed to reimburse for repair of transmissions, powertrain, diesel components, transportation charges, towing and car rental, incidental expenses and extenuating circumstances expenses. But GM spokesmen have denied that cash reimbursements covering lost value or extended warranties were part of the agreement.

Lemon-On-Wheels has processed about 350 claims over the past 18 months under a program which calls for cases to be reviewed by a GM representative and a member of the consumer group.

Lemon-On-Wheels, which has about 5,000 members, turned down a settlement offer similar to GM's proposal to GM-DUDS.

The D-DOG group has entered into a claims procedure with GM whereby the petitions of 6,668 diesel owners will be reviewed on an individual basis.

The FTC last fall approved a nationwide arbitration program to resolve owner disputes stemming from the V-8 diesel and other gasoline engine and transmission problems. Awards by Better Business Bureau arbitrators are binding on GM, but not on the car owners.

Truck production shows decline in short week

Good Friday-shortened work schedules caused domestic truck production to drop last week despite overtime at seven assembly facilities.

Truck manufacturers targeted production of 50,212 units last week, 23.12 percent below the previous week's 65,315 but 2.27 percent above the year-ago week's 49,097.

Year-to-date, 983,135 trucks have been assembled, 51.04 percent more than the year-ago total of 650,934.

All six of Ford Motor Co.'s assembly facilities scheduled additional daily hours last week with Kansas City and Twin Cities (Minn.) working extra Saturday (April 21) hours.

Chrysler Corp.'s Warren (Mich.) truck plant worked two eight-hour daily shifts last week.

Holiday week cuts output of Canadian plants

Canadian car and truck makers saw production dip due to the holiday-shortened work schedule last week. All plants were closed Good Friday.

The loss of a production day resulted in last week's build estimates falling 19.39 percent for cars and 29.26 percent for trucks.

Canadian auto manufacturers slated production of 18,803 cars last week, down from the previous week's 23,325. The total was 25.93 percent less than the 25,386 assembled in the year-ago week.

To date this year, the manufacturers have built 352,702 autos, 17.21 percent better than the year-ago total of 300,905.

Truck assembly last week was targeted at 12,810, off from 18,109 trucks assembled in the previous week, but 4.43 percent ahead of the year-ago week's 12,267.

So far this year, truck production has climbed to 263,183 units, a 67.88 percent improvement over the 156,766 trucks which were assembled at this time in 1983.

Chrysler Corp. estimated production of 1,500 Dodge Caravans, 1,460 Plymouth Voyagers and 608 Mini Ram Vans at its Windsor (Ont.) plant last week. The build lifts the year-to-date T-115 total to 69,321.

CANADIAN CAR PRODUCTION

	Week Ended April 21, 1984	Week Ended April 23, 1983	Week Ended April 14, 1984	April to Date	Jan. 1, to April 23, 1983	Jan. 1, to April 21, 1984
AMERICAN MOTORS	480	820	.....	1,084	8,799	8,112
CHRYSLER CORP.	.....	5,189	.....	.....	70,329	.....
FORD MOTOR	8,000	5,777	9,771	28,449	50,015	130,672
GENERAL MOTORS	10,143	13,375	13,329	37,054	168,252	210,453
VOLVO	180	225	225	630	3,510	3,465
Total Cars, Canada	18,803	25,386	23,325	67,217	300,905	352,702

TRUCK PRODUCTION IN U. S.†

	Week Ended April 21, 1984	Week Ended April 23, 1983	Week Ended April 14, 1984	April to Date	Jan. 1, to April 23, 1983	Jan. 1, to April 21, 1984
CHEVROLET	14,496	16,728	20,213	54,117	224,363	314,390
DODGE	3,200	2,656	4,299	11,716	40,496	65,250
FORD	20,288	19,395	26,002	69,970	257,044	372,527
GMC	5,389	5,836	6,664	18,586	77,453	100,539
INTERNATIONAL	1,599	1,027	1,702	4,909	14,572	23,230
VOLKSWAGEN	.....	221	.....	.....	[illegible]	.....
JEEP	2,900	2,184	3,669	10,239	[illegible]	60,333
NISSAN	1,500	.....	1,716	4,963	.....	29,426
AM GENERAL	40*	50*	50*	140*	750*	840*
MISCELLANEOUS	800*	1,000*	1,000*	2,800*	15,000*	16,600*
Total Trucks, U. S.	50,212	49,097	65,315	177,440	650,934	983,135

CANADIAN TRUCK PRODUCTION

	Week Ended April 21, 1984	Week Ended April 23, 1983	Week Ended April 14, 1984	April to Date	Jan. 1, to April 23, 1983	Jan. 1, to April 21, 1984
CHRYSLER CORP.	5,440	2,730	8,284	21,920	42,212	110,904
FORD MOTOR	2,680	2,972	3,334	8,857	39,685	50,988
GENERAL MOTORS	4,544	6,371	6,344	17,181	72,600	99,046
INTERNATIONAL	146	194	147	442	2,269	2,245
Total Trucks, Canada	12,810	12,267	18,109	48,400	156,766	263,183
N. American Trucks	63,022	61,364	83,424	225,840	807,700	1,246,318

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended April 21, 1984	Ended Week April 23, 1983	Week Ended April 14, 1984	April to Date	Jan. 1, to April 23, 1983	Jan. 1, to April 21, 1984
AMERICAN MOTORS	3,850	3,484	4,854	13,426	53,479	64,224
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	3,850	3,484	4,854	13,426	49,408	64,224
Alliance	2,200	3,484	2,749	7,638	49,408	34,435
Encore	1,650	.....	2,105	5,788	.....	29,789
CHRYSLER CORP.	18,250	18,465	29,929	74,438	247,199	412,225
Plymouth Total	5,450	5,980	8,953	21,990	92,263	121,807
Horizon	2,200	2,356	3,679	8,614	30,918	49,335
Reliant	2,800	3,498	4,505	11,557	60,259	64,272
Caravelle†	50	126	197	412	1,086	2,690
Gran Fury	400	.....	572	1,407	.....	5,560
Chrysler Total	6,400	5,001	10,128	25,371	57,506	136,519
LeBaron	2,100	2,217	2,905	7,564	27,309	40,518
Laser	900	.....	1,629	4,013	.....	25,033
Chrysler E-Class	1,500	2,784	2,583	6,345	30,197	34,230
Fifth Avenue	1,900	.....	3,011	7,449	.....	36,738
Dodge Total	6,400	7,484	10,848	27,077	97,430	153,899
Omni	2,200	2,886	3,326	8,631	30,906	46,766
Aries	2,000	3,092	3,491	8,767	43,583	51,030
Daytona	700	.....	1,226	2,962	.....	19,731
Dodge 400	.....	716	.....	.....	10,004	.....
Dodge 600	1,300	790	2,090	5,199	12,937	26,850
Diplomat	200	.....	715	1,518	.....	9,522
FORD MOTOR	31,027	32,598	40,779	110,346	441,379	549,139
Ford Division	19,498	21,893	26,594	70,819	290,630	360,655
Escort	5,815	6,965	8,129	21,351	81,679	111,441
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	2,474	3,456	3,202	8,953	40,952	39,962
LTD	3,453	3,799	4,412	12,095	56,451	74,425
Thunderbird	2,856	5,216	3,764	10,356	59,159	51,196
Crown Victoria	1,407	2,377	1,751	4,877	27,631	25,965
EXP	447	80	628	1,628	1,030	10,512
Tempo	3,046	.....	4,708	11,559	.....	47,154
L-M Division	11,529	10,705	14,185	39,527	150,749	188,484
Mercury Total	8,654	9,205	11,255	30,788	118,844	136,160
Lynx	1,271	2,067	1,605	4,441	20,704	22,670
Capri	372	681	478	1,248	7,325	5,573
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,113	1,849	2,875	7,681	21,074	33,026
Cougar	2,306	2,730	3,092	8,462	26,462	31,705
Grand Marquis	1,511	1,873	1,877	5,260	34,355	29,324
LN7	.....	5	.....	.....	323	.....
Topaz	1,081	.....	1,283	3,726	.....	13,862
Lincoln Total	2,875	1,500	2,930	8,739	31,905	52,324
Continental	762	150	761	2,072	5,900	10,041
Lincoln	1,802	972	1,832	5,468	15,212	29,524
Mark VI/VII	311	378	337	1,199	10,793	12,759
GENERAL MOTORS	68,225	79,094	97,646	262,777	1,121,180	1,550,538
Buick Division	14,575	18,450	21,051	55,972	263,769	329,946
Skylark	1,436	3,119	1,776	5,133	30,084	30,709
Skyhawk	2,560	1,171	3,762	9,594	21,544	53,385
Century	3,255	2,617	4,861	12,879	48,856	72,085
Regal	3,150	5,419	4,888	12,922	77,609	71,994
Buick	2,528	5,182	3,696	10,032	73,573	76,993
Riviera	706	942	1,074	2,705	12,103	18,188
Electra (fwd)	940	.....	994	2,707	.....	6,592
Cadillac Division	4,975	6,179	8,389	21,614	106,880	111,630
Cimarron	277	216	363	979	7,892	6,511
Seville	690	742	1,065	2,635	11,468	13,353
Eldorado	1,314	1,566	2,027	5,008	24,719	24,610
Cadillac	1,678	3,655	4,013	9,930	62,801	59,978
DeVille (fwd)	1,016	.....	921	3,062	.....	7,178
Chevrolet Division	25,719	24,215	36,378	97,115	334,842	529,851
Chevette	4,815	4,080	5,861	16,284	62,196	73,599
Cavalier	6,515	5,853	9,279	24,638	68,656	132,346
Celebrity	4,071	504	6,536	17,387	21,296	94,844
Camaro	4,381	4,336	6,117	16,119	56,669	84,578
Citation	2,256	1,571	2,988	8,018	32,223	34,962
Malibu/El Camino	522	3,901	860	2,259	44,647	11,013
Monte Carlo	844	2,043	1,423	3,681	28,252	50,180
Chevrolet	1,815	1,315	2,697	7,171	15,175	37,453
Corvette	500	612	617	1,558	5,728	10,876
Oldsmobile Division	14,986	20,713	22,146	60,469	301,432	391,859
Omega	940	2,032	1,245	3,200	21,632	17,021
Firenza	1,348	1,241	1,959	4,942	14,050	24,343
Cutlass Supreme	2,554	5,402	4,230	14,198	88,810	116,123
Cutlass Ciera	4,161	4,829	6,524	16,682	54,156	87,029
Oldsmobile	4,184	6,462	5,904	15,112	110,062	125,505
Olds 98 (fwd)	1,046	.....	1,126	3,461	.....	7,146
Toronado	753	747	1,158	2,874	12,722	14,692
Pontiac Division	7,970	9,537	9,682	27,607	114,257	187,252
Acadian†	500	508	688	1,704	5,357	6,173
2000 Sunbird	1,950	2,262	2,338	7,149	27,915	46,185
1000	1,002	1,536	1,225	3,094	13,195	13,904
Firebird	1,847	1,941	2,634	6,883	27,797	35,788
Phoenix	304	859	418	1,001	9,120	5,388
Grand Prix/Bonneville	.....	2,431	.....	.....	30,873	29,733
Parisienne	213	.....	321	892	.....	11,054
Fiero	2,154	.....	2,058	6,884	.....	39,027
HONDA	2,200	838	2,519	7,305	8,442	37,432
VOLKSWAGEN	1,880	1,978	1,968	6,221	29,960	36,568
Total Cars, U. S.	125,432	136,457	177,695	474,513	1,901,639	2,650,126
Total Cars, Canada	18,803	25,386	23,325	67,217	300,905	352,702
N. American Cars	144,235	161,843	201,020	541,730	2,202,544	3,002,828
N. American Trucks	63,022	61,364	83,424	225,840	807,700	1,246,318
North American Cars and Trucks	207,257	223,207	284,444	767,570	3,010,244	4,249,146

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

AMC recalls Spirits, Concords, Pacers

WASHINGTON. — American Motors has volunteered to recall and service some 62,400 '79 vehicles to improve control of hydrocarbons and carbon monoxide.

These are 49-state Concords, Spirits and Pacers with 258-CID engines and automatic transmissions.

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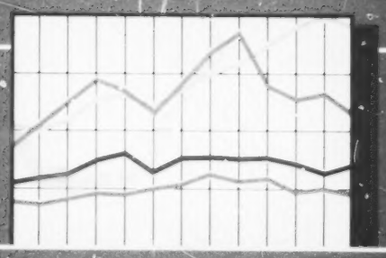
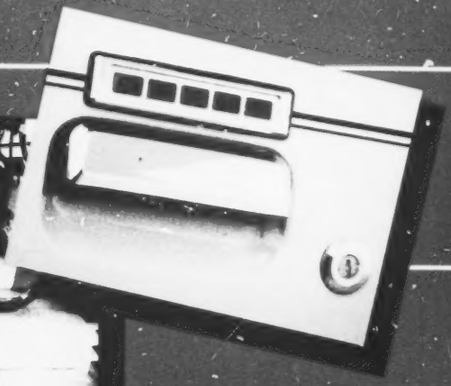
1984 Market Data Book





1984 Market Data Book

Year of the turnaround

For many in the automotive business, 1983 was the turnaround year they had been waiting for.

For auto makers, it was a year of renewed financial strength.

For original equipment suppliers, it was a year of rising shipments of components and materials.

For car and truck dealers, it was a year of getting down to the business of selling vehicles.

For many auto workers who were idled during the long downturn of the early '80s, it was a year of returning to their jobs.

Making it all possible were improvements in the U. S. economy. As inflation rates and unemployment dropped, consumers gained confidence, car and truck sales jumped, and company balance sheets turned from red to black.

General Motors and Chrysler Corp. posted record earnings. Ford Motor Co.'s financial showing was called the largest one-year turnaround from a loss position in U. S. corporate history. American Motors in the last three months of 1983 savored its first quarterly profit after 14 straight quarters of loss.

But the economic upturn wasn't the only reason for these glowing achievements. They resulted also from corporate restructuring that increased operating efficiency and reduced costs; from fundamental changes by the auto companies in their relationships with employes, suppliers and dealers; and from scrupulous attention to business basics in the pursuit of product quality and customer satisfaction.

Because the automotive business is cyclical, continued success is no sure thing. But it is believed 1984 will be another good year for the industry, as the economy keeps churning and consumer confidence keeps building.

It's a good feeling that's been a long time coming.

Keith E. Crain

Keith E. Crain
Publisher and Editorial Director

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1984 MARKET DATA BOOK ISSUE

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59TH YEAR—NO. 5019

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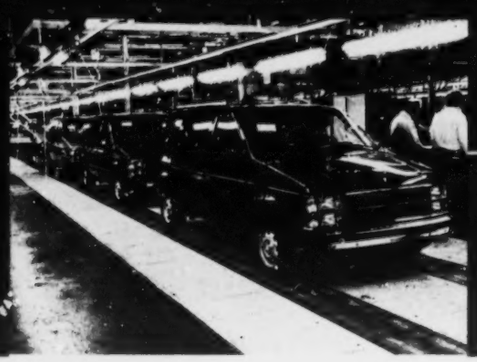
Production



The U. S. auto makers witnessed a recovery during 1983, boosting car production to 6.8 million units. That tally was 36 percent ahead of the nearly 5 million built in 1982 and represented the best year since 8.4 million cars were assembled in 1979.

It was a steady uphill climb throughout the calendar year with the biggest increases posted in the final three months. In the fourth quarter, 1.9 million were built, a whopping 58 percent boost from 1.2 million built in the final quarter of 1982.

While market demand for the new domestic cars at 6.8 million units wasn't a record, the long overdue recovery was strong enough to allow the auto makers to all but eliminate rebates and other incentive programs by year's end.

The demand for full-size cars led auto makers into operating frequent overtime schedules, which caused unwelcome concerns from the United Automobile Workers and even prompted a strike at a Chrysler Corp. stamping plant in November. The demand for small cars was less than anticipated.

For the calendar year 1983, American Motors/Renault produced 200,000 new passenger cars, up from 110,000 in 1982, due to the success of Renault Alliance and Encore. Chrysler Corp. built 900,000 cars in 1983, up from 600,000 the previous year.

At Ford Motor assembly plants, 1.5 million cars were built, up from 1.1 million in 1982. Last year General Motors produced 4 million cars in the U. S., up from 3.1 million the previous year.

Car and truck output in U.S. best since 1979

Newcomer Honda of America Manufacturing Inc. produced 50,000 Accords in its first full-year of production in the states. Honda had built 600 cars in late 1982. Volkswagen of America built 100,000 Rabbits in 1983, up from 84,000 in the previous year.

Domestic truck producers enjoyed their best year in four years. The makers assembled 2,375,000 trucks, 25 percent ahead of the 1.9 million built in 1982 and the highest total for the year since the makers finished 2,975,000 in 1979.

Like car production, truck production showed the biggest gains of the year in the final three months. Fourth quarter production of 680,000 units was up 71 percent compared with 397,000 trucks built in the final quarter of 1982.

Auto and truck makers also had a strong showing in Canada. Car makers reported their best totals in five years. They built 965,000 cars in Canada, up 20 percent from 800,000 completed in 1982.

General Motors was the production leader in Canada in 1983, completing 530,000 cars, compared with 332,000 in 1982. Volvo also posted an increase in output to 10,000 from 6,800 the previous year.

Ford Motor reported Canadian output of 285,000 cars, compared with 283,000 in 1982. American Motors built a steady 30,000 in both years. Chrysler Corp. was the only maker to show a decline in production to 104,000 from 150,000 in 1982 due to the changeover to Voyager and Caravan which are included in truck production.

Canadian truck manufacturers built 550,000 units last year, up from 468,000 in 1982.

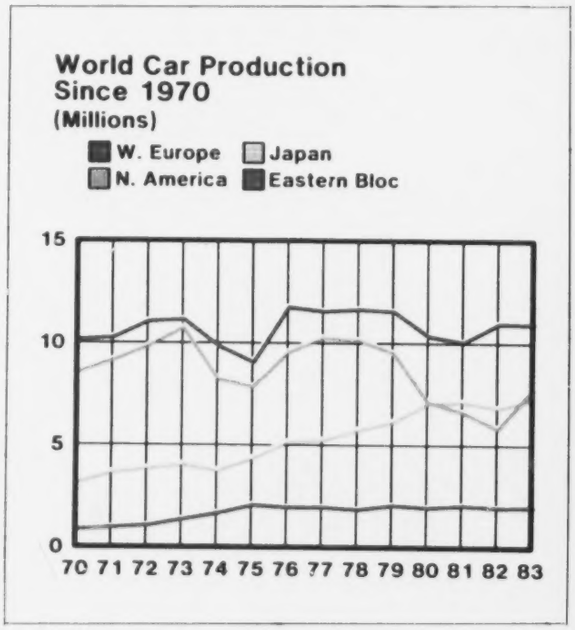
PRODUCTION

WORLD CAR AND TRUCK PRODUCTION, 1983 VS. 1982 BY LEADING COUNTRIES

	Cars		Trucks		Total	
	1983	1982	1983	1982	1983	1982
North America						
United States	6,821,066	4,973,870	2,421,495	1,902,164	9,242,561	6,876,034
Canada	968,298	801,685	554,550	468,327	1,522,848	1,270,012
TOTAL	7,78,364	5,775,555	2,976,045	2,370,491	10,765,409	8,146,046
Latin America						
Mexico	202,700	300,579	120,000	172,048	322,700	472,627
Brazil	723,890	718,845	145,000	140,450	868,890	859,295
Argentina	118,845	106,880	26,000	25,236	144,845	132,116
TOTAL	1,045,435	1,126,304	291,000	337,734	1,336,435	1,464,038
Western Europe						
West Germany	3,877,641	3,761,436	292,910	301,229	4,170,551	4,062,665
France	2,960,823	2,777,125	375,039	371,682	3,335,862	3,148,807
Italy	1,495,207	1,297,351	168,875	155,692	1,664,082	1,453,043
United Kingdom	1,044,597	887,679	244,514	268,798	1,289,111	1,156,477
Spain	969,462	927,500	123,169	142,007	1,092,631	1,069,507
Belgium	250,975	243,289	36,000	34,726	286,975	278,015
Sweden	346,000	294,790	44,970	54,805	390,970	349,595
Netherlands	100,000	86,000	10,941	10,050	110,941	96,050
Austria	7,400	7,055	8,750	8,130	16,150	15,185
TOTAL	11,052,105	10,282,225	1,305,168	1,347,189	12,357,273	11,629,414
Asia						
Japan	7,151,888	6,886,866	3,959,771	3,850,168	11,111,659	10,737,034
South Korea	88,389	94,460	75,000	74,025	163,389	168,485
India	50,000	42,673	114,000	109,577	164,000	152,250
TOTAL	7,290,277	7,023,999	4,148,771	4,033,770	11,439,048	11,057,769
Australia	329,536	371,400	33,000	37,150	362,536	408,550
South Africa	248,742	260,138	95,000	94,500	343,742	354,638
Eastern Europe						
Soviet Union	1,305,000	1,307,000	900,000	865,700	2,205,000	2,172,700
Poland	260,000	236,500	55,000	52,000	315,000	288,500
Czechoslovakia	180,000	173,517	52,000	50,932	232,000	224,449
Yugoslavia	212,000	211,372	30,000	29,944	242,000	241,316
East Germany	183,000	178,000	42,000	40,000	225,000	218,000
Romania	99,000	76,000	55,000	51,000	154,000	127,000
TOTAL	2,254,000	2,182,389	1,134,000	1,089,576	3,373,000	3,271,965
WORLD TOTAL	29,994,459	27,022,010	9,982,984	9,310,410	39,977,443	36,332,420

12 LEADING MOTOR VEHICLE PRODUCERS WORLDWIDE

	1983	1982	1981
General Motors	7,769,000	6,244,000	6,762,000
Ford Motor Co.	4,934,231	4,267,587	4,402,462
Toyota	3,182,614	3,155,784	3,254,942
Nissan	2,462,436	2,557,269	2,811,580
Renault	2,237,185	1,992,985	1,527,000
Volkswagen	2,060,992	2,039,869	2,196,000
Peugeot-Citroen	1,737,012	1,616,393	1,585,000
Fiat	1,441,870	1,335,187	1,364,000
Chrysler Corp.	1,338,972	1,006,245	1,082,500
Mazda	1,261,350	1,202,583	1,230,000
Honda	1,087,775	1,020,698	1,045,000
Mitsubishi	1,018,403	1,024,243	1,095,000



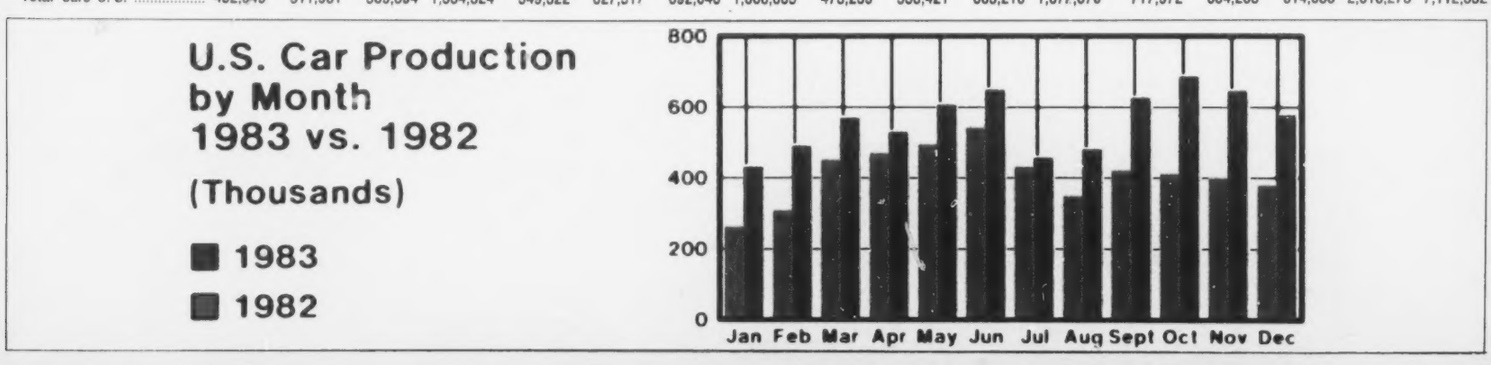
WORLD VEHICLE PRODUCTION SINCE WORLD WAR II, CARS AND TRUCKS

Year	Australia	Brazil	Canada	France	Italy	Japan	Mexico	Spain	Sweden	UK	U. S.	USSR	W. Germany	Others	World Total
1946	.....	.....	170,695	34,625	28,983	14,921	.....	.....	7,336	359,634	3,100,820	102,171	30,671	2,117	3,913,410
1947	.....	.....	242,107	96,062	43,736	11,320	.....	.....	9,287	441,284	4,795,587	132,968	23,258	16,621	5,853,550
1948	.....	.....	261,009	137,383	59,953	20,367	.....	760	9,497	507,608	5,220,755	197,056	61,198	28,275	6,564,850
1949	.....	.....	290,664	198,372	86,054	28,700	.....	486	11,069	628,196	6,243,834	275,992	163,504	29,971	8,044,111
1950	126,721	.....	387,726	285,641	127,847	31,597	21,575	253	17,553	783,672	8,005,859	362,985	306,034	48,529	10,577,813
1951	129,259	.....	415,420	445,655	145,553	38,490	46,081	308	22,950	733,883	6,757,014	288,683	374,108	54,210	9,451,814
1952	116,293	.....	434,102	498,962	138,446	38,966	46,987	400	21,233	689,657	5,561,796	307,936	428,016	36,724	8,319,519
1953	159,307	.....	486,049	497,348	174,320	49,778	35,709	660	29,427	834,275	7,349,123	354,175	490,046	38,048	10,498,265
1954	200,605	.....	352,102	600,400	216,715	70,073	33,380	620	44,735	1,037,879	6,536,729	403,873	680,509	47,706	10,224,973
1955	218,004	.....	452,114	725,061	268,766	68,932	32,275	3,972	50,299	1,237,068	9,204,049	445,268	908,702	128,180	13,742,690
1956	204,176	.....	471,350	827,079	315,802	111,066	39,387	4,500	57,274	1,004,544	6,918,759	464,632	1,075,603	157,829	11,652,001
1957	213,620	30,700	413,577	927,956	351,815	181,977	41,106	30,436	76,654	1,149,095	7,220,431	495,408	1,212,206	188,399	12,528,380
1958	241,324	61,129	356,418	1,127,549	403,560	188,303	38,955	31,050	91,179	1,364,407	5,121,269	511,074	1,495,221	322,899	11,354,337
1959	263,592	96,243	367,939	1,283,159	500,784	262,814	51,118	56,800	112,394	1,560,427	6,723,588	494,994	1,718,544	378,090	13,870,486
1960	326,250	133,078	397,739	1,369,210	644,633	481,551	48,807	58,209	128,527	1,810,700	7,905,117	523,591	2,055,127	493,339	16,376,878
1961	231,651	145,674	386,923	1,244,223	759,140	813,870	62,563	75,000	131,755	1,464,134	6,652,938	555,330	2,146,797	538,486	15,209,493
1962	329,829	191,057	505,187	1,536,133	946,793	990,706	66,637	100,163	151,568	1,674,530	8,197,311	577,500	2,356,595	574,257	18,198,265
1963	374,058	174,221	631,358	1,736,977	1,180,536	1,283,531	89,135	131,988	167,850	2,011,720	9,108,776	587,012	2,667,896	585,967	20,711,023
1964	411,750	183,045	670,990	1,615,896	1,090,078	1,702,475	90,752	178,128	184,018	2,332,376	9,307,860	603,100	2,909,657	734,299	22,014,424
1965	407,596	185,155	846,609	1,641,696	1,175,548	1,875,614	96,654	228,935	205,717	2,177,261	11,137,830	616,000	2,976,477	970,941	24,542,063
1966	343,929	224,574	872,214	2,024,552	1,365,898	2,286,399	113,807	340,418	199,910	2,042,354	10,396,299	675,300	3,050,708	1,028,951	24,975,313
1967	366,547	225,418	919,508	2,009,672	1,542,669	3,146,486	126,365	361,637	214,560	1,937,119	9,023,736	728,800	2,482,319	1,082,367	24,167,203
1968	418,307	278,473	1,150,218	2,075,617	1,660,370	4,085,826	143,478	393,433	244,786	2,225,122	10,820,410	800 700	3,106,958	1,172,767	28,576,465
1969	451,917	349,519	1,326,478	2,459,072	1,595,951	4,674,923	165,164	454,571	271,440	2,182,793	10,205,911	844,300	3,604,565	1,530,463	30,029,284
1970	473,790	416,047	1,159,504	2,750,086	1,854,252	5,289,147	192,841	536,026	310,887	2,098,498	8,283,949	922,000	3,842,247	1,523,210	29,686,561
1971	470,122	516,038	1,346,765	3,010,294	1,817,019	5,810,774	210,840	532,358	317,295	2,198,148	10,671,654	1,142,700	3,982,722	1,642,116	33,681,561
1972	466,917	608,985	1,430,084	3,328,320	1,839,793	6,294,438	229,766	695,217	305,989	2,329,430	11,310,708	1,379,000	3,815,982	1,727,260	35,796,305
1973	454,190	729,135	1,574,820	3,596,179	1,957,994	7,082,757	285,513	822,020	378,042	2,163,941	12,681,513	1,602,000	3,949,065	1,881,716	39,159,751
1974	489,339	858,470	1,524,874	3,462,847	1,772,515	6,551,840	350,755	837,414	368,359	1,936,685	10,072,662	1,846,000	3,099,777	1,881,547	35,053,084
1975	456,167	929,805	1,424,006	2,861,305	1,458,629	6,941,591	360,678	814,164	366,753	1,648,399	8,986,605	1,964,000	3,186,208	1,866,930	33,265,240
1976	456,216	985,469	1,640,112	3,402,715	1,590,677	7,841,447	324,979	866,240	367,780	1,705,506	11,497,391	2,025,000	3,868,089	1,963,002	38,534,623
1977	452,592	919,242	1,775,445	3,507,881	1,583,917	8,514,522	280,813	1,129,700	286,901	1,714,240	12,702,782	2,080,000	4,104,216	2,067,760	41,120,011
1978	384,966	1,062,197	1,817,457	3,507,930	1,656,115	9,269,153	384,127	1,143,831	305,534	1,607,467	12,899,202	2,160,000	4,186,364	2,111,579	42,495,922
1979	461,468	1,127,966	1,631,661	3,613,458	1,632,158	9,635,546	444,426	1,122,918	354,820	1,478,512	11,479,993	2,173,000	4,249,725	2,109,816	41,515,467
1980	364,109	1,165,207	1,374,329	3,378,433	1,611,856	11,042,884	490,006	1,181,659	298,400	1,312,914	8,009,841	2,197,000	3,878,415	2,055,495	38,360,548
1981	391,614	779,835	1,280,499	3,019,370	1,433,086	11,179,962	597,118	987,474	313,755	1,184,205	7,940,781	2,197,000	3,897,007	2,605,873	37,807,568
1982	408,550	859,295	1,270,012	3,148,807	1,453,043	10,737,034	472,627	1,069,507	349,595	1,156,477	6,876,034	2,172,700	4,062,665	2,296,074	36,332,420
1983	362,536	868,890	1,522,848	3,335,862	1,664,082	11,111,659	322,700	1,092,631	390,970	1,289,111	9,242,561	2,205,000	4,170,551	2,398,042	39,977,443

PRODUCTION

1983 U. S. CAR PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	January	February	March	First Quarter	April	May	June	Second Quarter	July	August	September	Third Quarter	October	November	December	Fourth Quarter	1982 Total
AMERICAN MOTORS	14,302	14,107	15,743	44,152	12,955	15,867	16,840	45,662	8,714	19,699	20,322	48,735	20,528	22,150	19,154	61,832	200,381
AMC Total	1,657	1,669	745	4,071	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	4,071
Concord/SX4	12	.....	.....	12	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	12
Eagle	1,645	1,669	745	4,059	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	4,059
Renault Total	12,645	12,438	14,998	40,081	12,955	15,867	16,840	45,662	8,714	19,699	20,322	48,735	20,528	22,150	19,154	61,832	196,310
Alliance	12,645	12,438	14,998	40,081	12,955	15,867	16,840	45,662	6,839	12,589	13,386	32,814	13,388	12,065	9,867	35,320	153,877
Encore	.....	.....	.....	.....	.....	.....	.....	.....	1,875	7,110	6,936	15,921	7,140	10,085	9,287	26,512	42,433
CHRYSLER CORP.	43,468	64,428	83,067	190,963	76,697	84,384	83,288	244,369	55,057	66,925	84,868	206,850	102,309	71,026	88,036	261,371	903,553
Plymouth Total	15,370	24,199	32,442	72,011	26,969	28,191	27,829	82,989	22,864	22,152	28,587	73,603	33,394	20,485	28,266	82,145	310,748
Horizon	4,410	7,701	10,845	22,956	9,553	10,663	11,159	31,375	9,386	9,378	12,768	31,532	13,666	6,833	11,369	31,868	117,731
Reliant	10,812	16,183	21,253	48,248	16,951	16,682	15,876	49,509	13,456	12,517	15,243	41,216	18,714	13,072	15,686	47,472	186,445
Caravelle†	148	315	344	807	465	846	794	2,105	22	257	490	769	818	325	493	1,636	5,317
Gran Fury	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	86	86	196	255	718	1,169	1,255
Chrysler Total	11,468	13,581	18,162	43,211	19,681	22,687	19,874	62,242	8,054	19,469	22,250	49,773	29,203	22,875	26,899	78,977	234,203
LeBaron	6,260	6,372	8,236	20,868	9,007	10,835	8,087	27,929	2,881	5,591	7,252	15,724	7,812	5,928	7,607	21,347	85,868
Laser	.....	.....	.....	.....	.....	.....	.....	.....	.....	2,907	3,469	6,376	6,121	4,915	6,191	17,227	23,603
Chrysler E-Class	5,208	7,209	9,926	22,343	10,674	11,852	11,787	34,313	5,173	10,971	10,208	26,352	10,057	5,460	6,474	21,991	104,999
New Yorker Fifth Avenue	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,321	1,321	5,213	6,572	6,627	18,412	19,733
Dodge Total	16,630	26,648	32,463	75,741	30,047	33,506	35,585	99,138	24,139	25,304	34,031	83,474	39,712	27,666	32,871	100,249	358,602
Omni	4,623	8,595	10,465	23,683	10,717	13,468	14,302	38,487	10,659	9,012	12,821	32,492	14,227	6,872	10,676	31,775	126,437
Aries	7,926	12,084	14,208	34,218	12,601	12,926	13,505	39,032	9,070	9,648	12,469	31,187	14,765	12,092	12,712	39,569	144,006
Daytona	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,743	2,992	4,735	4,863	4,991	4,810	14,664	19,399
Dodge 400	1,989	2,218	3,247	7,454	3,315	4,116	2,720	10,151	873	832	1,463	3,168	2,142	1,652	1,875	5,669	26,442
Dodge 600	2,092	3,751	4,543	10,386	3,414	2,996	5,058	11,468	3,537	4,069	4,064	11,670	3,367	1,882	2,304	7,553	41,077
Diplomat	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	222	222	348	177	494	1,019	1,241
FORD MOTOR	106,709	140,650	140,137	387,496	139,755	166,730	181,090	487,575	78,518	168,532	174,839	421,889	185,921	183,972	153,392	523,285	1,820,245
Ford Division	69,606	97,591	94,966	262,163	94,738	107,693	114,511	316,942	48,311	107,468	121,347	277,126	131,632	122,146	104,213	357,991	1,214,222
Escort	16,949	20,185	32,909	78,043	30,346	34,078	30,357	94,781	13,287	30,195	33,220	76,702	32,908	32,844	28,354	94,106	343,632
Fairmont	12,612	11,116	.....	23,728	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	23,728
Mustang	6,918	12,406	13,086	32,410	12,084	10,337	8,410	30,831	4,237	6,680	9,141	20,058	14,576	13,745	12,605	40,926	124,225
LTD	13,140	15,167	14,983	43,290	17,229	14,367	16,583	48,179	6,306	13,367	16,392	36,065	18,775	17,394	15,489	51,658	179,192
Thunderbird	4,632	15,258	22,018	41,908	22,289	22,314	19,700	64,303	6,053	13,770	16,769	36,592	17,609	14,093	12,061	43,763	186,566
Crown Victoria	14,701	12,983	9,919	37,603	9,203	7,980	9,412	26,595	5,340	8,113	9,160	22,613	10,454	13,534	13,931	37,919	124,730
EXP	654	2,476	2,051	5,181	1,533	1,275	2,553	5,461	1,200	489	.....	1,689	223	927	1,964	3,114	15,445
Tempo	.....	.....	.....	.....	1,954	17,342	27,496	46,792	11,888	34,854	36,665	83,407	37,057	29,609	19,809	86,505	216,704
L-M Division	37,103	43,059	45,171	125,333	45,017	59,037	66,579	170,633	30,207	61,064	53,492	144,763	54,289	61,826	49,179	165,294	606,023
Mercury Total	28,401	34,125	35,728	98,254	38,056	47,660	54,276	139,992	24,560	48,944	47,372	120,876	49,812	52,388	38,173	140,373	499,495
Lynx	4,312	7,502	8,627	20,441	8,308	7,945	10,355	26,608	5,973	10,168	8,420	24,561	6,719	6,638	4,387	17,744	89,354
Capri	1,503	2,430	1,718	5,651	2,315	2,816	1,427	6,558	683	2,088	3,016	5,787	2,791	2,584	1,326	6,701	24,697
Zephyr	3,937	4,664	.....	8,601	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	8,601
Mercury Marquis	11,622	8,302	9,161	29,085	7,184	8,577	8,507	24,268	3,122	6,470	7,338	16,930	7,670	11,366	10,072	29,108	99,391
Cougar	2,230	5,718	9,555	17,503	11,645	13,954	16,931	42,530	7,242	12,314	11,982	31,538	13,645	12,734	8,445	34,824	126,395
Grand Marquis	4,640	4,947	6,167	15,754	7,501	8,168	7,804	23,473	3,273	5,728	6,382	15,383	7,486	7,922	7,129	22,537	77,147
LN7	157	562	500	1,219	382	417	192	991	.....	.....	.....	.....	.....	.....	.....	.....	2,210
Topaz	.....	.....	.....	.....	721	5,783	9,060	15,564	4,267	12,176	10,234	26,677	11,501	11,144	6,814	29,459	71,700
Lincoln Total	8,702	8,934	9,443	27,079	6,961	11,377	12,303	30,641	5,647	12,120	6,120	23,887	4,477	9,438	11,006	24,921	106,528
Continental	1,736	1,787	1,881	5,404	708	1,120	1,228	3,056	333	.....	.....	333	856	1,781	2,083	4,720	13,513
Lincoln	3,885	3,835	4,389	12,109	4,306	6,462	7,178	17,946	4,328	12,120	6,120	22,568	1,120	2,376	2,753	6,249	58,872
Mark VI/VII	3,081	3,312	3,173	9,566	1,947	3,795	3,897	9,639	986	.....	.....	986	2,501	5,281	6,170	13,952	34,143
GENERAL MOTORS	277,846	285,582	338,408	901,836	308,480	349,357	397,133	1,054,980	324,144	264,590	369,031	957,765	393,546	390,044	336,458	1,120,048	4,034,629
Buick Division	68,772	65,854	75,980	210,606	69,154	80,595	96,532	246,281	67,470	56,325	81,824	205,619	80,775	83,774	78,553	243,102	905,608
Skylark	7,192	8,811	7,889	23,892	6,186	9,224	15,171	30,581	5,604	3,815	15,648	25,067	8,236	13,600	11,467	33,303	112,843
Skyhawk	6,223	5,525	5,832	17,580	5,174	6,321	6,434	17,929	6,610	5,003	5,262	16,875	6,651	10,072	10,062	26,785	79,169
Century	11,371	12,021	16,769	40,161	11,882	16,263	18,422	46,567	14,758	8,433	18,100	41,291	18,819	14,399	15,839	49,057	177,076
Regal	23,432	18,196	20,058	61,686	21,197	20,299	22,590	64,086	17,388	20,481	18,930	56,799	18,436	17,522	15,650	51,608	234,179
Buick	17,562	18,663	21,766	57,991	20,969	24,863	28,527	74,359	18,336	14,038	18,794	51,168	22,882	22,442	20,402	65,726	249,244
Riviera	2,992	2,638	3,666	9,296	3,746	3,625	5,388	12,759	4,774	4,555	5,090	14,419	5,751	5,617	4,661	16,029	52,503
Electra (fwd)	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	122	472	594	594
Cadillac Division	29,219	26,431	32,351	88,001	24,903	27,988	26,061	78,952	17,055	13,118	27,486	57,659	32,459	27,238	24,088	83,885	308,497
Cimarron	2,114	2,109	2,580	6,803	1,239	1,233	1,351	3,823	1,461	891	1,877	4,229	2,101	2,236	1,829	6,166	21,021
Seville	2,355	3,736	3,154	9,245	2,959	3,121	2,564	8,644	2,169	2,478	3,127	7,774	3,516	2,920	2,523	8,959	34,622
Eldorado	6,832	6,044	7,159	20,035	6,247	6,998	5,923	19,168	5,165	4,903	5,895	15,963	6,697	5,601	4,835	17,133	72,299
Cadillac	17,918	14,542	19,458	51,918	14,458	16,636	16,223	47,317	8,260	4,846	16,587	29,693	20,145	16,581	14,768	51,494	180,422
DeVille (fwd)	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	133	133	133
Chevrolet Division	78,453	84,771	107,874	271,098	95,219	112,362	137,840	345,421	120,718	91,418	115,258	327,394	131,610	128,230	103,676	363,516	1,307,429
Chevette	14,836	18,182	21,634	54,652	12,332	13,301	18,647	44,280	15,404	19,474	18,860	53,738	17,425	17,581	14,165	49,171	201,841
Cavalier	12,894	15,809	22,186	50,889	24,892	26,442	34,765	86,099	33,172	18,943	25,676	77,791	35,056	29,890	28,73b	93,682	308,461
Celebrity	5,969	3,435	7,924	17,328	6,920	14,164	21,721	42,805	20,740	6,988	13,734	41,362	22,095	22,969	19,036	64,100	165,595
Camaro	16,084	13,951	15,443	45,478	15,760	18,314	20,804	54,878	17,225	9,575	14,508	41,308	19,480	19,321	12,656	51,457	193,121
Citation	9,443	9,826	10,871	30,140	5,922	7,150	7,404	20,476	4,074	6,434	7,695	18,203	4,232	7,554	6,273	18,059	86,878
Malibu/El Camino	9,751	11,467	14,007	35,225	14,239	14,419	15,397	44,055	13,471	5,470	2,830	21,771	2,474	2,031	1,652	6,157	107,208
Monte Carlo	6,874	6,505	8,754	22,133	7,305	8,941	8,625	24,871	8,331	10,781	13,047	32,159	16,351	16,908	12,504	45,763	124,926
Chevrolet	2,462	4,759	4,376	11,597	5,387	7,216	7,749	20,352	5,836	10,994	16,176	33,006	11,277	9,025	5,968	26,270	91,225
Corvette	140	837	2,679	3,656	2,462	2,415	2,728	7,605	2,465	2,859	2,732	8,056	3,220	2,951	2,686	8,857	28,174
Oldsmobile Division	73,747	82,100	89,344	245,191	85,599	91,152	99,337	276,088	84,785	80,917	100,212	265,914	99,638	104,160	92,271	296,069	1,083,262
Omega	4,496	7,662	5,443	17,601	4,038	4,513	7,242	15,793	2,874	2,028	5,844	10,746	3,015	6,928	5,882	15,825	59,965
Firenza	2,957	3,174	4,276	10,407	4,851	4,656	4,797	14,304	3,666	2,985	3,902	10,553	4,824	7,325	7,336	19,535	54,799
Cutlass Supreme	23,282	25,553	28,626	77,461	26,583	27,503	28,900	82,986	26,368	27,444	32,423	86,235	33,693	34,136	28,418	96,247	342,929
Cutlass Ciera	10,223	15,763	14,872	40,858	17,935	20,378	21,082	59,395	17,144	18,354	23,028	58,526	21,118	20,713	16,288	58,119	216,898
Oldsmobile	29,324	26,898	32,156	88,378	29,213	30,985	33,515	93,713	31,331	26,568	31,264	89,163	32,733	31,232	29,825	93,790	365,044
Olds 98 (fwd)	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	494	494	494
Toronado	3,465	3,050	3,971	10,486	2,979	3,117	3,801	9,897	3,402	3,538	3,751	10,691	4,255	3,826	3,978	12,059	43,133
Pontiac Division	27,655	26,426	32,859	86,940	33,605	37,270	37,363	108,238	34,116	22,812	44,251	101,179	49,064	46,542	37,870	133,476	429,833
Acadian†	977	1,106	2,061	4,144	1,677	2,144	1,158	4,979	1,095	770	573	2,438	1,372	1,150	981	3,503	15,064
2000 Sunbird	6,600	6,558	8,407	21,565	9,174	10,192	10,963	30,329	9,756	3,516	13,413	26,685	12,568	12,728	10,791	36,087	114,666
1000	3,290	2,026	2,305	7,621	4,478	4,821	3,010	12,309	3,886	3,920	3,857	11,663	3,971	3,521	3,090	10,582	42,175
Firebird	6,430	6,493	9,138	22,061	7,398	8,544	10,207	26,149	9,127	5,519	8,070	22,716	11,314	11,091	6,298	28,703	99,629
Phoenix	2,358	2,875	2,223	7,454	2,571	2,094	2,234	6,899	2,055	1,909	1,991	5,955	1,094	1,998	1,653	4,745	25,053
Grand Prix/Bonneville	8,002	7,368	8,725	24,095	8,307	9,475	9,791	27,573	8,197	4,897	7,829	20,923	7,845	6,991	5,657	20,493	93,084
Parisienne	.....	.....	.....	.....	.....	.....	.....	.....	.....	2,281	3,317	5,598	3,291	2,216	1,352	6,859	12,457
Fiero	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	5,201	5,201	7,609	6,847	8,048	22,504	27,705
HONDA	1,180	1,890	2,971	6,041	3,345	4,473	5,361	13,179	4,425	8,473	4,636	15,534	5,621	7,176	7,786	20,583	55,337
VOLKSWAGEN	9,444	5,324	9,068	23,836	8,090	6,696	8,334	23,120	2,381	10,202	9,514	22,097	10,047	9,895	9,212	29,154	98,207
Total Cars U. S.	452,949	511,981	589,394	1,554,324	549,322	627,517	692,046	1,868,885	473,239	536,421	663,210	1,672,870	717,972	684,263	614,038	2,016,273	7,112,352



PRODUCTION

1983 CANADIAN CAR PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER	APRIL	MAY	JUNE	SECOND QUARTER	JULY	AUGUST	SEPTEMBER	THIRD QUARTER	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER	BRAND TOTAL
AMC—Eagle	3,093	1,956	1,481	6,530	3,107	3,436	2,460	9,003	1,026	2,181	2,513	5,720	2,688	3,179	2,431	8,298	29,551
CHRYSLER—Caravelle	297	144	122	563	139	246	160	545	.....	.....	.....	.....	.....	.....	.....	.....	1,108
Diplomat	3,374	3,346	3,515	10,235	3,137	5,311	1,905	10,653	.....	.....	.....	.....	.....	.....	.....	.....	20,888
Cordoba	2,111	1,727	2,572	6,410	2,593	101	.....	2,694	.....	.....	.....	.....	.....	.....	.....	.....	9,104
Mirada	639	605	873	2,117	832	28	.....	860	.....	.....	.....	.....	.....	.....	.....	.....	2,977
Imperial	269	153	256	678	254	.....	.....	254	.....	.....	.....	.....	.....	.....	.....	.....	932
Gran Fury	2,341	2,579	2,367	7,287	1,925	2,888	719	5,132	.....	.....	.....	.....	.....	.....	.....	.....	12,419
New Yorker	8,254	9,075	11,652	28,981	12,152	11,855	3,949	27,956	.....	.....	.....	.....	.....	.....	.....	.....	56,937
CHRYSLER TOTAL	17,285	17,629	21,357	56,271	21,032	20,529	6,733	48,094	.....	.....	.....	.....	.....	.....	.....	.....	104,365
FORD	10,996	5,693	.....	16,689	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	16,689
EXP	507	1,915	1,753	4,175	1,457	1,275	2,549	5,281	1,200	488	.....	1,688	.....	.....	.....	.....	11,144
Escort	3,541	5,539	4,481	13,561	5,970	9,001	8,061	23,032	2,910	7,485	4,209	14,604	118	931	1,341	1,181	53,587
LN7	110	417	428	955	358	419	189	966	.....	.....	.....	.....	.....	.....	.....	.....	1,921
Lynx	612	1,718	1,947	4,277	1,800	2,743	2,643	7,186	712	1,990	1,311	4,013	11	306	144	461	15,937
Tempo	.....	.....	.....	.....	.....	10,502	14,234	24,736	3,532	15,689	17,304	36,525	18,139	16,130	12,269	46,538	107,799
Topaz	.....	.....	.....	.....	.....	3,410	5,562	8,972	1,157	7,156	6,311	14,624	5,298	6,755	4,318	16,371	39,967
Crown Victoria	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,046	7,208	5,961	14,215	14,215
CKDS	1,251	1,766	567	3,584	332	1,374	1,330	3,036	417	777	520	1,714	1,194	875	980	3,049	11,383
FORD TOTAL	17,017	17,048	9,176	43,241	9,917	28,724	34,568	73,209	9,928	33,585	29,655	73,168	25,806	32,205	25,013	81,815	272,642
GM—Oshawa No. 1	20,062	19,191	22,339	61,592	20,444	20,807	23,422	64,673	19,965	.....	8,229	28,194	19,484	21,958	17,592	59,034	213,493
Oshawa No. 2	7,567	9,954	16,734	34,255	15,281	15,159	16,723	47,162	10,264	5,893	15,604	31,761	16,409	18,652	14,622	49,683	162,861
Ste. Therese	7,421	11,230	14,919	33,570	15,587	16,004	15,538	47,129	11,265	6,756	15,053	33,074	14,544	15,319	11,760	41,623	155,396
CKD car	2,592	2,653	4,218	9,463	2,045	451	2,028	4,524	1,772	.....	1,039	2,811	885	1,913	480	3,278	20,076
GM TOTAL	37,642	43,028	58,210	138,880	53,357	52,420	57,711	163,488	43,266	12,649	39,925	95,840	51,322	57,842	44,454	153,618	551,826
VOLVO	900	855	1,035	2,790	900	945	989	2,834	450	806	945	2,201	900	945	720	2,565	10,390
GRAND TOTAL	75,937	80,516	91,259	247,712	88,313	105,854	102,461	296,628	54,670	49,221	73,038	176,929	80,716	94,171	72,618	247,505	968,774

CANADIAN CAR OUTPUT BY CALENDAR YEAR

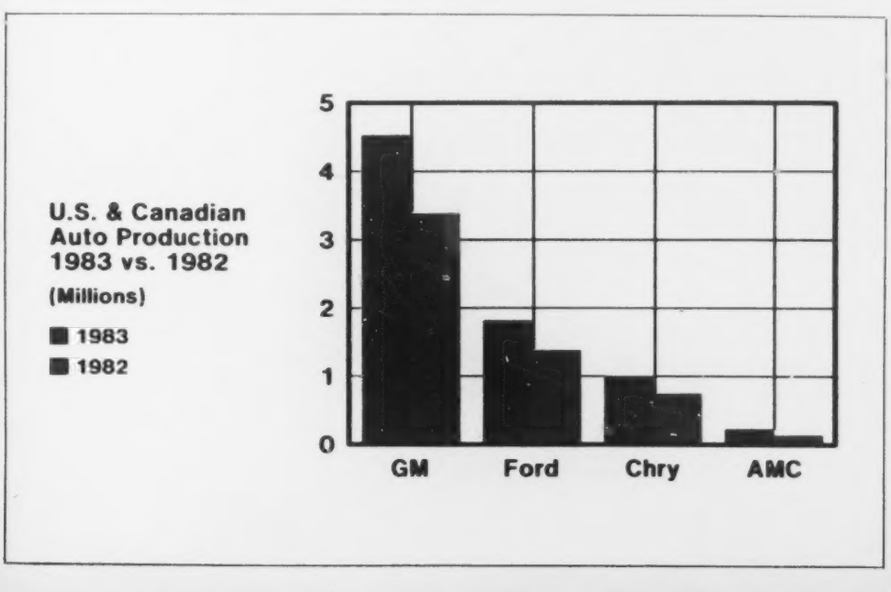
1983	968,774
1982	801,685
1981	642,587
1980	846,777
1979	944,933
1978	1,131,050
1977	1,129,575
1976	1,143,482
1975	1,056,602
1974	1,143,037
1973	1,234,566
1972	1,154,938
1971	1,094,486
1970	923,538
1969	1,035,354
1968	891,849
1967	714,084
1966	696,100
1965	709,568
1964	559,392
1963	532,915
1962	428,189
1961	326,841
1960	325,282
1959	300,849
1958	296,624

CANADIAN TRUCK OUTPUT BY CALENDAR YEAR

1983	560,864
1982	468,327
1981	555,829
1980	526,277
1979	657,436
1978	674,687
1977	569,329
1976	497,430
1975	389,728
1974	338,558
1973	352,934
1972	304,757
1971	277,842
1970	233,938
1969	315,354
1968	277,649
1967	225,551
1966	200,019
1965	142,706
1964	109,116
1963	98,454
1962	79,808
1961	62,903
1960	70,040
1959	67,523
1958	58,693

CANADIAN OUTPUT SHARES, '83 VS. '82

	Total Output 1983	Pct. of 1983 Output	Total Output 1982	Pct. of 1982 Output	Pct. Pt. Change '83 vs. '82
CARS					
AMERICAN MOTORS	29,551	3.05	30,344	3.70	− 0.74
Concord	.....	.....	12,361	1.54	− 1.54
Spirit	.....	.....	996	0.13	− 0.13
Eagle	29,551	3.05	16,987	2.12	+ 0.93
CHRYSLER	104,365	10.77	149,442	18.64	− 7.87
Diplomat	20,888	2.16	25,823	3.22	− 1.06
Cordoba	9,104	0.94	17,261	2.15	− 1.21
Mirada	2,977	0.31	7,370	0.92	− 0.61
Imperial	932	0.10	1,746	0.22	− 0.12
Gran Fury	12,419	1.28	18,434	2.30	− 1.02
New Yorker	56,937	5.88	76,427	9.53	− 3.65
Caravelle	1,108	0.11	2,381	0.30	− 0.19
FORD	272,642	28.15	283,001	35.30	− 7.15
EXP	11,144	1.15	16,934	2.11	− 0.96
Escort	53,587	5.53	88,207	11.00	− 5.47
LN7	1,921	0.20	6,340	0.79	− 0.59
Lynx	15,937	1.65	22,745	2.84	− 1.19
Tempo	107,799	11.13	.....	.....	+11.13
Topaz	39,967	4.13	.....	.....	+ 4.13
Crown Victoria	14,215	1.47	.....	.....	+ 1.47
CKDS	11,383	1.17	.....	.....	+ 1.17
Ford	16,689	1.72	129,065	16.10	−14.38
Grand Marquis	.....	.....	822	0.10	− 0.10
Marquis	.....	.....	3,092	0.39	− 0.39
LTD	.....	.....	2,863	0.36	− 0.36
Mustang	.....	.....	920	0.11	− 0.11
Granada	.....	.....	5,347	0.67	− 0.67
Zephyr	.....	.....	2,470	0.31	− 0.31
Cougar	.....	.....	4,196	0.52	− 0.52
GENERAL MOTORS	551,826	56.96	332,038	41.42	+15.54
LeMans	N.A.		N.A.		
Grand Prix	N.A.		N.A.		
Celebrity	N.A.		N.A.		
Chevrolet	N.A.		N.A.		
A6000	N.A.		N.A.		
Pontiac	N.A.		N.A.		
Cutlass	N.A.		N.A.		
VOLVO	10,390	1.07	6,860	0.85	+ 0.22
TOTAL	968,774	100.00	801,685	100.00	
TRUCKS					
CHRYSLER	141,249	25.19	95,410	20.37	+ 4.82
GENERAL MOTORS	141,137	25.16	229,492	49.00	−23.84
FORD	272,791	48.64	132,531	28.30	+20.34
INTERNATIONAL	5,587	1.01	10,894	2.33	− 1.32
TOTALS	560,864	100.00	468,327	100.00	



PRODUCTION

U. S. CAR PRODUCTION—1983 VS. 1982

How calendar year output was shared

	Total Output 1983	Pct. of Total Output	Total Output 1982	Pct. of Total Output	Pct. pt. Change '83 vs. '82
AMERICAN MOTORS	200,381	2.82	109,552	2.20	+ 0.62
AMC Total	4,071	0.06	51,800	1.04	− 0.98
Concord	12	0.00	17,152	0.34	− 0.34
Eagle/SX4	4,059	0.06	21,697	0.44	− 0.38
Spirit	.....	.....	12,951	0.26	.....
Renault Total	196,310	2.76	57,752	1.16	+ 1.60
Alliance	153,877	2.16	57,752	1.16	+ 1.00
Encore	42,433	0.60	.....	.....	+ 0.60
CHRYSLER CORP.	903,553	12.70	600,652	12.07	+ 0.63
Plymouth Total	310,748	4.37	241,181	4.85	− 0.48
Horizon	117,731	1.66	77,572	1.56	+ 0.10
Reliant	186,445	2.62	162,053	3.26	− 0.64
Caravelle†	5,317	0.07	1,556	0.03	+ 0.04
Gran Fury	1,255	0.02	.....	.....	+ 0.02
Chrysler Total	234,203	3.29	114,443	2.30	+ 0.99
LeBaron	85,868	1.20	95,360	1.92	+ 0.72
Laser	23,603	0.33	.....	.....	+ 0.33
Chrysler E-Class	104,999	1.48	19,083	0.38	+ 1.10
Fifth Avenue	19,733	0.28	.....	.....	+ 0.28
Dodge Total	358,602	5.04	244,878	4.92	+ 0.12
Omni	126,437	1.78	72,456	1.46	+ 0.32
Aries	144,006	2.02	129,235	2.60	− 0.58
Daytona	19,399	0.27	.....	.....	+ 0.27
Dodge 400	26,442	0.37	30,481	0.61	− 0.24
Dodge 600	41,077	0.58	12,706	0.25	+ 0.33
Diplomat	1,241	0.02	.....	.....	+ 0.02
FORD MOTOR	1,820,245	25.59	1,104,074	22.20	+ 3.39
Ford Division	1,214,222	17.07	690,655	13.89	+ 3.18
Escort	343,632	4.83	264,972	5.33	− 0.50
Fairmont	23,728	0.33	128,519	2.58	− 2.25
Mustang	124,225	1.75	127,371	2.56	− 0.81
LTD	179,192	2.52	132,034	2.65	− 0.13
Thunderbird	186,566	2.62	29,336	0.59	+ 2.03
Crown Victoria	124,730	1.75	2,034	0.05	+ 1.70
EXP	15,445	0.22	6,389	0.13	+ 0.09
Tempo	216,704	3.05	.....	.....	+ 3.05
L-M Division	606,023	8.52	413,419	8.31	+ 0.21
Mercury Total	499,495	7.02	315,799	6.35	+ 0.67
Lynx	89,354	1.25	81,114	1.63	− 0.38
Capri	24,697	0.35	32,704	0.66	− 0.31
Zephyr	8,601	0.12	40,406	0.81	− 0.69
Marquis	99,391	1.40	60,811	1.22	+ 0.18
Cougar	126,395	1.78	10,590	0.21	+ 1.57
Grand Marquis	77,147	1.08	88,404	1.78	− 0.70
LN7	2,210	0.03	1,770	0.04	− 0.01
Topaz	71,700	1.01	.....	.....	+ 1.01
Lincoln Total	106,528	1.50	97,620	1.96	− 0.46
Continental	13,513	0.19	20,052	0.40	− 0.21
Lincoln	58,872	0.83	47,609	0.96	− 0.13
Mark VI/VII	34,143	0.48	29,959	0.60	− 0.12
GENERAL MOTORS	4,034,629	56.73	3,072,883	61.78	− 5.05
Buick Division	905,608	12.73	751,332	15.11	− 2.38
Skylark	112,843	1.59	137,810	2.77	− 1.18
Skyhawk	79,169	1.11	65,549	1.32	− 0.21
Century	177,076	2.49	111,698	2.25	+ 0.24
Regal	234,179	3.29	209,068	4.20	− 0.91
Buick	249,244	3.50	183,325	3.69	− 0.19
Riviera	52,503	0.74	43,882	0.88	− 0.14
Electra (fwd)	594	0.01	.....	.....	+ 0.01
Cadillac Division	308,497	4.34	246,354	4.95	− 0.61
Cimarron	21,021	0.29	10,404	0.21	+ 0.08
Seville	34,622	0.49	22,706	0.46	+ 0.03
Eldorado	72,299	1.02	56,626	1.14	− 0.12
Cadillac	180,422	2.54	156,618	3.14	− 0.60
DeVille (fwd)	133	0.00	.....	.....	.....
Chevrolet Division	1,307,429	18.38	994,178	19.99	− 1.61
Chevette	201,841	2.84	208,417	4.19	− 1.35
Cavalier	308,461	4.33	96,091	1.93	+ 2.40
Celebrity	165,595	2.33	66,361	1.33	+ 1.00
Camaro	193,121	2.71	214,082	4.30	− 1.59
Citation	86,878	1.22	159,069	3.20	− 1.98
Malibu/El Camino	107,208	1.51	103,491	2.09	− 0.58
Monte Carlo	124,926	1.76	81,181	1.63	+ 0.13
Chevrolet	91,225	1.28	42,648	0.86	+ 0.42
Corvette	28,174	0.40	22,838	0.46	− 0.06
Oldsmobile Division	1,083,262	15.23	759,644	15.27	− 0.04
Omega	59,965	0.84	71,395	1.44	− 0.60
Firenza	54,799	0.77	40,642	0.82	− 0.05
Cutlass Supreme	342,929	4.82	202,060	4.06	+ 0.76
Cutlass Ciera	216,898	3.05	126,030	2.53	+ 0.52
Oldsmobile	365,044	5.13	284,439	5.71	− 0.58
Olds 98 (fwd)	494	0.01	.....	.....	+ 0.01
Toronado	43,133	0.61	35,078	0.71	− 0.10
Pontiac Division	429,833	6.05	321,375	6.46	− 0.41
Acadian†	15,064	0.21	9,993	0.21	.....
2000 Sunbird	114,666	1.61	41,822	0.84	+ 0.77
1000	42,175	0.60	34,833	0.70	− 0.10
Firebird	99,629	1.40	128,077	2.57	− 1.17
Phoenix	25,053	0.35	45,463	0.97	− 0.56
Grd. Prix/Bonneville	93,084	1.31	12,930	0.26	+ 1.05
Bonneville	.....	.....	18,311	0.37	.....
6000	.....	.....	29,946	0.60	.....
Parisienne	12,457	0.18	.....	.....	+ 0.18
Fiero	27,705	0.39	.....	.....	+ 0.39
HONDA	55,337	0.78	620	0.01	+ 0.77
VOLKSWAGEN	98,207	1.38	84,246	1.69	− 0.31
CHECKER	.....	.....	1,993	0.05	.....
Total Cars, U. S.	7,112,352	100.00	4,973,870	100.00	.....

*—Acadians built for sale in Canada only.

U. S. CALENDAR YEAR OUTPUT

By SIZE CLASSIFICATION

SUBCOMPACTS

1983	1983 Total	Make	1982 Total	1982 Position
1	343,632	Escort	264,972	1
2	201,841	Chevette	208,417	2
3	153,877	Alliance	57,752	7
4	126,437	Omni	72,456	6
5	117,731	Horizon	77,572	5
6	98,207	Rabbit	84,246	3
7	89,354	Lynx	81,114	4
8	55,337	Honda	620	14
9	42,433	Encore	.....	—
10	42,175	1000	34,833	8
11	27,705	Fiero	.....	—
12	23,603	Laser	.....	—
13	19,399	Daytona	.....	—
14	15,445	EXP	6,389	12
15	15,064	Acadian	9,993	10
16	2,210	LN7	1,770	13
17	9	SX4	6,974	11
—	.....	Spirit	12,951	9
	1,374,459	TOTAL	920,059	

COMPACTS

1	308,461	Cavalier	96,091	7
2	216,704	Tempo	.....	—
3	193,121	Camaro	214,082	1
4	186,445	Rabbit	162,053	2
5	144,006	Aries	129,235	3
6	124,225	Mustang	127,371	6
7	114,666	2000	41,822	10
8	99,629	Firebird	128,077	5
9	85,868	LeBaron	95,360	8
10	79,169	Skyhawk	65,549	9
11	71,700	Topaz	.....	—
12	54,799	Firenza	40,642	11
13	26,442	Dodge 400	30,481	14
14	24,697	Capri	32,704	13
15	23,728	Fairmont	128,519	4
16	21,021	Cimarron	10,404	15
17	8,601	Zephyr	40,406	12
	1,783,282	TOTAL	1,342,796	

INTERMEDIATES

1	342,929	Cutlass	202,060	2
2	234,179	Regal	209,068	1
3	216,898	Ciera	126,030	6
4	186,566	Thunderbird	29,336	15
5	179,192	LTD/Granada	132,034	5
6	177,076	Century	111,698	7
7	165,595	Celebrity	66,361	11
8	126,395	Cougar XR-7	10,590	22
9	124,926	Monte Carlo	81,181	9
10	112,843	Skylark	137,810	4
11	107,208	Malibu	103,491	8
12	104,999	Chrysler E-Class	19,083	16
13	99,391	Marquis/Cougar	60,811	12
14	93,084	Grand Prix	12,930	20
15	86,878	Citation	159,069	3
16	59,965	Omega	71,395	10
17	41,077	Dodge 600	12,706	21
18	25,053	Phoenix	45,463	13
19	5,317	Caravelle	1,556	23
20	4,059	Eagle	14,723	19
21	3	Concord	17,152	18
—	.....	6000	29,946	14
—	.....	Bonneville	18,311	17
	2,493,633	TOTAL	1,672,804	

STANDARDS

1	365,044	Oldsmobile	284,439	1
2	249,244	Buick	183,325	2
3	124,730	Crown Victoria/Ford	2,034	5
4	91,225	Chevrolet	42,648	4
5	77,147	Mercury	88,404	3
6	12,457	Pontiac Parisienne	.....	—
7	1,255	Plymouth Gran Fury	.....	—
8	1,241	Dodge Diplomat	.....	—
—	.....	Checker	1,993	6
	922,343	TOTAL	602,843	

LUXURY

1	180,422	Cadillac	156,618	1
2	72,299	Eldorado	56,626	2
3	58,872	Lincoln	47,609	3
4	52,503	Riviera	43,882	4
5	43,133	Toronado	35,078	5
6	34,622	Seville	22,706	8
7	34,143	Mark VII	29,959	6
8	23,174	Corvette	22,838	7
9	19,733	Fifth Avenue	.....	—
10	13,513	Continental	20,052	9
11	594	Electra	.....	—
12	494	Oldsmobile 98	.....	—
13	133	DeVille	.....	—
	538,635	TOTAL	435,638	
	7,112,352	GRAND TOTAL	4,973,870	

PRODUCTION

1983 TRUCKS—U. S. PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
CHEVROLET	48,197	58,467	72,640	179,304	66,091	67,839	78,148	212,078	65,210	64,100	74,762	204,072	81,003	76,674	67,127	224,804	820,258
DODGE	5,278	11,149	13,759	30,186	11,965	11,965	12,895	36,825	10,050	12,290	11,712	34,052	15,444	15,460	14,265	45,169	146,232
FORD	48,263	69,144	90,338	207,745	71,582	83,880	97,454	252,916	46,072	74,833	91,549	212,454	96,800	86,316	75,247	258,363	931,478
GMC	16,938	17,972	25,341	60,251	22,856	23,480	23,353	69,689	19,009	18,251	24,075	61,335	26,131	25,931	21,365	72,527	263,802
INTERNATIONAL	3,536	3,290	4,724	11,550	4,107	4,604	5,465	14,176	2,480	4,994	4,323	11,797	5,335	4,871	3,949	14,155	51,678
JEEP	4,588	4,672	6,043	15,303	7,273	9,815	6,607	23,695	6,101	10,996	11,539	28,636	12,539	17,129	15,961	45,629	113,263
NISSAN	.....	.....	.....	.....	.....	.....	192	192	468	1,400	2,511	4,379	4,204	5,816	5,388	15,408	19,979
AM CORP. *	210	190	200	600	200	220	220	640	200	230	210	640	210	200	170	580	2,460
MISCELLANEOUS *	4,200	3,800	4,000	12,000	4,000	4,400	4,400	12,800	4,000	4,600	4,200	12,800	4,200	4,000	3,400	11,600	49,200
VOLKSWAGEN	.....	98	912	1,010	923	146	.....	1,069	.....	.....	.....	.....	.....	.....	.....	.....	2,079
Total Trucks, U. S.	131,210	168,782	217,957	517,949	188,997	206,349	228,734	624,080	153,590	191,694	224,881	570,165	245,866	235,497	206,872	688,235	2,400,429

*The actual figures for AM General and miscellaneous trucks were not reported in 1982. These figures have been estimated by Automotive News.

1983 TRUCKS — CANADIAN PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
Chrysler Corp.	11,251	10,947	12,337	34,535	11,398	11,192	11,588	34,178	4,548	10,704	11,154	26,406	12,750	15,574	17,806	46,130	141,249
Ford Motor	6,579	9,804	14,431	30,814	11,700	15,192	12,480	39,372	3,889	10,956	14,321	29,166	14,174	15,532	12,079	41,785	141,137
General Motors	16,849	18,149	21,088	56,086	25,687	24,501	27,806	77,994	18,386	16,166	26,140	60,692	26,785	28,808	22,426	78,019	272,791
International	590	238	707	1,535	939	742	0	1,681	73	451	406	930	523	585	433	1,541	5,687
TOTAL	35,269	39,138	48,563	122,970	49,724	51,627	51,874	153,225	26,896	38,277	52,021	117,194	54,232	60,499	52,744	167,475	560,864

*Mack and White no longer supply figures.

FACTORY SALES OF SPECIAL TRUCKS

4 x 4 TRUCKS

	Domestic	Export	Total
1961	72,050	75,024	147,074
1962	84,559	35,188	119,747
1963	95,316	41,299	136,615
1964	92,384	44,990	137,374
1965	106,206	39,772	145,978
1966	111,194	39,548	150,742
1967	115,766	37,829	153,595
1968	128,093	34,326	162,419
1969	142,790	32,036	174,826
1970	142,095	19,740	161,835
1971	204,811	20,561	225,372
1972	271,382	25,656	297,038
1973	368,471	35,157	403,628
1974	431,108	49,816	480,924
1975	413,720	65,991	479,711
1976	615,652	58,680	674,332
1977	749,154	74,959	824,113
1978	893,662	79,361	973,023
1979	666,522	85,066	751,588
1980	241,528	55,290	296,818
1981	241,889	56,633	298,522
1982	344,302	29,079	373,381
1983	673,720	49,307	723,027

MULTI-STOP DELIVERY TRUCKS

	Domestic	Export	Total
1957	23,066	1,230	24,296
1958	20,711	1,651	22,362
1959	31,933	1,077	33,010
1960	30,074	914	30,988
1961	31,949	1,445	33,394
1962	31,749	738	32,487
1963	33,303	792	34,095
1964	29,467	1,039	30,506
1965	41,102	866	41,968
1966	37,520	1,333	38,853
1967	36,893	1,950	38,843
1968	35,842	988	36,830
1969	48,918	1,904	50,822
1970	45,244	2,258	47,502
1971	68,211	3,886	72,097
1972	73,005	4,534	77,539
1973	82,811	5,885	88,696
1974	38,800	3,987	42,787
1975	33,019	4,000	37,019
1976	49,473	4,664	54,137
1977	52,573	3,685	56,258
1978	112,730	7,142	119,872
1979	45,395	6,422	51,817
1980	23,148	3,466	26,614
1981	25,979	3,451	29,430
1982	31,793	1,040	32,833
1983	46,431	1,519	47,950

TRUCKS WITH DIESEL ENGINES

	Domestic	Export	Total
1959	32,741	2,753	35,494
1960	28,186	2,774	30,960
1961	24,940	3,485	28,425
1962	38,464	5,383	43,847
1963	47,211	9,191	56,402
1964	57,179	8,197	65,376
1965	72,357	9,794	82,151
1966	85,619	11,011	96,560
1967	70,800	13,225	84,025
1968	83,423	10,396	93,819
1969	101,703	13,167	114,870
1970	91,801	13,913	105,714
1971	101,488	11,664	113,152
1972	129,628	13,461	143,089
1973	152,373	16,016	168,389
1974	144,702	22,557	167,259
1975	72,605	29,903	102,508
1976	107,216	21,860	129,076
1977	165,559	19,738	185,297
1978	219,915	23,933	243,848
1979	227,834	28,210	258,528
1980	214,562	29,584	244,146
1981	209,394	27,776	237,170
1982	219,748	16,853	236,601
1983	231,905	15,376	247,281

TRUCKS WITH 3 OR MORE AXLES

	Domestic	Export	Total
1957	23,082	2,602	25,684
1958	17,585	1,679	19,264
1959	27,349	2,165	29,514
1960	24,621	2,077	26,698
1961	24,004	1,741	25,745
1962	30,525	1,898	32,423
1963	39,847	2,374	42,221
1964	50,588	3,406	53,994
1965	57,968	4,241	62,209
1966	71,817	4,914	76,731
1967	58,745	6,424	65,169
1968	65,923	6,113	72,066
1969	81,286	12,431	93,717
1970	76,129	9,426	85,555
1971	84,027	9,314	93,341
1972	106,732	12,165	118,897
1973	124,913	14,652	139,565
1974	125,658	21,126	146,784
1975	56,772	26,682	83,454
1976	80,533	16,064	96,597
1977	124,427	13,804	138,231
1978	134,296	16,668	150,964
1979	142,646	23,315	165,961
1980	86,572	17,747	104,319
1981	83,103	16,414	99,517
1982	59,170	7,176	66,346
1983	66,340	5,027	71,367

Source: Motor Vehicle Manufacturers Assn.

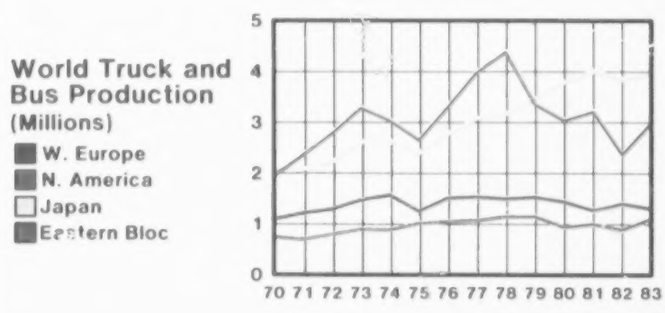
U. S. VAN AND LIGHT TRUCK PRODUCTION

1983 vs. 1982

	Total Output 1983	Pct. of 1983 Output	Total Output 1982	Pct. of 1982 Output	Pct. Pt. Change '83 vs. '82
CHEVROLET	848,580	39.72	658,066	38.14	+ 1.58
Blazer	35,179	1.65	24,238	1.40	+ 0.25
El Camino	28,322	1.32	22,621	1.31	+ 0.01
Pickups	280,209	13.12	268,080	15.54	− 2.42
Chevy Van/Sportvan	142,555	6.67	98,764	5.73	+ 0.94
Suburban	41,261	1.93	34,846	2.02	− 0.09
Compact Pickups	321,054	15.03	209,517	12.14	+ 2.89
CHRYSLER	69,197	3.24	121,916	7.06	− 3.82
Ramcharger	11,774	0.55	12,996	0.76	− 0.21
Pickups	52,693	2.47	88,600	5.13	− 2.66
Rampage	4,730	0.22	18,191	1.05	− 0.83
Scamp	.....	.....	2,129	0.12	− 0.12
FORD	888,180	41.58	668,200	38.73	+ 2.85
Bronco	131,203	6.14	41,500	2.41	+ 3.73
Club Wagon	31,941	1.49	34,938	2.02	− 0.53
Econoline	176,776	8.28	138,034	8.00	+ 0.28
Pickups	345,182	16.16	294,297	17.06	− 0.90
Ranger	203,078	9.51	159,431	9.24	+ 0.27
GMC	232,458	10.88	193,916	11.24	− 0.36
Jimmy	37,700	1.76	11,013	0.64	+ 1.12
Caballero	2,312	0.11	1,905	0.11	.....
Suburban	23,468	1.10	23,945	1.39	− 0.29
Pickups	144,012	6.74	143,518	8.32	− 1.59
Vandura/Rally Vans	24,966	1.17	13,535	0.78	+ 0.39
AMC-JEEP	75,534	3.54	75,269	4.36	− 0.82
Cherokee	6,186	0.29	6,911	0.40	− 0.11
CJ	40,758	1.91	37,221	2.16	− 0.25
Pickups	4,705	0.22	6,113	0.35	− 0.13
Wagoneer	18,478	0.87	18,709	1.08	− 0.21
Scrambler	5,407	0.25	6,315	0.37	− 0.12
VOLKSWAGEN	2,079	0.10	8,086	0.47	− 0.37
Pickups	2,079	0.10	8,086	0.47	− 0.37
NISSAN	19,979	0.94	.....	.....	+ 0.94
Pickups	19,979	0.94	.....	.....	+ 0.94
TOTAL	2,136,007	100.00	1,725,453	100.00	

U. S. AUTO PRODUCTION BY MONTHS

	1978	1979	1980	1981	1982	1983
January	688,096	786,839	531,670	459,862	266,858	452,949
February	689,355	738,808	624,301	482,098	311,926	511,981
March	805,041	889,775	643,200	623,571	455,808	589,394
April	875,652	723,248	580,855	653,306	474,222	549,322
May	929,094	935,198	527,353	666,389	499,242	627,517
June	872,012	826,678	534,085	712,524	546,807	692,046
July	524,766	583,765	417,038	518,456	436,644	473,239
August	512,073	445,349	312,758	397,334	353,656	536,421
September	741,768	622,851	534,480	457,731	425,047	663,210
October	915,978	783,843	675,001	535,129	415,197	717,972
November	862,127	627,346	562,380	418,948	404,542	684,263
December	637,336	454,669	473,764	354,697	383,921	614,038
Yearly Totals	9,153,298	8,418,369	6,416,885	6,280,045	4,973,870	7,112,352



How domestic production was shared

U. S. CAR MODEL-YEAR OUTPUT, '83 VS. '82

	1983 Model Year	Pct. of Output	1982 Model Year	Pct. of Output	Pct. of Change '83 vs. '82
AMERICAN MOTORS	168,726	2.92	70,898	1.30	+ 1.62
AMC Total	26,521	0.46	70,898	1.30	− 0.84
Concord	5,300	0.09	33,693	0.62	− 0.53
Spirit	3,491	0.06	20,182	0.37	− 0.31
Eagle/SX4	17,730	0.31	17,023	0.31	0.00
Renault Total	142,205	2.46	.....	0.00	+ 2.46
Alliance	142,205	2.46	.....	0.00	+ 2.46
CHRYSLER CORP.	737,835	12.79	592,605	10.88	+ 1.91
Plymouth Total	273,489	4.74	247,936	4.55	+ 0.19
Horizon	94,829	1.64	85,356	1.57	+ 0.07
Reliant	174,170	3.02	162,580	2.98	+ 0.04
Caravelle	4,490	0.08	.....	0.00	+ 0.08
Chrysler Total	159,882	2.77	103,310	1.90	+ 0.87
LeBaron	78,970	1.37	103,310	1.90	− 0.53
E-Class	43,305	0.75	.....	0.00	+ 0.75
New Yorker (fwd)	37,607	0.65	.....	0.00	+ 0.65
Dodge Total	304,464	5.28	241,359	4.43	+ 0.85
Omni	101,514	1.76	82,003	1.50	+ 0.26
Aries	136,440	2.37	125,016	2.30	+ 0.07
Dodge 400	28,413	0.49	34,340	0.63	− 0.14
Dodge 600	38,097	0.66	.....	0.00	+ 0.66
FORD MOTOR	1,243,887	21.57	1,162,642	21.34	+ 0.23
Ford Division	783,225	13.58	748,732	13.74	− 0.16
Escort	244,780	4.24	318,418	5.85	− 1.61
Fairmont	80,833	1.40	127,739	2.34	− 0.94
Mustang/Mustang II	120,873	2.10	130,418	2.39	− 0.29
LTD/Granada	155,758	2.70	120,323	2.21	− 0.49
Thunderbird	121,999	2.12	45,142	0.83	+ 1.29
Crown Victoria/Ford	56,736	0.98	.....	0.00	+ 0.98
EXP	2,246	0.04	6,692	0.12	− 0.08
L-M Division	460,662	7.99	413,910	7.60	+ 0.39
Mercury Total	359,594	6.24	328,597	6.03	+ 0.21
Lynx	69,497	1.21	100,113	1.83	− 0.62
Capri	25,376	0.44	36,134	0.66	− 0.22
Zephyr	25,203	0.44	39,092	0.72	− 0.28
Marquis	67,358	1.17	56,950	1.05	+ 0.12
Cougar XR-7	75,743	1.31	16,867	0.31	+ 1.00
Grand Marquis/Mercury	95,718	1.66	77,157	1.42	+ 0.24
LN7	699	0.01	2,284	0.04	− 0.30
Lincoln Total	101,068	1.75	85,313	1.57	+ 0.18
Continental	16,831	0.29	23,908	0.44	− 0.15
Lincoln	53,381	0.93	35,069	0.65	− 0.28
Mark VII	30,856	0.53	26,336	0.48	+ 0.05
GENERAL MOTORS	3,511,491	60.87	3,516,326	64.55	− 3.68
Buick Division	808,416	14.01	739,984	13.58	+ 0.43
Skylark	104,647	1.81	144,560	2.65	− 0.84
Skyhawk J	63,152	1.09	47,918	0.88	+ 0.21
Century	127,926	2.22	102,965	1.89	+ 0.33
Regal	228,239	3.96	225,418	4.14	− 0.18
Buick	234,218	4.06	175,052	3.21	+ 0.85
Riviera	50,234	0.87	44,071	0.81	+ 0.06
Cadillac Division	292,814	5.08	235,584	4.33	+ 0.75
Cimarron	19,294	0.33	25,968	0.48	− 0.15
Seville	30,430	0.53	19,998	0.37	+ 0.16
Eldorado	67,416	1.17	52,018	0.95	+ 0.22
Cadillac	175,674	3.05	137,600	2.53	+ 0.52
Chevrolet Division	1,175,200	20.37	1,297,357	23.82	− 3.45
Chevette	169,563	2.94	243,463	4.47	− 1.53
Cavalier	218,588	3.79	195,024	3.58	+ 0.21
Celebrity	105,923	1.84	92,314	1.69	+ 0.15
Camaro	154,381	2.68	178,808	3.28	− 0.60
Citation	92,211	1.60	165,647	3.04	− 1.44
Malibu	117,426	2.02	116,125	2.13	− 0.11
Monte Carlo	96,319	1.67	92,391	1.71	− 0.04
Chevrolet*	220,789	3.83	188,178	3.45	+ 0.38
Corvette	.....	0.00	25,407	0.47	− 0.47
Oldsmobile Division	916,583	15.89	702,340	12.89	+ 3.00
Omega	53,926	0.93	77,469	1.42	− 0.49
Firenza	40,752	0.71	30,108	0.55	+ 0.16
Cutlass	271,892	4.71	194,337	3.57	+ 1.14
Ciera	169,650	2.94	101,320	1.86	+ 1.08
Oldsmobile	340,758	5.91	265,178	4.87	+ 1.04
Toronado	39,605	0.69	33,928	0.62	+ 0.07
Pontiac Division	318,478	5.52	541,061	9.93	− 4.41
Acadian†	11,640	0.20	10,655	0.20	0.00
2000	78,329	1.36	118,859	2.18	− 0.82
1000	25,977	0.45	44,469	0.82	− 0.37
Firebird	74,884	1.30	116,364	2.13	− 0.83
Phoenix	27,493	0.48	49,165	0.90	− 0.42
Bonneville	54,414	0.94	80,440	1.48	− 0.54
Grand Prix	40,165	0.70	80,650	1.48	− 0.78
A6000	5,576	0.09	40,459	0.74	− 0.65
HONDA	33,508	0.58	.....	0.00	+ 0.58
VOLKSWAGEN	73,446	1.27	102,664	1.89	− 0.62
CHECKER	.....	0.00	2,000	0.04	− 0.04
Total Cars, U. S.	5,768,893	100.00	5,447,135	100.00	.....

*—Standard Chevrolet total includes Canadian production.

†—Acadian built for sale in Canada only.

MODEL RUN OUTPUT IN U. S.

BY SIZE CLASSIFICATION

SUBCOMPACTS

1983 Position	1983 Total	Make	1982 Total	1982 Position
1	244,780	Escort	318,418	1
2	169,563	Chevette	243,463	2
3	142,205	Alliance	.....	.....
4	101,514	Omni	82,003	6
5	94,829	Horizon	85,356	5
6	73,446	Rabbit	102,664	3
7	69,497	Lynx	100,113	4
8	33,508	Honda	.....	.....
9	25,977	T 1000	44,469	7
10	17,730	SX-4	10,965	9
11	11,640	Acadian	10,655	10
12	3,491	Spirit	20,182	8
13	2,246	EXP	6,692	11
14	699	LN7	2,284	12
	991,125	TOTAL	1,027,264	

COMPACTS

1	218,588	Cavalier	195,024	1
2	174,170	Reliant	162,580	3
3	154,381	Camaro	178,808	2
4	136,440	Aries	125,016	6
5	120,873	Mustang	130,418	4
6	80,833	Fairmont	127,739	5
7	78,970	LeBaron	103,310	9
8	78,329	J-2000	118,859	7
9	74,884	Firebird	116,364	8
10	63,152	Skyhawk	47,918	10
11	40,752	Firenza	30,108	14
12	28,413	Dodge 400	34,340	13
13	25,376	Capri	36,134	12
14	25,203	Zephyr	39,092	11
15	19,294	Cimarron	25,968	15
	1,319,658	TOTAL	1,471,678	

INTERMEDIATES

1	271,892	Cutlass	194,337	2
2	228,239	Regal	225,418	1
3	169,650	Ciera	101,320	8
4	155,758	LTD/Granada	120,323	5
5	127,926	Century	102,965	7
6	121,999	Thunderbird	45,142	16
7	117,426	Malibu	116,125	6
8	105,923	Celebrity	92,314	10
9	104,647	Skylark	144,560	4
10	96,319	Monte Carlo	92,391	9
11	92,211	Citation	165,647	3
12	75,743	Cougar XR7	16,867	19
13	67,358	Marquis	56,950	14
14	54,414	Bonneville	80,440	12
15	53,926	Omega	77,469	13
16	43,305	E Class	.....	.....
17	40,165	Grand Prix	80,650	11
18	38,097	Dodge 600	.....	.....
19	37,607	New Yorker	.....	.....
20	27,493	Phoenix	49,165	15
21	5,576	6000	40,459	17
22	5,300	Concord	33,693	18
23	4,490	Caravelle	.....	.....
.....	.....	Eagle	6,058	20
	2,045,464	TOTAL	1,842,293	

STANDARDS

1	340,758	Oldsmobile	265,178	1
2	234,218	Buick	175,052	3
3	220,789	Chevrolet	188,178	2
4	95,718	Grand Marquis/Mercury	77,157	4
5	56,736	Crown Victoria	.....	.....
.....	.....	Checker	2,000	5
	948,219	TOTAL	707,565	

LUXURY

1	175,674	Cadillac	137,600	1
2	67,416	Eldorado	52,018	2
3	53,381	Lincoln	35,069	4
4	50,234	Riviera	44,071	3
5	39,605	Toronado	33,928	5
6	30,856	Mark VII	26,336	6
7	30,430	Seville	19,998	9
8	16,831	Continental	23,908	8
.....	.....	Corvette	25,407	7
	464,427	TOTAL	398,335	
	5,768,893	GRAND TOTAL	5,447,135	

WHERE '84 CARS ARE BUILT
United States

AMERICAN MOTORS

Kenosha, Wis.	Alliance, Encore

CHRYSLER CORP.

Belvidere, Ill.	Omni, Horizon, Charger, Turismo
Jefferson (Detroit)	Aries, Reliant, LeBaron, Dodge 600, Chrysler E Class, New Yorker E, Caravelle
Newark, Del.	Aries, Reliant, LeBaron wagon
St. Louis	Daytona, Laser, Aries, Reliant, LeBaron, Dodge 600, Diplomat, Gran Fury, Fifth Avenue

FORD MOTOR CO.

Atlanta	LTD, Marquis, Thunderbird
Chicago	LTD, Marquis
Dearborn	Mustang, Capri
Kansas City	Tempo, Topaz
Lorain, O.	Thunderbird, XR-7
Metuchen (Edison, N. J.)	Escort, Lynx
St. Louis	Grand Marquis, Crown Victoria
Wayne, Mich.	Escort, Lynx, EXP
Wixom, Mich.	Lincoln, Mark VII, Continental

GENERAL MOTORS

Arlington, Tex.	Monte Carlo, Cutlass Supreme
Baltimore	Monte Carlo, Bonneville, Grand Prix
Bowling Green, Ky.	Corvette
Detroit	Cadillac, Olds 88
Doraville, Ga.	Cutlass Ciera, Century
Fairfax, Kans.	Chevrolet, Olds 88, LeSabre, Parisienne
Flint	Regal, LeSabre, Electra
Framingham, Mass.	Celebrity, Ciera
Janesville, Wis.	Cavalier, Cimarron
Lake Orion, Mich.	Cadillac (fwd), Olds 98 (fwd)
Lansing	Cutlass Supreme, Olds 88, Olds 98
Leeds, Mo.	Firenza, Skyhawk
Linden, N. J.	Seville, Riviera, Eldorado, Toronado
Lordstown	Cavalier, 2000
Norwood, O.	Camaro, Firebird
Pontiac	Fiero
Oklahoma City	Celebrity, Century
Tarrytown, N. Y.	Citation, Phoenix
Van Nuys, Calif.	Camaro, Firebird
Wentzville, Mo.	Electra (fwd), Olds 98 (fwd)
Willow Run, Mich.	Omega, Skylark
Wilmington, Del.	Chevette, 1000, Acadian

AMERICAN HONDA MOTOR CO.

Marysville, O.	Accord

VOLKSWAGEN OF AMERICA

Westmoreland, Pa.	Rabbit

Canada

AMERICAN MOTORS

Brampton, Ont.	Eagle

FORD MOTOR CO.

Oakville, Ont.	Tempo, Topaz
St. Thomas, Ont.	Escort, Lynx, Crown Victoria, Grand Prix

GENERAL MOTORS

Oshawa, Ont.	Chevrolet, Celebrity, Parisienne, 6000
Ste. Therese, Que.	Cutlass Supreme, Grand Prix, Bonneville

VOLVO

Halifax, N. S.	Volvo

WHERE '84 TRUCKS ARE BUILT
United States

AMERICAN MOTORS

Toledo	Jeep vehicles

CHRYSLER CORP.

Belvidere, Ill.	Rampage pickup
Warren, Mich.	light-duty trucks, Ramcharger

FORD MOTOR CO.

Kansas City	light trucks
Kentucky truck	medium, heavy and extra-heavy trucks
Lorain, O.	Econoline, Club wagon
Louisville	Ranger
Norfolk	light trucks
Michigan Truck (Wayne)	Bronco, light trucks
Twin Cities	light trucks

GENERAL MOTORS

Arlington, Tex.	El Camino, Caballero pickups
Detroit	Commercial, recreational, specialty vehicle chassis
Flint	Chevrolet, GMC pickups, Blazer, Jimmy, Suburban wagons
Janesville, Wis.	Chevrolet, GMC light trucks
Lordstown, O.	Chevrolet, GMC vans
Moraine, O.	Chevrolet S-10, GMC S-15 trucks
Pontiac	Chevrolet, GMC light and medium-duty trucks, GMC heavy trucks, Chevrolet S-10 and GMC S-15 trucks, buses
Shreveport, La.	Chevrolet S-10, GMC S-15 trucks
St. Louis	Chevrolet, GMC light trucks

INTERNATIONAL HARVESTER

Springfield, O.	medium and heavy trucks

MERCEDES-BENZ TRUCK CO.

Hampton, Va.	medium and heavy trucks

NISSAN MOTOR MFG. CO.

Smyrna, Tenn.	Pickup trucks

Canada

CHRYSLER CORP.

Windsor, Ont.	Dodge Caravan, Plymouth Voyager minivans, Mini Ram Van, T-van
Pillette Rd. (Windsor)	Dodge Ram Van, Ram Wagon, B-Van

FORD MOTOR CO.

Ontario Truck (Oakville)	light trucks

GENERAL MOTORS

Oshawa	Chevrolet, GMC pickups
Scarborough, Ont.	Chevy Van, Sportvan, GMC Vandura, Rally

INTERNATIONAL HARVESTER

Chatham, Ont.	medium and heavy trucks

Geographical Trends in U. S. Car Output
Breakdown by States, '83 vs. '82

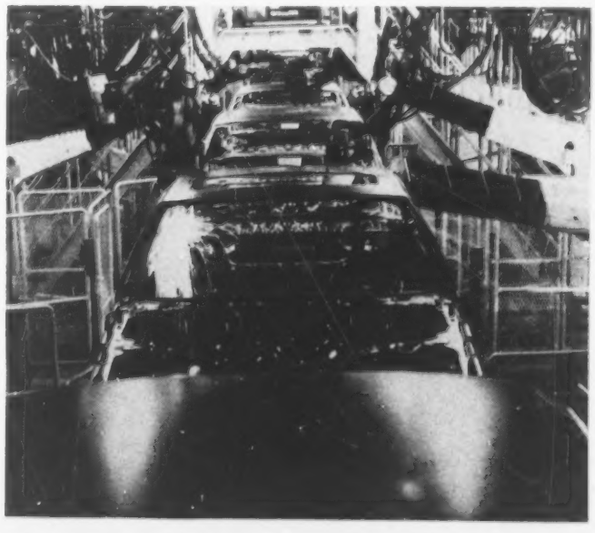
	Total Output 1983	Pct. of Output 1983	Overall Pos., 1983	Total Output 1982	Pct. of Output 1982	Overall Pos., 1982	Pct. Pt. Change '83 vs. '82
Michigan	2,123,507	29.86	1	1,711,081	34.40	1	— 4.54
Ohio	752,617	10.58	2	272,067	7.46	11	+ 3.12
Delaware	743,272	10.45	3	370,817	6.73	2	+ 3.72
Missouri	651,219	9.16	4	298,477	6.41	5	+ 2.75
Illinois	479,740	6.75	5	290,385	6.00	7	+ 0.75
Texas	430,754	6.05	6	142,242	5.99	12	+ 0.06
Georgia	414,947	5.83	7	334,666	5.84	3	— 0.01
Wisconsin	382,846	5.38	8	152,327	5.47	11	— 0.09
New Jersey	257,979	3.63	9	239,316	4.81	5	— 1.18
Oklahoma	234,601	3.30	10	79,109	3.55	15	— 0.25
Maryland	155,547	2.19	11	107,922	3.06	13	— 0.87
California	114,101	1.60	12	297,920	2.86	6	— 1.26
Kansas	101,010	1.42	13	318,935	2.17	4	— 0.75
Pennsylvania	98,207	1.38	14	84,246	1.69	14	— 0.31
New York	71,935	1.01	15	176,636	1.59	10	— 0.58
Massachusetts	71,796	1.01	16	74,886	1.51	16	— 0.50
Kentucky	28,174	0.40	17	22,838	0.46	17	— 0.06
TOTALS	7,112,352	100.00		4,973,870	100.00		

U. S. CAR OUTPUT BY MODEL YEAR

1983	5,768,893
1982	5,447,135
1981	6,639,954
1980	7,085,480
1979	9,526,024
1978	8,995,418
1977	9,159,100
1976	8,114,376
1975	6,523,880
1974	8,125,488
1973	9,915,802
1972	8,589,049
1971	7,221,290
1970	7,595,411
1969	8,440,765
1968	8,402,870
1967	7,666,898
1966	8,606,166
1965	7,882,679
1964	7,892,090
1963	7,339,992
1962	6,686,749
1961	5,407,256
1960	6,011,482
1959	5,566,527

U. S. CAR OUTPUT BY CALENDAR YEAR

1983	7,112,352
1982	4,973,870
1981	6,280,045
1980	6,416,885
1979	8,418,369
1978	9,153,299
1977	9,293,674
1976	8,537,759
1975	6,740,584
1974	7,309,763
1973	9,667,118
1972	8,827,706
1971	8,557,878
1970	6,550,077
1969	8,224,267
1968	8,848,507
1967	7,412,610
1966	8,604,726
1965	9,335,208
1964	7,744,888
1963	7,644,359
1962	6,943,470
1961	5,522,004
1960	6,703,086
1959	5,599,471



Sales/Registrations

After three long years of recession and depression, 1983 was a year of recovery for the auto industry. After a slow start, the year was marked by steady growth in both sales and registrations for the domestic market. Momentum grew throughout the year, and when the final tallies came in the industry recorded the best sales year since 1979.

The domestic makers reported sales of 6.8 million new passenger cars, up 18 percent from the 5,750,000 sold in 1982. It was the best domestic total since 1979 when 8.3 million cars were sold.

The import makers enjoyed their second best year in the U. S. market. Import sales reached 2,380,000, up 7 percent from 2,221,000 in 1982. Record sales for the imports were achieved in 1980. Imports accounted for 25 percent of the 1983 market, down two percentage points from the record 27 percent they claimed in 1982.

The auto makers opened 1983 looking for signs of the upturn everyone was talking about. Rebates and sales incentives, which had become commonplace in the preceeding recessionary years were dropped. Slowly consumers came around. It wasn't until March that confidence levels began increasing and sales followed.

The surprise in the car market was the increasing demand throughout the year for full-size cars and intermediates. The Thunderbird soared. The full-size Oldsmobile, Buick and Chevrolet picked up steam. The demand for Lincolns and Chryslers grew. The GM front-wheel-drive A-cars, which had been launched two years earlier, finally began to pick up steam.

Steady growth in sales and registrations

At the same time, buyer preference shifted away from high mileage small cars and diesel engine packages. While these models showed an increase reflecting the upturn in the economy, it was the bigger cars the customers really wanted. Observers agree that the American consumer became accustomed to gasoline prices of $1.30 per gallon at the pump.

Truck makers also witnessed an end to the doom and gloom years and posted their best year in four years. Retail sales were up in 1983 in all three major market segments, light, medium and heavy trucks. Combined sales totaled 3 million trucks, up 25 percent from 2.4 million in 1982. It was the highest count since 1979 when 3.4 million trucks were retailed, but far short of the all-time high of 4.1 millon in 1978.

The 1983 sales picture can be attributed to the broad-based improvements in the economy that brought unemployment and inflation rates down at the same time and caused consumers to be much more confident about the future. The recovery was not limited to the individual consumer. Business demand for new vehicles was strong in 1983.

In particular the light truck market has been on a roll. The light trucks had been the first to slump after the Iranian revolution and the onset of soaring fuel prices and spot shortages. Sales demand has swelled since the improvement in the fuel efficiency of conventional models and especially since the introduction of the domestic compact models late in 1982.

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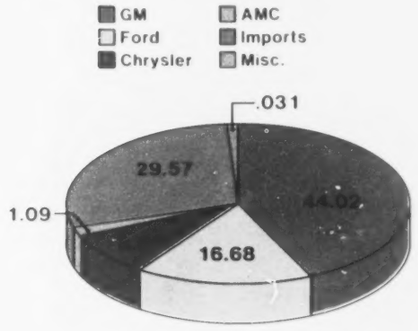
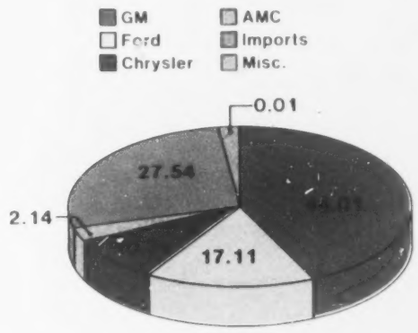
SALES/REGISTRATIONS

U.S. New-Car Registrations by Corporations 1982



U.S. New-Car Registrations by Corporations 1983



U. S. TRUCK REGISTRATIONS

1983 VS. 1982★

	1983	Percent Share of '83 market	1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	942,568	31.65	733,120	30.16	+ 1.51
Chevrolet	904,672	30.39	758,107	31.19	− 0.80
Dodge	253,500	8.52	218,078	8.97	− 0.45
GMC	247,970	8.33	212,908	8.76	− 0.43
Jeep	76,453	2.57	62,097	2.56	+ 0.01
International	50,526	1.70	45,902	1.89	− 0.19
Mack	15,038	0.50	15,590	0.64	− 0.14
Freightliner	11,111	0.37	7,292	0.30	+ 0.07
Plymouth	10,187	0.34	10,174	0.42	− 0.08
Peterbilt	8,026	0.27	5,781	0.24	+ 0.03
Kenworth	7,972	0.27	7,344	0.30	− 0.03
White	3,242	0.11	2,669	0.11	.....
Mercedes-Benz	2,888	0.10	2,960	0.12	− 0.02
Volvo	1,641	0.06	763	0.03	+ 0.03
Autocar	992	0.03	596	0.03	.....
Western Star	322	0.01	638	0.03	− 0.01
Miscellaneous*	439,448	14.76	346,452	14.25	+ 0.51
TOTALS	2,976,556	100.00	2,430,471	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982; November-December New York totals compiled from manufacturers' sales records.

U. S. NEW-CAR REGISTRATIONS, 1983-82

	1983	1982
AMC Alliance FWD	126,076	24,637
Encore FWD	15,757	
Spirit	4,975	16,797
Concord	9,157	23,000
Concord SW	4,252	8,565
Eagle 4WD	3,836	5,801
Eagle 4WD SW	20,944	19,019
Eagle 4WD SX4	5,790	10,887
TOTAL AMC	190,797	108,706
Chrysler Laser FWD	9,518	
LeBaron FWD	67,886	77,325
LeBaron SW FWD	11,578	8,659
E-Class/New Yorker FWD	81,845	7,953
Cordoba	10,421	15,372
New Yorker Fifth Avenue	71,663	59,966
Imperial	1,264	2,603
Total	254,175	171,678
Plymouth Horizon FWD	56,485	72,436
Turismo FWD	35,381	10,457
Reliant FWD	108,802	104,199
Reliant SW FWD	45,877	41,017
Gran Fury	12,139	15,410
Total	258,684	243,519
Dodge Omni FWD	50,022	62,958
Charger	44,938	15,214
Daytona	7,412	
Aries FWD	81,043	77,921
Aries SW FWD	36,945	33,725
600 '84/400 '83 FWD	28,929	27,466
Diplomat	20,857	23,094
Diplomat SW		74
Mirada	4,435	7,172
600 FWD	33,052	4,559
Total	307,633	252,183
TOTAL CHRYSLER CORP.	820,492	667,580
Ford Escort FWD	242,622	248,882
Escort SW FWD	80,938	79,983
EXP	20,333	38,421
Fairmont	46,869	129,439
Fairmont SW		2,057
Tempo FWD	124,060	9
Granada		61,945
Granada SW		33,606
LTD	117,337	14,478
LTD SW	47,993	4,752
LTD '82		44,349
LTD Crown Victoria	94,701	53,183
LTD Crown Victoria SW	20,930	21,027
Mustang	113,957	115,095
Thunderbird	124,992	42,244
Total	1,034,732	889,470
Lincoln Town Car	57,348	40,087
Mark VI and VII	26,353	25,925
Continental	13,505	21,804
Total	97,206	87,820
Mercury Lynx FWD	61,599	73,526
Lynx SW FWD	17,135	20,434
LN7 FWD	4,945	12,829
Capri	22,951	30,162
Zephyr	13,361	40,256
Zephyr SW		815
Topaz FWD	36,106	
Cougar '82		28,632
Cougar '82 SW		13,150
Marquis '83/'84	49,689	5,189
Marquis '83/'84 SW	15,678	2,677
Marquis '82		7,292
Marquis Brougham '82		14,486
Grand Marquis	81,097	41,419
Grand Marquis SW	12,092	9,868
Cougar '83/'84/XR-7	80,388	15,558
Total	395,041	316,293
Lincoln-Mercury Div. Total	492,247	404,113
TOTAL FORD MOTOR CO.	1,526,979	1,293,583
Buick Skylark FWD	100,213	143,012
Skyhawk FWD	61,409	44,141
Skyhawk SW FWD	10,092	845
Century FWD	145,481	96,548
Century SW FWD	730	
Regal	214,999	207,111
Regal SW	11,967	14,372
LeSabre	127,412	91,695
Electra	76,479	57,930
Electra FWD	159	
Buick SW	18,192	14,918
Riviera FWD	51,123	43,099
Total	818,256	713,671
Cadillac DeVille	126,867	109,584
DeVille FWD	103	
Cimarron	19,124	13,195
Fleetwood and Chassis	43,437	38,627
Fleetwood FWD	33	
Eldorado FWD	69,487	55,761
Seville FWD	32,501	23,030
Total	291,552	240,197
Chevrolet Chevette	176,053	229,164
Camaro	175,690	173,686
Cavalier FWD	180,228	91,170
Cavalier SW FWD	69,469	26,940
Citation FWD	92,126	184,396
Malibu	43,992	64,998
Malibu SW	41,505	42,766
Celebrity FWD	170,410	96,799
Celebrity SW FWD	1,940	
Monte Carlo	102,628	95,619
Impala	46,037	49,619
Caprice	126,744	101,990
Chevrolet SW	57,644	44,015
Corvette	26,037	21,462
Total	1,310,503	1,222,624
Oldsmobile Omega FWD	49,081	71,711
Firenza FWD	31,491	26,004
Firenza SW FWD	12,405	806
Cutlass Ciera FWD	183,141	109,942
Cutlass Ciera SW FWD	2,615	
Cutlass Supreme/Calais	301,620	256,025
Cutlass SW	17,454	20,003
Delta 88	193,981	154,110
98	114,409	85,005
98 FWD	24	
Oldsmobile SW	25,907	19,729
Toronado FWD	39,101	32,367
Total	971,229	775,702
Pontiac 1000	33,710	49,286
Firebird	90,859	98,114
2000 FWD	73,119	47,425
2000 SW FWD	12,316	8,277
Phoenix FWD	24,619	48,130
Bonneville	69,209	58,751
Bonneville SW	12,789	14,182
6000 FWD	89,116	52,687
6000 SW FWD	774	
Grand Prix	87,012	80,158
Catalina		453
Bonneville '81/Parisienne	6,997	1,711
Bonneville Brougham '81/Paris Bgm.	12,125	1,500
Pontiac SW	5,721	475
Fiero	18,038	
Total	536,404	461,149
TOTAL GM CORP.	3,927,944	3,413,343
Checker	250	1,151
Miscellaneous Domestic	617	2,499
Domestic Station Wgn. Total	615,882	506,756
Domestic Grand Total	6,466,829	5,485,711
Import Total	2,457,357	2,268,631
Grand Total All Registrations	8,924,186	7,754,342

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
Registrations not available for Oklahoma, New York Nov.-Dec. figures compiled from manufacturer's sales records.

SALES PER OUTLET BY MAKE, 1961-1983

	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967	1966	1965	1964	1963	1962	1961
Oldsmobile	320	254	263	251	286	302	294	272	192	158	241	208	200	139	191	184	161	168	175	147	135	125	93
Buick	288	247	244	239	234	256	245	244	171	141	224	198	206	160	220	203	182	183	195	154	145	128	93
Chevrolet	261	238	259	303	364	394	381	350	302	332	408	352	355	268	326	323	307	330	365	317	319	305	231
Ford	230	197	197	204	269	326	335	308	276	318	380	345	337	323	321	303	250	321	317	273	240	223	199
Cadillac	189	157	144	133	193	215	207	190	166	138	178	150	154	101	149	126	128	119	112	88	91	86	80
Pontiac	187	162	179	195	241	277	249	233	155	151	244	204	204	163	235	258	244	240	238	197	173	150	105
Volkswagen†	177	164	241	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Mercury	156	125	127	117	172	195	172	143	119	117	145	133	119	116	132	140	115	122	132	123	114	129	123
Renault††	135	51	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Dodge	120	105	126	108	133	158	162	166	117	149	186	166	167	158	164	177	154	173	168	157	144	96	86
Plymouth	99	98	129	97	110	133	143	174	127	176	216	187	185	186	174	186	165	157	166	138	131	96	88
Chrysler	94	66	35	50	76	89	96	86	70	36	51	52	48	44	59	61	58	66	59	42	38	41	37
Lincoln	67	64	43	45	80	115	112	76	62	56	76	60	45	41	44	47	31	46	41	36	31	31	30
AMC	23	53	85	88	97	105	112	140	177	176	205	141	114	109	104	112	100	104	115	125	139	139	125
Imperial*	2	6	11	6	—	—	—	—	—	—	—	—	—	4	13	11	11	10	12	15	11	10	9

† Volkswagen counted as domestic since 1981. †† Renault counted as domestic since 1982. * Imperial marketed as Chrysler nameplate 1971-75. Not sold 1976-1979.

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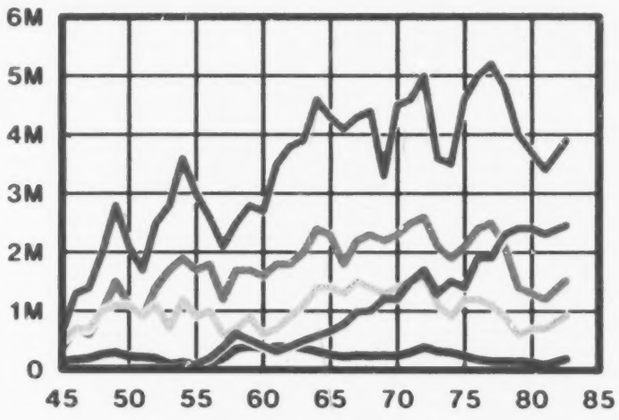
SALES/REGISTRATIONS

U.S. Registrations Since WW II

(Millions)

- General Motors
- Ford Motor Co.
- Chrysler Corp.
- American Motors Corp.
- Imports



SALES PER OUTLET BY MAKE: DOMESTICS

Sales per U. S. new-car franchise

	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Oldsmobile	320	254	263	251	286	302	294	272	192	158
Buick	288	247	244	239	234	256	245	244	171	141
Chevrolet	261	238	259	303	364	394	381	350	302	332
Ford	230	197	197	204	269	326	335	308	276	318
Volkswagen	177	164	241†	—	—	—	—	—	—	—
Pontiac	187	162	179	195	241	277	249	233	155	151
Cadillac	189	157	144	133	193	215	207	190	166	138
Mercury	156	125	127	117	172	195	172	143	119	117
Dodge	120	105	126	108	133	158	162	166	117	149
Plymouth	99	98	129	97	110	133	143	174	127	176
Chrysler	94	66	35	50	76	89	96	86	70	36
Lincoln	67	64	43	45	80	115	112	76	62	56
AMC	23	53	85	88	97	105	112	140	177	176
Renault	135	51††	—	—	—	—	—	—	—	—
Imperial	2	6	11	6	—	—	—	—	—	—

† VW was considered an import prior to 1981. Includes U. S. and imported cars.
†† Renault now classified as domestic. Includes U. S. and imported cars.

TRUCK REGISTRATIONS PER OUTLET

	1983	1982	1981	1980	1979	1978	1977
Ford	197	156	142	152	201	233	199
Chevrolet	176	146	120	129	181	215	187
GMC	101	96	63	70	106	121	102
Dodge	89	83	64	89	115	141	145
Peterbilt	87	66	75	58	76	86	121
Mack	65	66	81	88	116	105	100
Freightliner	63	41	50	55	72	62	.....
Kenworth	59	61	80	93	124	128	139
International	57	49	52	56	74	70	65
Jeep	50	40	34	45	77	93	71
White	18	23	24	33	51	54	83
Mercedes-Benz	17	17	21	.....	.....	.....	.....
Volvo	13	7	14	8	.....	.....	.....
Plymouth*	4	4	6	12	17	7	2

*—Plymouth trucks are four-wheel-drive Trail Duster, Arrow and Scamp pickup trucks and Voyager window vans.
NOTE—White totals include Autocar and Western Star, and Freightliner prior to 1978.

SALES PER OUTLET BY MAKE: TOTAL U. S. MARKET

	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Toyota	511	484	528	541	485	423	479	347	295	251
Honda	494	455	470	496	488	396	339	252	214	109
Nissan	479	426	421	475	445	323	384	279	280	200
Mitsubishi	435	59	.....	.....	.....	.....	.....	.....	.....	.....
Oldsmobile	320	254	263	251	286	302	294	272	192	158
Buick	288	247	244	239	234	256	245	244	171	141
Chevrolet	261	238	259	303	364	394	381	350	302	332
Ford	230	197	197	204	269	326	335	308	276	318
Mazda	228	213	218	213	213	114	95	69	154	182
Volvo	220	185	159	140	136	120	103	89	126	120
Subaru	198	195	201	191	175	145	118	76	72	41
Cadillac	189	157	144	133	193	215	207	190	166	138
Pontiac	187	162	179	195	241	277	249	233	155	151
Mercedes-Benz	177	161	154	132	130	115	119	107	112	98
Volkswagen†	177	164	241	264	274	213	252	187	232	283
Mercury	156	125	127	117	172	195	172	143	119	117
BMW	145	132	112	103	98	92	93	89	68	60
Renault††	135	51	22	24	44	47	46	24	26	28
Dodge	120	105	126	108	133	158	162	166	117	149
Audi	115	108	118	97	98	95	85	79	124	150
Plymouth	99	98	129	97	119	133	143	174	127	176
Isuzu	98	77	98	.....	.....	.....	.....	.....	.....	.....
Chrysler	94	66	35	50	76	89	96	86	70	36
Saab	81	60	47	44	46	48	42	29	35	33
Jaguar	81	49	20	11	14	17	15	13	11	6
Lincoln	67	64	43	45	80	115	112	76	62	56
Porsche	66	44	35	32	43	54	65	47	54	71
Peugeot	47	43	51	42	42	32	35	32	42	29
Alfa Romeo	27	17	16	19	18	35	39	29	33	25
AMC	23	53	85	88	97	105	112	140	177	176
Dodge Colt	15	16	19	24	27	21	37	26	33	25
Plymouth Colt	13	15	19	27	22	15	28	.....	.....	.....
Challenger	5	6	6	6	7	9	.....	.....	.....	.....
Sapporo	4	5	6	5	5	.....	.....	.....	.....	.....
Imperial	2	6	11	6	.....	.....	.....	.....	.....	.....
Fiat	.....	30	59	61	90	89	93	85	120	105
DeLorean	.....	8	.....	.....	.....	.....	.....	.....	.....	.....

†Volkswagen listed as domestic make since 1981. Includes imports.
††Renault joined domestics in 1982. Average includes imported Renaults and U.S.-built Alliances/Encores.

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IMPORTED CAR SALES

	12 Mos., 1983	12 Mos., 1982
Alfa Romeo	3,002	2,193
Audi	47,936	45,954
BMW	59,242	52,393
Challenger/Conquest	14,024	14,128
Plymouth Colt	34,513	37,129
Dodge Colt	39,158	37,902
DeLorean	.....	2,830
Fiat	4,489	14,113
Honda	350,670	365,865
Isuzu	20,731	15,462
Jaguar	15,815	10,349
Lancia	513	1,174
Mazda	173,388	163,638
Mercedes-Benz	73,692	65,963
Mitsubishi	32,755	3,950
Nissan	521,902	470,246
Peugeot	15,241	14,323
Porsche	21,931	14,407
Renault	33,220	37,540
Saab	26,323	18,463
Sapporo/Conquest	11,571	13,068
Subaru	156,840	150,335
Toyota	555,766	530,246
Vista	4,303	.....
Volkswagen	77,009	67,352
Volvo	88,857	72,375
TOTAL	2,382,800	2,221,398

Big Three Truck Sales

	Calendar Year 1983	1982
Ford		
Vans	169,285	125,478
Club Wagon	30,446	33,668
Ranger	187,524	104,396
Courier	5,657	32,967
Bronco	42,631	41,228
Bronco II	63,178	.....
Pickups	453,103	408,899
Mediums	32,424	44,911
Heavies	7,705	.....
Chevrolet		
Vans	141,575	101,932
Sportvan	18,178	15,843
S-10	198,222	177,758
S-10 Blazer	106,214	8,161
LUV	.....	22,304
El Camino	24,010	22,732
Blazer	31,282	24,103
Suburban	37,222	28,004
Pickups	412,533	393,277
Mediums	14,828	14,691
Tandem	623	.....
Chrysler		
Vans	71,732	60,780
Voyager	3,914	.....
Ram Wagon	36,626	28,486
Caravan	4,260	.....
Mini Ram Van	18	.....
Ram 50	33,141	34,614
Other		
Plymouth Trucks	7,139	11,042
Ramcharger	21,415	11,504
Rampage	10,297	17,067
Pickups	85,636	82,452
GMC		
Vans	45,535	27,661
S-15	40,491	39,358
S-15 Jimmy	21,760	1,229
Jimmy	7,361	6,574
Caballero	2,160	2,573
Suburban	11,292	9,490
Pickups	105,741	109,762
P Models	4,071	3,765
Mediums	18,295	20,123
Heavies	7,442	8,399

Domestic Car Sales

	1983	1982
Alliance	126,008	30,173
Encore	20,182	.....
Renault	146,190	30,173
Spirit	4,441	16,182
Concord	11,513	30,872
Eagle	31,207	35,206
AMC	47,161	82,260
AMERICAN MTRS.	193,351	112,433
Horizon	56,763	46,907
Turismo/TC3	36,497	39,704
Reliant	157,247	146,762
Plymouth	15,101	18,255
Total Plymouth	265,608	251,628
Laser	11,097	.....
LeBaron K	80,309	88,575
Cordoba	10,375	15,828
New Yorker 5th Ave.	73,729	62,725
E-Class	35,283	9,122
New Yorker E	50,091	119
Total Chrysler	260,884	176,369
Total Imperial	1,153	2,601
Omni	50,451	40,002
Charger/024	45,975	41,275
Daytona	8,761	.....
Aries	119,430	113,076
600 Coupe/400	28,488	28,946
Diplomat	22,603	24,866
Mirada	4,417	7,316
Dodge 600	33,882	5,624
Total Dodge	313,977	261,105
CHRYSLER CORP.	841,622	691,703
EXP	19,574	39,021
Escort	326,333	337,667
Mustang	116,976	119,526
Tempo	136,148	.....
Fairmont	37,521	139,056
Granada	3,751	94,750
Thunderbird	134,710	42,585
LTD '83	165,396	26,820
Ford Crown Victoria	119,905	126,065
Ford Division	1,060,315	925,490
LN7	4,694	13,107
Lynx	78,876	95,959
Topaz	41,796	.....
Zephyr	11,583	42,363
Cougar/Monarch	906	40,829
XR-7	87,027	15,609
Capri	22,708	31,280
Marquis '83	65,184	10,645
Mercury Gr. Marquis	96,659	77,348
Total Mercury	409,433	327,142
Continental	13,691	22,611
Lincoln	59,626	42,537
Mark VII	28,257	27,920
Total Lincoln	101,574	93,068
L-M Division	511,007	420,208
FORD MOTOR	1,571,321	1,345,698
Skyhawk	72,998	46,942
Skylark	102,763	141,766
Century FD	150,280	99,873
Regal Sedan/Coupe	234,035	222,169
LeSabre	151,555	108,989
Electra	80,106	59,599
Riviera	53,346	43,673
Buick Division	845,083	723,011
Cimarron	19,188	13,774
Seville	33,522	24,029
Cadillac	176,003	154,229
Eldorado	71,624	57,263
Cadillac Division	300,337	249,295
Chevette	178,759	231,927
Cavalier	259,397	121,392
Citation	92,379	186,782
Camaro	178,266	182,848
Celebrity	180,354	101,311
Malibu	85,421	110,736
Monte Carlo	105,797	98,954
Chevrolet	238,930	204,193
Corvette	28,144	22,477
Chevrolet Division	1,347,447	1,260,620
Firenza	44,753	28,282
Omega	49,818	72,392
Cutlass Ciera	191,720	113,921
Cutlass/Supreme	331,179	280,566
Olds 88	228,770	180,840
Olds 98	119,526	89,222
Toronado	41,791	34,362
Oldsmobile Div.	1,007,559	799,585
Fiero	22,591	.....
1000	34,173	51,257
2000/Sunbird	88,313	57,048
Phoenix	24,362	49,527
Firebird	90,777	105,686
6000	92,513	55,794
Bonneville	84,122	76,063
Grand Prix	89,355	83,598
Parisienne	26,929	4,176
Pontiac Division	553,135	483,149
GENERAL MTRS.	4,053,561	3,515,660
VOLKSWAGEN	85,045	91,166
HONDA	50,402	.....
DOM. TOTAL	6,795,302	5,756,660
IMPORT TOTAL	2,382,475	2,221,398
INDUSTRY TOTAL	9,177,177	7,978,058

*—AMC does not issue a nameplate breakdown for 10-day periods.

NEW-CAR REGISTRATIONS IN U. S. BY STATES' 1983-1982

Car registrations by states as compiled by R. L. Polk & Co.		AMC	Chrysler	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	*Mitsubishi-Nissan	TOTAL	Car registrations by states as compiled by R. L. Polk & Co.	
Alabama	'83	716	3696	3178	1763	8637	13556	1164	4787	19487	14874	3704	21219	16222	8927	64946	29807	123393	'83	Alabama
	'82	343	1906	2735	1374	6015	11517	894	3408	15819	12069	2813	18208	11506	6913	51309	27230	100716	'82	
Alaska	'83	624	574	723	689	1986	2177	102	694	2973	729	214	2748	1015	439	5142	7306	18031	'83	Alaska
	'82	775	356	625	605	1586	2345	111	656	3112	636	197	1982	809	522	4145	6717	16335	'82	
Arizona	'83	1078	2029	1595	1297	4851	11252	1438	2883	15573	7312	3229	13966	7465	3633	35605	26692	83799	'83	Arizona
	'82	732	1527	1242	1624	4393	10435	1096	2388	13901	6243	2550	13334	6091	3156	31374	24833	75033	'82	
Arkansas	'83	506	1863	1897	1139	4899	8950	1082	4364	14396	5525	2307	11326	10109	4056	33323	11698	64822	'83	Arkansas
	'82	319	1629	2376	1319	5324	10268	1218	4202	15708	5892	2178	12070	9822	4231	33993	10588	66032	'82	
California	'83	13344	18524	20329	13385	52238	99076	9774	30471	138321	52358	37600	86588	64732	28209	296487	448895	922285	'83	California
	'82	5371	12022	13559	10565	36146	73543	7256	22009	102811	50251	31273	88133	53460	26691	249808	412711	806847	'82	
Colorado	'83	3591	2660	4089	2738	9487	11495	1301	3745	16541	8481	2304	12800	8349	5132	37066	44580	111245	'83	Colorado
	'82	2597	1868	2675	2759	7302	11126	1133	3454	15713	8085	1954	13534	7725	4568	35866	42219	103097	'82	
Connecticut	'83	3614	4122	5717	5390	15229	12938	726	5562	19226	11980	3341	18906	12318	6752	53297	52074	143610	'83	Connecticut
	'82	1881	2576	4675	5139	12390	10837	586	4066	15489	9633	2668	17116	9138	6354	44909	46480	121164	'82	
Delaware	'83	622	1083	1154	1180	3417	3116	247	1911	5274	3130	976	6520	4418	1785	16829	9880	36022	'83	Delaware
	'82	338	598	1042	1015	2655	2242	183	1401	3826	2706	610	5649	3339	1739	14040	9288	30147	'82	
District of Columbia	'83	546	853	402	573	1828	1939	320	641	2900	887	613	2411	1416	697	6024	7248	18546	'83	District of Columbia
	'82	161	495	372	504	1372	1677	236	480	2393	782	549	2405	1149	657	5512	6327	15755	'82	
Florida	'83	6802	16745	22857	14847	54449	79241	10511	27804	117556	55061	28675	81941	52439	41232	259348	149734	580989	'83	Florida
	'82	4940	10091	17478	10124	37693	60943	9494	20392	90829	39868	21612	65089	38211	31063	195823	136665	465950	'82	
Georgia	'83	2254	5195	6347	3121	14663	26660	2170	9656	38506	21635	7708	33064	25982	15803	104192	66562	226177	'83	Georgia
	'82	1005	2580	3683	2334	8597	19080	1510	6342	26932	15068	5168	24537	16599	11249	72819	53821	162975	'82	
Hawaii	'83	215	346	871	378	1595	4573	583	1986	7242	2127	417	2959	1576	1016	8075	25645	42772	'83	Hawaii
	'82	125	291	711	279	1281	3980	587	3529	8096	1572	296	1782	584	839	5053	22582	37137	'82	
Idaho	'83	472	763	932	518	2213	1935	170	1272	3377	1812	443	2797	1879	1197	7928	8268	22258	'83	Idaho
	'82	377	430	790	528	1748	2202	131	911	3244	1565	374	3134	1585	1311	7959	8387	21715	'82	
Illinois	'83	10302	16263	16790	13757	46810	55741	5375	24454	83570	62343	18913	80216	70817	35646	267935	102205	516822	'83	Illinois
	'82	6210	11230	14718	13426	39374	50751	4928	18573	74252	57479	14754	72682	57927	30266	233107	97495	450438	'82	
Indiana	'83	4315	5839	6234	5496	17569	20341	1200	8032	29573	19464	4675	30366	27000	12173	93678	27131	17.266	'83	Indiana
	'82	2687	4336	5827	6556	16719	19859	1190	6892	27941	17579	4102	29644	22221	10830	84376	27182	158905	'82	
Iowa	'83	1938	2997	3818	2083	8898	12319	584	5512	18415	9624	1809	18514	11949	5804	47700	13853	90804	'83	Iowa
	'82	1159	1901	3619	2425	7945	11275	535	4338	16148	8467	1496	18054	8793	5049	41859	13584	80695	'82	
Kansas	'83	1204	2865	2237	2151	7253	9834	792	3885	14511	8031	2111	13227	10826	4949	39144	18183	80295	'83	Kansas
	'82	948	2125	1956	2164	6245	9717	862	3637	14216	7927	1899	12839	9022	4781	36468	17328	75205	'82	
Kentucky	'83	2270	2760	3258	2438	8476	13332	1132	5095	19559	8595	3364	19091	12704	5773	49527	19885	99867	'83	Kentucky
	'82	1447	1849	2592	2130	6571	12643	1103	3814	17560	7402	2731	17458	10075	5230	42896	19539	88013	'82	
Louisiana	'83	1202	3315	3261	1561	8137	19869	3232	7549	30450	13841	5368	19821	22812	10078	71920	36217	147926	'83	Louisiana
	'82	492	2767	2979	1818	7564	20522	3481	7433	31436	13538	5317	20264	21668	8816	69603	32803	141698	'82	
Maine	'83	1413	835	2740	1868	5443	6579	217	2781	9577	3207	458	6978	3627	2594	16864	13337	46682	'83	Maine
	'82	859	672	2175	1706	4553	5076	139	1942	7157	2459	322	6337	2359	1937	13414	12220	38203	'82	
Maryland	'83	4020	6939	11201	11484	29624	29152	1484	9827	40463	20359	5607	45024	23773	15656	110419	67637	252163	'83	Maryland
	'82	1863	4472	7440	9673	21585	22683	1018	6921	30622	18458	4441	36894	18775	12507	91075	59338	204483	'82	
Massachusetts	'83	8016	7091	11519	10571	29181	28937	2078	12186	43201	21899	5766	38601	23317	13217	102854	80448	263700	'83	Massachusetts
	'82	4021	4479	9582	9220	23281	23140	1507	8644	33491	18551	4117	36592	17111	10725	87096	73627	221516	'82	
Michigan	'83	22284	18777	22059	16712	57548	70789	7021	34372	112182	53050	14678	72056	59598	43721	243103	49945	485062	'83	Michigan
	'82	10913	12879	17491	16270	46640	52589	8524	25910	87023	39854	10338	61888	43271	32362	187713	42354	374643	'82	
Minnesota	'83	3680	5298	7768	11806	24872	20242	1035	7157	28434	19324	3013	28204	26427	11692	88660	29587	175233	'83	Minnesota
	'82	2452	3946	6317	10556	20919	19260	906	6473	26639	18716	2660	27512	21802	10355	81045	26388	157443	'82	
Mississippi	'83	341	1697	861	1148	3706	7965	1048	3249	12262	7979	1898	9814	10569	5236	35496	14878	66683	'83	Mississippi
	'82	250	1237	723	1042	3002	7290	926	2693	10909	6186	1544	9232	8355	4191	29517	13086	56764	'82	
Missouri	'83	2767	5824	6949	5084	17857	25117	1894	10020	37031	18842	4636	27525	24002	10453	85458	36090	179203	'83	Missouri
	'82	1748	3905	5417	4867	14189	20878	1617	7601	30094	16064	3705	24841	18432	9372	72414	34422	152859	'82	
Montana	'83	812	749	728	481	1958	2429	136	1296	3861	2084	413	3237	2340	1080	9134	6053	21808	'83	Montana
	'82	655	485	677	489	1651	2284	148	1085	3515	1867	322	3437	1968	1003	8585	5554	19960	'82	
Nebraska	'83	1091	1691	1635	1355	3681	6321	364	2388	9073	5927	1016	8687	5711	2645	23986	8246	47077	'83	Nebraska
	'82	552	1236	1378	1376	3990	6044	381	1997	8422	5349	963	8938	4723	2409	22382	8286	43632	'82	
Nevada	'83	865	699	1123	492	2314	4058	444	1303	5805	1810	1379	3295	2137	1469	10090	10790	29864	'83	Nevada
	'82	604	586	1133	643	2364	3800	365	1023	5178	1227	1125	3914	1864	1403	9533	10459	28138	'82	
New Hampshire	'83	2064	1494	2762	2285	6541	7040	453	2599	10092	4498	958	9811	4974	3767	24008	21472	64157	'83	New Hampshire
	'82	1350	901	2458	2185	5544	6733	283	2072	9088	3858	735	9816	3446	2993	20848	20244	56054	'82	
New Jersey	'83	5832	10190	13169	7859	31320	31812	3991	12949	48752	32868	14959	50240	35060	19886	153013	110136	350053	'83	New Jersey
	'82	3423	7189	12539	9617	29345	29189	3651	10506	43326	32074	13717	09707	27798	19768	143064	105062	324220	'82	
New Mexico	'83	858	1119	1050	966	3135	5482	536	2184	8142	3310	882	5467	3765	2648	16052	13779	41766	'83	New Mexico
	'82	640	870	935	1094	2899	5250	495	1893	7638	3243	880	5939	3664	2820	16546	13077	40800	'82	
New York	'83	16663	20402	29106	28241	77749	55668	5876	21793	83337	52119	26027	90914	62100	36148	267308	179662	624719	'83	New York
	'82	9074	14530	22985	26937	64452	47010	4774	18578	70362	46273	23065	92155	50144	31083	242700	162679	549267	'82	
North Carolina	'83	2779	4918	4783	4084	13785	28253	1527	8107	37887	24486	4906	34777	23899	13962	102030	66973	223454	'83	North Carolina
	'82	1481	2826	3281	3883	9990	21329	1948	4769	27146	18235	3714	30097	16891	11565	80302	60529	179448	'82	
North Dakota	'83	401	915	729	574	2218	2673	190	1056	3919	2274	390	3872	2840	1578	10954	3686	21178	'83	North Dakota
	'82	404	735	735	701	2171	2551	166	1282	3979	1941	392	4109	2559	1293	10334	3603	20491	'82	
Ohio	'83	11373	12148	17581	13521	43250	57540	3722	22878	84140	43380	11269	78555	51534	26846	211584	78732	429084	'83	Ohio
	'82	6331	8200	15629	14291	38120	45791	3298	16683	65772	38135	8765	68460	41163	22632	170155	72259	361637	'82	
Oklahoma	'83																		'83	Oklahoma
	'82																		'82	
Oregon	'83	1224	1758	2357	1717	5832	8657	483	2591	11731	5186	2038	9621	5433	3304	25584	37736	82107	'83	Oregon
	'82	948	1061	2099	1542	4702	6633	419	2029	9076	4727	1545	9150	4082	3126	22630	34856	72212	'82	
Pennsylvania	'83	16933	16288	20317	18050	54655	50812	3869	19742	74423	44438	13971	72710	45355	29242	205716	107587	459314	'83	Pennsylvania
	'82	11845	11968	18055	18993	49016	46246	2701	17294	66231	37215	11059	68549	34514	24050	175387	105702	408181	'82	
Rhode Island	'83	1379	983	1813	1136	3932	3798	227	1493	5518	3025	753	4261	3325	1750	13119	10717	34685	'83	Rhode Island
	'82	962	824	1224	1083	2931	3244	141	1167	4552	2497	528	3713	2059	1308	10106	9627	27878	'82	
South Carolina	'83	897	2445	2715	1980	7140	12150	768	4234	17152	11177	2255	16061	13118	7172	49783	29034	103806	'83	South Carolina
	'82	329	1503	2118	1821	5442	10825	764	3003	14592	8777	1794	13818	9408	5984	39581	27006	86950	'82	
South Dakota	'83	477	745	796	618	2099	2371	112	924	3407	2013	282	3823	2282	1178	9586	2749	18290	'83	South Dakota
	'82	322	496	537	656	1681	2115	122	1031	3268	1629	252	3371	1751	1061	8016	2565	15854	'82	
Tennessee	'83	1747	3640	3867	2951	10458	17728	1963	6572	26263	15454	4093	24149	19788	13071	77455	38748	154666	'83	Tennessee
	'82	1216	2210	3022	2504	7736	15815	1374	4936	22127	11522	4175	21603	14824	10323	62447	37382	130918	'82	
Texas	'83	4827	16654	9322	7373	33349	64109	12434	27871	104414	60183	28725	78532	87526	35348	290314	144003	576907	'83	Texas
	'82	3131	12077	8964	8273	29273	69982	13121	27043	110146	63073	27893	91732	87569	39773	310840	140189	593579	'82	
Utah	'83	1299	1638	1689	1575	4912	3953	367	1804	6124	3105	684	9009	3110	1988	14776	16375	43486	'83	Utah
	'82	686	1038	1315	1501	3854	3185	261	1218	4664	2865	637	5925	2317	1762	13508	15043	37753	'82	
Vermont	'83	1001	548	1203	1331	3082	2535	87	1016	3638	1817	253	4180	1531	1140	8721	8058	24500	'83	Vermont
	'82	881	437	1068	1426	2931	2694	83	1122	3899	1473	232	4153	1120	1004	7982	7937	23580	'82	
Virginia	'83	4579	6797	7570	7487	21854	28258	1758	8431	38447	15267	4960	37280	22153	12824	92484	71476	226840	'83	Virginia
	'82	2218	3938	6105	8143	18186	23754	1163	6280	31296	12430	3801	32022	15873	10549	74475	64249	190334	'82	
Washington	'83	1094	2792	3822	2382	9106	13953	709	4103	18765	6943	1974	14329	7439	3427	34132	49265	112349	'83	Washington
	'82	724	1778	2839	2362	7079	11874	720	3657	16251	6345	1539	15168	5777	3207	32036	45564	101654	'82	
West Virginia	'83	2079	1627	2244	1704	5625	7600	378	2304	10282	4874	1209	12130	6717	3519	28443	11035	57470	'83	West Virginia
	'82	2045	1250	2234	1866	5350	7231	305	1950	9786	4377	967	12408	5383	2981	26026	10610	53817	'82	
Wisconsin	'83	9238	4257	7573	6846	18676	18227	939	8703	27869	19464	3125	23180	22388	15727	82884	29969	158338	'83	Wisconsin
	'82	4831	3329	6866	6857	17052	16561	779	6602	23942	15377	2336	19511	15800	12503	65627	27018	138170	'82	
Wyoming	'83	595	533	390	312	1235	1376	132	660	2368	1208	367	1651	1253	813	5432	4335	13965	'83	Wyoming
	'82	513	447	481	368	1276	1661	133	694	2888	1347	290	2311	1416	861	6215	4874	15396	'82	
Federal Government	'83	30	20	553	10177	10750	904		15	919	115	2	6850	290	71	7328	43	19070	'83	Federal Government
	'82	25	4	527	4925	5456	2503	0	14	2519	112	2	1648	212	51	2025	26	10061	'82	
United States Total	'83	190797	254175	307533	258684	820492	1034732	97206	389041	1526979	818256	291552	1310503	971229	536404	3927944	2457874	8924106	'83	United States Total
	'82	108706	171878	252183	243518	667580	886470	87820	316269	1293583	713671	240197	1222624	779702	481149	3413343	2271130	7754342	'82	

Registrations for the state of Oklahoma are not available.

SALES/REGISTRATIONS

SALES PER OUTLET BY MARKET CLASS

SUBCOMPACT

1983 Position	Make	1982 Position
1—95	Alliance	23— 7
2—93	Rabbit	94— 1
3—71	Escort	72— 2
4—37	Omni/Charger	33— 6
5—34	Horizon/Turismo	34— 5
5—34	Chevette	43— 3
7—30	Lynx	37— 4
8—15	Encore	....†
9—11	1000	17— 8
10— 8	Fiero	....†
11— 5	EXP	9—10
12— 4	Laser	....†
13— 3	Spirit	10— 9
13— 3	Daytona	....†
15— 1	LN7	5—11

COMPACT

1—59	Reliant	58— 1
2—50	Cavalier	23— 8
3—46	Aries	46— 2
4—34	Camaro	34— 3
5—30	2000	19— 9
6—30	Firebird	30— 5
6—30	Tempo	....
8—29	LeBaron	33— 4
9—25	Skyhawk	16—10
9—25	Mustang	25— 7
11—16	Topaz	....
12—14	Firenza	9—14
13—13	Cimarron	9—14
14—11	Dodge 400/600	11—13
15— 9	Capri	12—12
16— 8	Fairmont	30— 5
17— 4	Zephyr	16—10

INTERMEDIATES

1—105	Cutlass Sup./Sedan	89— 1
2— 80	Regal Coupe/Sedan	76— 2
3— 61	Cutlass Ciera	36— 4
4— 51	Century	34— 6
5— 36	LTD	6—20
6— 35	Celebrity	19—14
6— 35	Skylark	48— 3
8— 33	XR-7	6—20
9— 31	6000	18—16
10— 30	Grand Prix	28— 7
10— 30	Thunderbird	9—19
12— 26	Bonneville	25— 8
13— 25	Marquis	4—22
14— 21	Eagle	23— 9
15— 20	Monte Carlo	19—14
16— 18	New Yorker E	....†
16— 18	Citation	36— 4
18— 16	Malibu	21—11
18— 16	Omega	23— 9
20— 13	Dodge 600	2—24
20— 13	E-Class	3—23
22— 8	Concord	20—12
22— 8	Phoenix	16—17
24— 1	Granada	20—12
0	Cougar	16—17

STANDARDS

1—111	Oldsmobile 88/98	86— 1
2— 78	LeSabre/Electra	58— 2
3— 47	Chevrolet	38— 3
4— 37	Grand Marquis	29— 4
5— 27	New Yorker 5th Ave.	24— 6
6— 26	Crown Victoria	26— 5
7— 9	Parisienne	1—11
8— 8	Diplomat	10— 7
9— 5	Gran Fury	7— 8
10— 4	Cordoba	6— 9
11— 2	Mirada	3—10

LUXURY

1—111	Cadillac	97— 1
2— 45	Eldorado	36— 2
3— 39	Lincoln	29— 3
4— 21	Seville	16— 5
5— 19	Mark VI/VII	19— 4
6— 18	Riviera	15— 6
7— 13	Toronado	11— 8
8— 9	Continental	15— 6
9— 6	Corvette	4—10
10— 2	Imperial	6— 9

†—New nameplate.

MARKET-CLASS COMPARISONS

(BY MONTH, JANUARY, 1976 - FEBRUARY, 1984—BY YEAR, 1972 - 1983)

		Subcompact	Compact	Intermediate	Standard	Luxury	Import	Total Sales
January	1976	11.74	24.84	26.40	18.76	4.84	13.42	678,893
	1977	8.81	20.30	28.08	20.57	5.21	17.03	724,725
	1978	9.75	21.67	24.66	18.31	4.99	20.62	686,396
	1979	12.27	20.12	23.98	18.93	6.97	17.73	783,489
	1980	14.38	19.66	21.13	12.65	5.14	27.02	805,378
	1981	16.42	19.68	21.49	10.41	4.59	27.41	647,197
	1982	16.22	17.31	19.95	10.15	5.29	31.08	534,310
	1983	11.32	14.97	24.67	12.98	5.37	30.69	595,746
	1984	14.21	16.92	25.95	9.75	8.11	25.06	778,558
February	1976	10.54	25.14	26.81	18.70	4.62	14.19	758,249
	1977	7.94	20.86	27.65	20.61	5.15	17.79	810,078
	1978	10.40	21.36	25.24	19.25	4.60	19.15	776,672
	1979	14.19	20.99	21.81	16.85	6.49	19.67	841,262
	1980	15.33	20.72	20.07	12.46	4.33	27.09	810,905
	1981	18.59	20.43	19.41	8.61	4.14	28.82	763,664
	1982	18.91	20.20	19.19	8.96	5.02	27.72	632,203
	1983	11.79	14.85	24.68	13.87	5.17	29.64	628,853
	1984	14.85	18.24	25.56	10.28	7.93	22.14	841,234
March	1976	9.24	25.28	27.48	19.30	4.92	13.78	945,777
	1977	7.04	21.22	28.60	20.83	4.92	17.39	1,083,819
	1978	10.45	21.56	25.99	18.73	5.19	18.08	1,077,650
	1979	15.10	20.62	20.53	15.43	5.76	22.53	1,115,671
	1980	16.33	22.51	21.27	10.98	3.82	25.09	894,636
	1981	16.08	24.63	22.38	7.83	3.79	25.29	962,405
	1982	18.86	20.42	20.83	9.21	4.78	25.90	776,793
	1983	12.20	15.53	25.58	14.26	5.57	26.86	820,782
April	1976	9.58	24.58	27.87	19.35	4.92	13.70	913,124
	1977	7.65	21.06	27.01	19.62	4.57	20.07	1,028,369
	1978	10.00	22.23	26.25	19.41	4.85	17.26	1,042,940
	1979	12.98	24.21	20.70	14.20	5.26	22.65	987,302
	1980	15.34	21.99	21.04	10.35	4.09	27.19	742,607
	1981	15.68	19.62	20.10	10.54	5.13	28.93	750,977
	1982	15.48	17.96	23.14	12.10	5.91	25.41	668,463
	1983	13.03	15.77	27.18	14.38	5.61	24.03	763,375
May	1976	9.58	23.97	28.09	19.84	4.70	13.82	920,427
	1977	7.73	20.65	27.39	18.86	4.49	20.88	1,053,393
	1978	10.16	21.34	26.93	19.60	5.04	16.93	1,159,185
	1979	13.52	24.38	19.85	13.49	4.49	24.27	1,052,169
	1980	13.91	22.27	19.92	11.14	4.41	28.35	695,606
	1981	17.20	19.04	20.06	10.32	4.80	28.58	733,763
	1982	16.04	17.78	24.09	11.63	5.94	24.52	773,864
	1983	13.17	16.57	26.70	13.56	5.31	24.69	836,561
June	1976	10.12	24.24	27.50	20.66	4.29	13.19	955,148
	1977	8.31	21.44	28.15	19.96	4.48	17.66	1,116,214
	1978	9.59	21.79	27.50	20.21	4.43	16.48	1,137,249
	1979	13.75	24.89	21.20	13.56	4.13	22.47	904,000
	1980	14.52	21.32	21.30	11.69	4.02	27.15	701,345
	1981	17.34	19.51	19.69	10.53	4.52	28.41	723,342
	1982	15.13	16.68	21.47	11.19	4.92	30.61	650,523
	1983	13.86	17.60	25.01	12.75	4.74	26.04	903,427
July	1976	10.63	24.20	26.55	19.89	3.97	14.76	864,380
	1977	7.78	21.24	26.61	20.21	4.27	19.89	912,523
	1978	9.45	21.20	27.10	19.50	4.70	18.02	929,352
	1979	13.71	23.11	21.96	14.50	4.54	22.18	884,579
	1980	14.39	19.49	20.71	11.34	4.40	29.76	771,991
	1981	16.76	20.27	18.47	10.49	4.42	29.59	706,040
	1982	16.07	16.09	20.59	10.77	4.80	31.68	629,272
	1983	11.76	17.13	26.05	12.85	5.11	27.10	791,310
August	1976	11.75	25.58	24.83	15.24	3.05	19.10	760,909
	1977	9.55	20.64	23.69	19.83	4.36	21.93	930,422
	1978	10.62	20.48	26.31	16.62	4.42	21.55	957,260
	1979	10.33	21.72	23.69	16.68	4.59	22.99	915,550
	1980	16.77	19.30	20.75	10.17	4.03	28.98	684,928
	1981	18.62	20.70	20.61	10.53	4.69	24.85	800,725
	1982	16.07	16.75	19.46	10.09	4.89	32.74	606,752
	1983	11.15	16.11	26.56	12.41	5.51	28.26	740,073
September	1976	10.00	25.32	26.58	15.05	4.79	18.26	803,300
	1977	10.55	20.00	21.58	21.85	5.34	20.68	827,800
	1978	10.65	21.60	26.35	16.02	5.35	20.03	828,150
	1979	9.51	24.63	24.12	14.92	4.58	22.24	772,312
	1980	17.15	18.82	22.38	9.78	4.27	27.60	671,005
	1981	18.69	19.33	21.64	10.73	5.15	24.46	686,413
	1982	19.10	15.42	21.62	10.85	5.80	27.21	671,051
	1983	12.34	16.37	29.52	12.10	6.08	23.59	704,470
October	1976	8.09	22.49	29.27	19.15	5.18	15.82	867,416
	1977	9.02	23.26	25.83	21.92	6.00	14.17	1,013,520
	1978	8.85	23.01	27.85	19.48	6.33	14.48	1,033,680
	1979	13.09	20.91	25.93	14.58	6.40	19.09	890,827
	1980	16.02	21.52	24.97	10.77	5.12	21.60	846,776
	1981	17.58	19.98	21.79	10.34	6.08	24.23	648,184
	1982	14.98	16.43	22.99	13.17	6.77	25.66	656,250
	1983	12.68	16.72	29.31	12.42	6.07	22.80	860,318
November	1976	9.13	22.29	28.25	20.47	5.69	14.17	839,772
	1977	9.41	21.36	26.44	20.55	5.96	16.28	880,762
	1978	9.35	22.21	25.99	20.12	7.01	15.32	908,825
	1979	11.92	20.82	24.20	14.17	6.71	22.18	770,052
	1980	15.42	22.20	22.26	10.84	5.15	24.13	697,635
	1981	17.20	20.33	19.44	11.04	5.83	26.16	584,665
	1982	16.58	17.79	22.33	12.00	6.40	24.90	743,205
	1983	13.35	16.98	26.87	12.20	6.24	24.36	780,704
December	1976	8.87	21.31	28.34	22.06	5.52	13.90	806,557
	1977	9.24	21.36	25.20	19.68	5.74	18.78	795,291
	1978	10.19	22.00	24.56	19.54	7.62	16.09	769,352
	1979	12.50	20.91	21.69	14.94	6.35	23.61	725,317
	1980	15.51	21.41	20.23	10.51	4.97	27.37	649,101
	1981	14.65	16.57	19.58	11.29	6.30	31.61	522,816
	1982	15.93	16.67	20.27	11.72	6.32	29.09	631,875
	1983	14.35	17.43	25.37	9.12	8.09	25.64	752,288
Total for Year	1972	8.17	15.34	22.59	35.38	3.76	14.76	10,935,365
	1973	10.74	16.77	23.37	29.80	3.94	15.83	11,427,478
	1974	10.60	22.72	24.41	22.72	3.71	15.85	8,851,265
	1975	12.26	22.92	23.85	17.94	4.74	18.29	8,627,883
	1976	9.90	24.12	27.76	18.80	4.67	14.78	*10,099,573
	1977	8.52	21.16	26.40	20.37	5.00	18.55	*11,178,554
	1978	8.77	22.90	26.60	18.42	5.62	17.69	*11,303,909
	1979	12.86	20.89	23.79	15.14	5.47	21.85	*10,641,679
	1980	15.41	20.96	21.37	11.09	4.48	26.69	8,973,345
	1981	17.11	20.22	20.40	10.16	4.86	27.25	8,531,531
	1982	16.65	17.51	19.03	13.39	5.58	27.84	7,977,570
	1983	12.65	16.75	26.17	9.97	8.50	25.96	9,177,777

*—Import yearly total adjusted in each grand total.

REGISTRATION RECORDS

Best years for new vehicles

CARS

1973	11,350,995
1978	10,946,104
1977	10,826,234
1972	10,487,794
1979	10,356,695
1971	9,830,626
1976	9,751,485
1969	9,446,524
1968	9,403,862
1965	9,313,912
1966	9,008,488
1983	8,924,186
1980	8,760,937
1974	8,701,094
1981	8,443,919
1970	8,388,204
1967	8,357,421
1975	8,261,840
1964	8,065,150
1982	7,754,342
1963	7,556,717
1955	7,169,908
1962	6,938,863
1960	6,576,650
1950	6,326,438
1959	6,041,275
1957	5,982,342
1956	5,955,248
1961	5,854,747
1953	5,738,989

TRUCKS

1978	3,963,340
1977	3,509,328
1979	3,472,209
1976	3,058,009
1973	3,029,074
1983	2,976,556
1974	2,656,918
1972	2,513,952
1980	2,476,777
1982	2,430,471
1975	2,397,417
1981	2,185,489
1971	1,993,186
1969	1,888,812
1970	1,790,177
1968	1,775,601
1966	1,610,450
1965	1,518,426
1967	1,510,289
1964	1,361,772
1963	1,244,224
1950	1,142,307
1962	1,068,725
1948	1,035,174
1951	1,003,650
1949	961,961
1955	957,001
1960	943,485
1959	942,133

DOMESTIC SALES

Retail sales of U. S. new cars

1958	4,289,099
1959	5,485,524
1960	6,142,402
1961	5,556,102
1962	6,752,919
1963	7,334,200
1964	7,616,858
1965	8,763,197
1966	8,376,993
1967	7,567,884
1968	8,624,819
1969	8,464,375
1970	7,115,537
1971	8,676,284
1972	9,321,502
1973	9,669,689
1974	7,448,921
1975	7,050,120
1976	8,606,573
1977	9,104,454
1978	9,307,998
1979	8,315,622
1980	6,578,275
1981	6,206,296
1982	5,756,660
1983	6,795,302

SALES/REGISTRATIONS

IMPORTED NEW-CAR SALES IN U.S. SINCE 1974

	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Alfa Romeo	3,002	2,194	2,301	3,000	4,011	6,237	6,712	5,283	5,342	3,139
Audi	47,936	45,954	50,817	42,483	42,709	40,878	35,854	33,316	50,680	50,432
BMW	59,242	52,393	41,761	37,017	34,521	31,457	28,776	26,040	19,419	15,007
Capri	———	———	———	———	———	4,979	22,458	29,904	54,586	75,260
Challenger/Conquest	14,024	14,128	12,690	12,924	14,166	17,649	1,832	———	———	———
Champ	34,513	———	42,128	55,474	48,860	28,296	47,345	30,430	———	———
Colt	39,158	75,031	42,796	50,689	62,705	44,570	70,679	48,542	60,356	42,925
DeLorean	———	2,830	3,009	———	———	———	———	———	———	———
Ferrari	N.A.	N.A.	N.A.	779	679	617	N.A.	N.A.	N.A.	N.A.
Fiat	6,184	14,113	32,185	37,184	58,934	60,435	63,479	61,540	100,511	72,029
Fiesta	———	———	32,856	68,595	78,109	76,145	40,549	———	———	———
Honda	350,670	365,865	370,705	375,388	353,291	274,876	223,633	150,929	102,383	43,119
Isuzu	20,731	15,462	17,805	———	———	———	———	———	———	———
Jaguar	15,815	10,349	4,695	3,029	3,746	4,782	4,349	7,364	6,799	5,299
Lancia	637	1,174	1,068	2,100	1,602	2,811	5,500	———	———	———
Mazda	173,388	163,150	166,105	161,623	156,533	75,309	50,609	35,363	65,351	61,190
Mercedes-Benz	73,692	65,963	63,059	53,790	52,819	46,695	48,722	43,205	45,259	38,170
MG	———	———	3,712	13,730	26,025	26,656	34,794	28,436	27,946	25,015
Mitsubishi	32,755	3,950	———	———	———	———	———	———	———	———
Nissan	521,902	470,246	464,805	516,890	472,252	338,096	388,378	270,103	253,192	189,026
Opel	———	———	———	———	13,815	19,222	29,067	10,483	39,730	50,270
Peugeot	15,241	14,323	16,937	12,930	11,688	9,061	10,002	9,497	11,850	7,948
Porsche	21,831	14,407	11,241	10,490	13,818	17,017	19,896	14,192	16,658	21,064
Renault	33,229	37,540	30,869	25,365	18,862	15,739	13,198	6,880	5,788	8,756
Rolls-Royce	1,046	N.A.	1,158	942	1,002	1,109	N.A.	N.A.	N.A.	N.A.
Rover	———	———	———	481	———	———	———	———	———	———
Saab	26,323	18,463	14,613	13,558	15,142	15,662	13,120	9,866	13,732	13,589
Sapporo/Conquest	11,571	13,068	13,326	10,263	12,322	12,777	1,406	———	———	———
Subaru	156,840	150,335	152,062	142,968	127,871	103,274	80,826	48,928	41,587	22,980
Toyota	555,766	530,246	576,491	582,204	507,816	441,800	493,048	346,920	283,909	238,135
Triumph	———	———	9,768	14,939	12,733	16,447	29,258	28,232	22,803	18,396
Vista	4,303	———	———	———	———	———	———	———	———	———
Volkswagen	77,009	67,352	82,173	90,923	125,100	216,709	260,704	201,670	267,730	334,515
Volvo	88,857	72,352	64,477	56,999	56,027	50,880	46,790	43,887	60,338	53,043
TOTAL	2,386,064	2,220,911	2,326,376	2,396,934	2,327,932	2,000,500	2,071,100	1,493,000	1,577,000	1,403,035

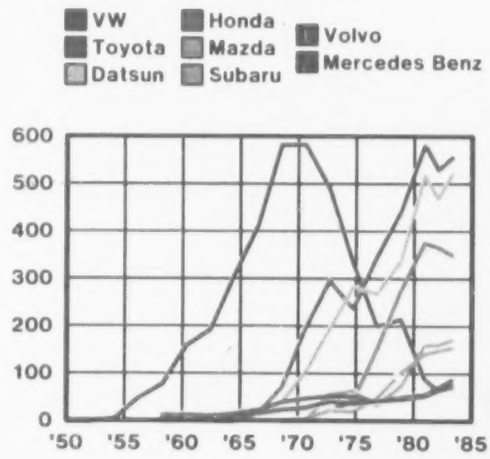
IMPORT SALES BY NAMEPLATE

1983 VS. 1982

	Calendar Year 1983	Calendar Year 1982
Alfa Romeo	3,002	2,193
Audi	47,934	45,954
4000	12,266	13,164
4000d	956	3,172
5000S/Wagon	23,382	16,721
5000/td	5,188	4,243
5000 turbo gas	1,962	4,130
Coupe	3,358	4,235
Quattro	240	289
4000S Quattro	582	.....
BMW	59,243	52,392
318/320	34,619	36,461
528e	11,239	10,540
533	4,765	.....
633	2,613	1,515
733	6,007	3,876
Chrysler/Mitsubishi	103,569	102,227
Colt	73,671	75,031
Conquest/Sapporo/Chal'ger	25,595	27,169
Vista	4,303	.....
DeLorean	400†	2,746
Fiat	6,184	14,113
Strada	.....	4,478
Brava	.....	2,452
X-1/9	.....	2,359
Spider 2000	.....	4,824
Honda	350,670	365,865
Civic	127,856	132,469
Civic CRX	10,287	.....
Accord	171,736	195,524
Prelude	41,188	37,872
Isuzu	20,731	15,462
I-Mark	11,876	15,462
Impulse	8,855	.....
Jaguar	15,815	10,349
XJ6	13,110	8,940
XJS	2,705	1,409
Lancia	637	1,174
Mazda	173,388	163,150
GLC	51,313	54,348
626	69,561	58,740
RX-7	52,514	50,062
Mercedes-Benz	73,692	65,963
190D	1,551	.....
190E	2,629	.....
240D	9,728	13,480
300D	19,191	17,263
300CD	2,002	1,726
300TD	2,811	2,896
300SD	18,759	16,686
280E/CE	.....	26
380SE	928	.....
500/380SEL	4,879	3,692
380SL/SLC	9,255	9,405
500/380SEC	1,957	1,758
Mitsubishi	32,755	3,950
Starion	6,209	1,164
Cordia	12,799	1,471
Tredia	13,474	1,315
Nissan	521,902	470,246
210	.....	61,292
Sentra	209,869	130,161
310	.....	43,557
Pulsar	60,233	9,256
Stanza	64,429	59,152
Maxima	76,209	54,187
200SX	31,158	48,436
300ZX/280ZX	71,144	57,260
Hawaii	8,840	6,552
Other	.....	393
Peugeot	15,241	14,044
540D	476	1,547
505	9,286	4,390
505D	164	785
505TD	4,531	6,505
604	338	836
Tourist	446	279
Porsche	21,831	14,407
924	.....	1,677
924 Turbo	.....	644
944	13,554	5,125
911SC	5,640	4,784
928	2,637	2,177
Renault	33,229	37,540
LeCar	11,148	20,107
18i	6,053	7,559
Fuego	16,028	9,874
Rolls-Royce	1,046	908
Saab	26,323	18,463
900	7,094	4,469
900S	6,622	4,055
Turbo	12,117	9,655
Tourist	490	284
Subaru	156,840	150,335
Toyota	555,766	530,246
Starlet	6,717	19,339
Corolla	143,430	175,198
Tercel	147,965	135,896
Celica	117,836	115,690
Supra	26,972	34,046
Camry	52,654	.....
Corona	12	3,109
Cressida	39,755	37,448
Land Cruiser	4,805	3,088
VanWagon	8,084	.....
Hawaii	7,536	6,431
Other	.....	1
Volkswagen	77,009	67,345
Rabbit Convertible	9,612	8,983
Jetta	22,013	20,304
Vanagon	15,193	12,847
Quantum	16,486	11,330
Dasher	.....	659
Scirocco	13,705	13,222
Volvo	88,857	72,375
DL	44,505	39,430
GL	16,427	11,525
GLT/Turbo	13,198	10,413
GLE	212	2,661
DL Diesel	101	516
GL Diesel	4,487	6,889
Coupe	13	78
760 (gas)	6,516	.....
760 TurboDiesel	2,223	.....
Tourist	1,175	807
Grand Total	2,386,064	2,221,447

†estimate

Import Sales Since 1950
(Thousands)



IMPORT SALES PER OUTLET, 1974-1983

	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Toyota	511	484	528	541	485	423	479	347	295	251
Honda	494	455	470	496	488	396	339	252	214	109
Nissan	479	428	421	475	445	323	384	279	280	200
Mazda	228	213	218	213	213	114	95	69	154	182
Subaru	198	195	201	191	175	145	118	76	72	41
Volvo	220	185	159	140	136	120	103	89	126	120
Volkswagen	—	—	—	264	274	213	252	187	232	283
Mercedes	177	161	154	132	130	115	119	107	112	98
BMW	145	132	112	103	98	92	93	89	68	60
Audi	115	108	118	97	98	95	85	79	124	150
Isuzu	98	77	98	—	—	—	—	—	—	—
Saab	81	60	47	44	46	48	42	29	35	33
Mitsubishi	435	59	—	—	—	—	—	—	—	—
Renault	—	—	22	24	44	47	46	24	26	28
Jaguar	81	49	20	11	14	17	15	13	11	6
Porsche	66	44	35	32	43	54	65	47	54	71
Peugeot	47	43	51	42	42	32	35	32	42	29
Fiat	—	30	59	61	90	89	93	85	140	105
Alfa Romeo	27	17	16	19	18	35	39	29	33	25
Dodge Colt	15	16	19	24	27	21	37	26	33	25
Plym. Colt	13	15	19	27	22	15	28	—	—	—
DeLorean	—	8	—	—	—	—	—	—	—	—
Challenger	5	6	6	6	7	9	—	—	—	—
Sapporo	4	5	6	5	5	—	—	—	—	—

TRUCK REGISTRATIONS IN U. S. BY STATES, 1983-1982

Truck registrations as compiled by R. L. Polk & Co.		Chrysler Corp.	Ford	Daimler-Benz Corp.	Chevrolet	GMC	International	Jeep Truck	Mack Truck Corp.	Paccar Corp.	Volvo White Corp.	Misc. Domestic & Foreign	TOTAL		Truck registrations as compiled by R. L. Polk & Co.
Alabama	'83	4183	14804	479	17978	3644	713	908	364	350	237	7448	50908	'83	Alabama
	'82	2617	11546	285	14380	2584	618	608	300	353	75	5784	39150	'82	
Alaska	'83	1705	4981	13	5583	1116	184	329	15	43	15	1864	15788	'83	Alaska
	'82	1178	3664	12	3141	1261	71	197	14	123	95	1614	11370	'82	
Arizona	'83	2888	13657	96	15358	3183	243	923	82	191	89	9090	46398	'83	Arizona
	'82	2961	11597	54	11802	3414	311	714	48	76	16	6220	37213	'82	
Arkansas	'83	3450	13508	260	15322	3885	878	915	144	267	74	3293	42374	'83	Arkansas
	'82	3605	13816	286	14227	3682	878	784	112	200	54	2500	40144	'82	
California	'83	28467	73313	1194	75132	19502	2552	6904	523	1236	338	104972	311236	'83	California
	'82	23662	50038	961	60655	17137	2373	4132	358	1197	416	85041	245970	'82	
Colorado	'83	3768	15085	51	16393	4186	758	4230	97	220	63	10867	59436	'83	Colorado
	'82	2945	13762	68	12041	3387	841	2851	150	327	76	8733	45181	'82	
Connecticut	'83	2469	7491	109	7886	2062	680	1222	250	81	48	5082	27380	'83	Connecticut
	'82	2139	5195	74	5641	1526	502	844	141	49	33	3838	19782	'82	
Delaware	'83	888	3139	26	2730	442	556	396	112	102	19	1145	9645	'83	Delaware
	'82	776	1937	54	2045	489	568	229	81	47	8	939	7173	'82	
District of Columbia	'83	336	449	2	373	63	30	79	1	1	2	228	1563	'83	District of Columbia
	'82	172	417	7	346	76	13	32	2	1	1	156	1223	'82	
Florida	'83	14030	53503	1055	38899	10873	3055	4506	906	696	348	25662	153083	'83	Florida
	'82	10822	36358	452	29046	11713	1828	3220	985	450	172	19726	117072	'82	
Georgia	'83	6825	27564	520	29653	8522	1244	2840	420	686	283	12940	97616	'83	Georgia
	'82	4649	18174	204	18954	3913	916	1284	425	359	125	8597	57600	'82	
Hawaii	'83	731	2705	1	1479	519	84	288	3	12	6	4329	10155	'83	Hawaii
	'82	523	1662		1034	142	150	258	3	7	15	3558	7352	'82	
Idaho	'83	1378	4237	22	4340	1928	138	316	26	119	25	2789	15298	'83	Idaho
	'82	1189	3343	22	3996	2080	128	259	88	121	25	2478	13729	'82	
Illinois	'83	9774	36809	946	35999	11240	2932	2618	675	1067	286	9847	111883	'83	Illinois
	'82	8839	29676	627	29200	8306	2961	2479	619	652	193	7702	91274	'82	
Indiana	'83	6660	19784	547	19248	6988	1818	1001	384	818	132	4198	98378	'83	Indiana
	'82	4759	16310	347	16087	5440	1411	1174	316	504	50	3674	50072	'82	
Iowa	'83	3291	13963	159	14519	3230	535	723	182	189	13	2731	39515	'83	Iowa
	'82	3057	10033	72	12308	2486	459	668	64	49	5	2284	31485	'82	
Kansas	'83	3315	13744	529	14310	4171	523	892	75	273	28	3901	41781	'83	Kansas
	'82	2791	11032	166	12249	3703	674	737	106	301	15	2936	34710	'82	
Kentucky	'83	3141	15828	90	13636	2803	498	986	312	186	59	4398	41713	'83	Kentucky
	'82	2852	13280	68	12466	2242	500	1124	558	85	67	4095	37337	'82	
Louisiana	'83	6573	25722	191	22709	6331	786	1195	343	232	87	10887	74755	'83	Louisiana
	'82	5854	25568	200	22165	7123	949	1006	343	233	43	7269	70753	'82	
Maine	'83	2140	5619	32	4835	2457	313	500	64	42	40	2649	18691	'83	Maine
	'82	1539	3790	27	3869	2057	225	435	36	27	22	2005	14032	'82	
Maryland	'83	5842	19680	180	18644	3297	1084	1304	345	156	132	8138	58589	'83	Maryland
	'82	4122	12818	228	12898	2791	1972	778	275	136	103	6111	41332	'82	
Massachusetts	'83	5445	17827	328	13121	5086	1183	2929	429	54	109	8186	54231	'83	Massachusetts
	'82	4230	10970	257	9858	3533	868	1703	396	48	87	5662	37612	'82	
Michigan	'83	13614	43759	205	42447	16471	1670	3416	173	258	132	4832	127978	'83	Michigan
	'82	10093	35236	135	28082	9298	1112	2904	247	165	31	3856	91159	'82	
Minnesota	'83	4824	24279	380	19128	4373	1358	1477	384	814	180	4752	61789	'83	Minnesota
	'82	4238	17315	268	16385	3195	961	877	311	492	44	3019	47105	'82	
Mississippi	'83	1854	11335	226	11290	3048	507	401	259	282	41	5158	35298	'83	Mississippi
	'82	1854	9754	113	9177	1313	522	446	202	186	57	3922	29364	'82	
Missouri	'83	6433	22704	362	22181	7834	1868	1579	114	182	45	7128	69587	'83	Missouri
	'82	5216	16891	250	17393	5885	925	1402	125	216	59	5614	53976	'82	
Montana	'83	1008	6453	83	5358	1809	140	454	38	240	46	1786	17389	'83	Montana
	'82	933	4409	45	4693	1833	190	372	20	175	29	1566	14265	'82	
Nebraska	'83	1722	8077	413	8880	2384	1123	658	82	1152	133	1797	27239	'83	Nebraska
	'82	1392	7098	413	7869	2035	911	435	123	802	116	1420	22614	'82	
Nevada	'83	1543	4435	14	3308	1540	71	503	12	23	9	3384	14812	'83	Nevada
	'82	1542	3359	26	3049	1154	176	438	8	35	21	3031	12839	'82	
New Hampshire	'83	1947	5087	44	6671	2052	686	825	78	32	37	3613	20649	'83	New Hampshire
	'82	1477	3966	38	4640	1479	333	579	122	23	20	2849	15526	'82	
New Jersey	'83	8431	20642	531	15204	4868	1490	2249	1188	297	375	7433	62418	'83	New Jersey
	'82	8145	15949	425	13415	3648	1287	1758	850	222	253	5932	51884	'82	
New Mexico	'83	1899	10235	48	9011	3493	338	904	41	174	11	4882	29624	'83	New Mexico
	'82	1785	8465	44	8195	3499	417	754	113	160	21	4292	27745	'82	
New York	'83	14998	34229	473	31029	9885	3284	4875	1058	133	232	13881	111159	'83	New York
	'82	13165	26518	449	26624	7530	3026	3333	1029	211	230	9010	91125	'82	
North Carolina	'83	5201	24819	711	25663	5617	1862	2966	421	711	317	16138	83626	'83	North Carolina
	'82	4070	16671	302	18932	4461	960	1550	399	464	173	11515	59497	'82	
North Dakota	'83	1844	4313	50	4828	1361	134	278	64	86	9	1957	13223	'83	North Dakota
	'82	1286	4168	40	5200	1354	261	293	52	102	8	1014	13796	'82	
Ohio	'83	9537	31857	357	34083	7857	1959	1883	584	481	211	8286	96324	'83	Ohio
	'82	7784	23932	228	27586	6674	1767	1684	643	387	158	6202	76925	'82	
Oklahoma	'83													'83	Oklahoma
	'82													'82	
Oregon	'83	2893	12295	342	13251	3377	440	572	84	366	92	11871	45583	'83	Oregon
	'82	2485	7122	306	9033	2842	342	527	88	209	82	8692	31938	'82	
Pennsylvania	'83	11101	38832	482	29786	6959	2748	4186	1333	429	225	10784	106776	'83	Pennsylvania
	'82	9667	28952	359	24379	6003	2607	3568	1430	391	181	10004	87541	'82	
Rhode Island	'83	783	1980	20	1342	653	112	323	89	19	11	1592	6744	'83	Rhode Island
	'82	573	1420	28	1002	392	103	224	55	10	11	928	4746	'82	
South Carolina	'83	2566	11137	108	10786	3354	504	967	230	284	83	8448	38182	'83	South Carolina
	'82	2137	8296	115	8549	2008	650	483	195	136	42	5342	27953	'82	
South Dakota	'83	796	3626	77	4253	804	198	386	14	136	22	988	11241	'83	South Dakota
	'82	715	2647	98	3468	701	193	247	19	63	20	636	8807	'82	
Tennessee	'83	4247	17949	490	17629	6188	934	1114	337	441	186	9382	58844	'83	Tennessee
	'82	3725	13982	294	14099	4282	811	1122	306	286	493	7387	46787	'82	
Texas	'83	25398	101838	1076	118439	31348	4312	6970	1328	1496	422	32961	323482	'83	Texas
	'82	21551	106701	1195	120096	32921	5162	6492	1912	1893	491	27735	326149	'82	
Utah	'83	1720	7827	124	6836	2477	134	960	62	197	26	3982	23845	'83	Utah
	'82	1429	4791	60	5219	2486	211	641	98	235	14	3561	18745	'82	
Vermont	'83	781	2567	13	2989	988	169	453	68	17	15	1526	9686	'83	Vermont
	'82	675	2008	5	2183	884	174	413	46	9	3	1174	7574	'82	
Virginia	'83	7187	24421	175	18829	5181	948	2788	670	291	222	13189	73833	'83	Virginia
	'82	6025	16281	141	13782	3538	722	1901	591	126	140	9646	52993	'82	
Washington	'83	2974	14838	144	15097	3442	469	818	131	422	81	11585	49782	'83	Washington
	'82	2604	10116	141	11338	3293	440	496	106	320	25	9526	38407	'82	
West Virginia	'83	2316	9740	13	9431	1483	424	916	115	27	47	2241	26733	'83	West Virginia
	'82	2161	7678	18	8039	1662	587	1165	260	45	58	2372	24045	'82	
Wisconsin	'83	5310	19904	218	15809	5281	1213	1140	310	402	292	4383	53372	'83	Wisconsin
	'82	4561	13063	218	10364	3913	956	1023	226	308	135	3295	38062	'82	
Wyoming	'83	1132	5103	19	4447	1688	98	553	20	88	27	1393	14428	'83	Wyoming
	'82	1149	4479	27	4276	1862	182	532	22	108	37	1391	14065	'82	
Federal Government	'83	8558	8552		7836	869	1873	315	267	1	523	29	29548	'83	Federal Government
	'82	10534	3494		3320	749	1958	920	572	1	8	40	21196	'82	
Motor Homes	'83		2972		7427	296						849	11535	'83	Motor Homes
	'82		1173		19332	1011						559	22075	'82	
United States Total	'83	253687	942560	13999	964872	247979	98526	78453	16838	15998	6197	439448	2979986	'83	United States Total
	'82	228252	733120	10252	758107	212908	45902	62097	15590	13125	4666	346452	2430471	'82	

Registrations for the State of Oklahoma are not available.

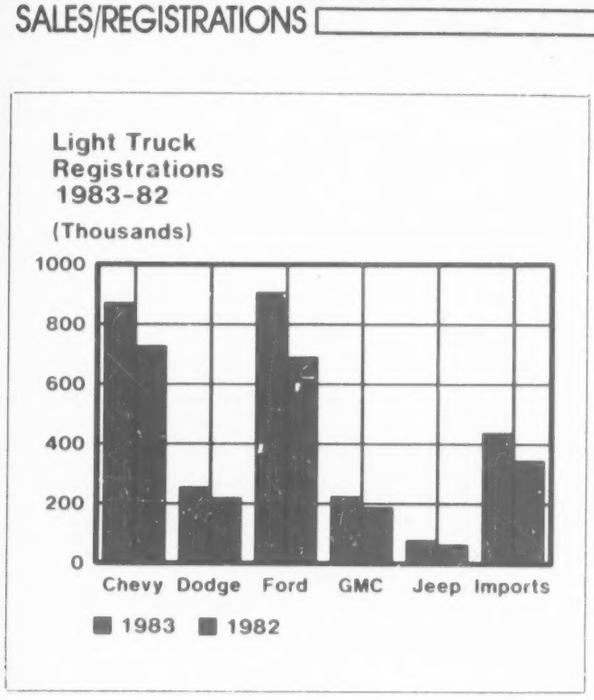
U. S. NEW-CAR REGISTRATIONS BY MAKE SINCE WORLD WAR II

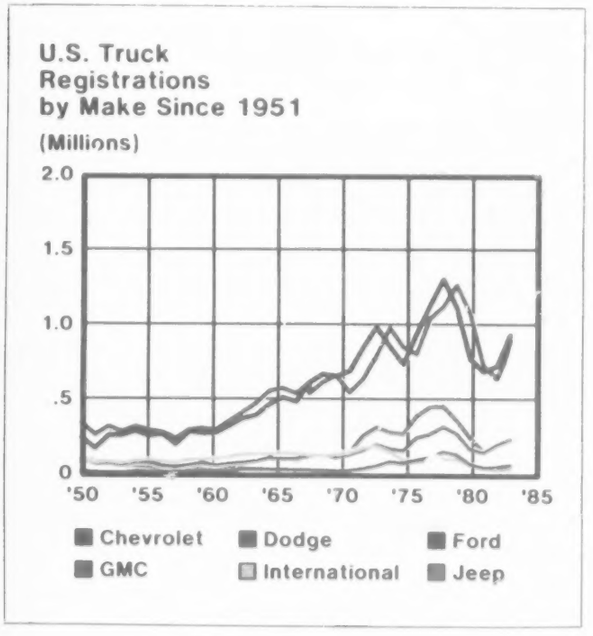
	Nash	Hudson	Rambler	American Motors	Plymouth	Dodge	DeSoto	Chrysler	Imperial	Chrysler Corp.	Ford	Mercury	Edsel	Lincoln	Ford Motor Co.
1946	85,169	72,484	.....	.....	211,800	135,488	54,420	65,532	.....	467,240	326,822	61,187	.....	10,798	398,807
1947	102,808	83,344	.....	.....	313,118	209,552	72,966	93,871	.....	689,507	532,646	111,198	.....	24,081	667,925
1948	104,156	109,497	.....	.....	347,174	213,923	82,454	105,315	.....	748,866	486,888	137,512	.....	32,638	567,038
1949	135,328	137,907	.....	.....	527,915	273,530	103,516	130,516	.....	1,035,272	806,766	186,629	.....	57,691	1,031,086
1950	162,224	134,219	13,498	.....	547,367	300,104	115,023	151,300	.....	1,113,794	1,166,118	318,217	.....	34,318	1,518,653
1951	93,675	96,847	46,360	.....	542,649	298,603	112,643	149,435	.....	1,103,330	862,309	233,339	.....	25,816	1,121,464
1952	91,304	78,509	51,216	.....	433,134	246,464	91,677	113,392	.....	884,667	732,481	185,883	.....	29,110	947,474
1953	97,527	66,797	39,823	.....	600,447	288,812	122,342	153,756	.....	1,165,357	1,116,267	287,717	.....	39,169	1,443,153
1954	41,116	34,806	35,613	118,553	381,078	154,789	76,739	101,741	.....	714,347	1,400,440	269,926	.....	36,251	1,706,617
1955	37,197	20,522	72,227	136,753	647,352	284,323	118,062	156,458	.....	1,206,195	1,573,882	371,837	.....	35,017	1,980,736
1956	25,271	11,822	70,867	115,105	483,756	220,208	100,766	106,853	10,460	922,043	1,375,343	274,603	.....	44,162	1,694,108
1957	9,474	4,596	91,469	117,330	595,503	257,488	103,915	106,436	33,017	1,096,359	1,493,617	260,573	26,681	37,298	1,818,169
1958	.....	.....	186,373	186,373	391,104	135,538	47,894	58,573	14,823	647,932	1,028,893	136,295	38,601	26,605	1,230,394
1959	.....	.....	363,372	363,372	390,104	167,277	42,488	64,424	18,498	682,791	1,471,249	157,972	40,778	28,815	1,698,814
1960	.....	.....	422,273	422,273	445,590	356,572	23,063	79,752	16,360	921,337	1,420,352	308,239	.....	20,711	1,749,302
1961	.....	.....	370,685	370,685	299,683	225,945	.....	94,387	11,747	631,762	1,330,235	309,098	.....	31,126	1,670,459
1962	.....	.....	423,104	423,104	301,158	238,053	.....	114,131	13,558	666,900	1,471,514	321,817	.....	31,533	1,824,864
1963	.....	.....	428,346	428,346	426,332	379,026	.....	114,062	15,266	934,686	1,559,108	288,884	.....	31,517	1,879,509
1964	.....	.....	379,412	379,412	492,775	462,551	.....	137,029	21,157	1,113,512	1,749,014	311,574	.....	36,897	2,097,485
1965	.....	.....	324,669	324,669	624,779	521,783	.....	202,559	17,214	1,366,335	1,998,385	331,367	.....	42,363	2,372,388
1966	.....	.....	.....	265,712	598,160	543,560	.....	230,182	14,609	1,386,511	1,991,520	308,049	.....	49,324	2,348,893
1967	.....	.....	.....	237,785	627,173	491,919	.....	206,399	15,901	1,341,392	1,520,711	295,511	.....	35,218	1,851,440
1968	.....	.....	.....	259,346	709,823	581,476	.....	220,786	15,778	1,527,863	1,803,271	367,515	.....	57,486	2,228,272
1969	.....	.....	.....	239,937	658,987	538,381	.....	211,727	18,860	1,427,955	1,880,384	352,137	.....	58,835	2,291,356
1970	.....	.....	.....	254,327	681,760	504,097	.....	153,168	10,753	1,349,778	1,848,669	310,375	.....	56,654	2,215,698
1971	.....	.....	.....	245,805	687,115	545,785	.....	156,195	12,089	1,401 184	1,913,033	384,152	.....	66,092	2,363,277
1972	.....	.....	.....	301,973	709,884	562,985	.....	178,951	14,321	1,466,141	2,058,676	396,186	.....	94,434	2,549,296
1973	.....	.....	.....	392,102	748,699	587,937	.....	163,075	12,809	1,512,520	2,137,123	413,677	.....	116,115	2,666,915
1974	.....	.....	.....	329,431	597,276	462,672	.....	107,802	12,252	1,180,202	1,756,811	330,513	.....	84,693	2,172,017
1975	.....	.....	.....	307,618	404,408	344,697	.....	212,809	4,764	966,678	1,481,169	332,173	.....	91,496	1,904,838
1976	.....	.....	.....	247,032	526,957	460,647	.....	271,061	411	1,259,076	1,665,619	408,121	.....	115,801	2,189,541
1977	.....	.....	.....	182,539	436,027	448,128	.....	303,480	.....	1,187,635	1,791,414	489,160	.....	172,853	2,453,427
1978	.....	.....	.....	157,797	394,534	427,946	.....	189,631	.....	1,112,111	1,769,077	560,299	.....	178,873	2,508,249
1979	.....	.....	.....	156,926	323,225	367,387	.....	243,842	.....	934,454	1,475,178	498,326	.....	128,262	2,101,766
1980	.....	.....	.....	150,878	236,522	250,556	.....	138,385	.....	625,463	1,046,887	326,361	.....	72,740	1,445,988
1981	.....	.....	.....	133,455	335,691	311,824	.....	87,165	4,940	739,620	975,312	340,868	.....	61,775	1,377,955
1982	.....	.....	.....	108,706	243,519	252,183	.....	169,275	2,603	667,580	889,470	316,293	.....	87,820	1,293,583
1983	.....	.....	.....	190,797	258,684	307,633	.....	252,911	1,264	820,492	1,034,732	395,041	.....	97,206	1,526,979

	Kaiser	Fraser	Willys	Kaiser-* Fraser	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	General Motors	Packard**	Studebaker**	Imports	Misc. Dom.	TOTAL
1946	3,501	1,873	2,329	5,374	126,322	23,666	329,601	93,094	113,109	685,792	36,435	58,051	.....	3,515	1,815,196
1947	55,571	51,158	23,400	106,729	246,115	53,379	640,709	180,078	206,411	1,326,692	47,875	102,123	.....	16,828	3,167,231
1948	108,367	57,994	21,408	166,361	244,762	59,379	709,609	175,531	226,939	1,418,220	77,843	143,120	.....	.....	3,400,954
1949	57,995	15,827	28,576	73,822	372,425	80,880	1,301,466	269,351	321,033	2,075,155	97,771	199,460	12,291	11,714	4,838,342
1950	100,171	11,884	33,926	112,055	535,806	101,825	1,420,399	372,519	440,528	2,871,078	73,155	268,229	16,337	9,271	6,326,438
1951	103,658	.....	26,049	103,658	392,285	97,093	1,067,042	273,472	337,821	2,167,713	66,999	205,514	20,828	8,466	5,060,903
1952	71,306	.....	41,016	71,306	310,806	87,806	852,542	218,189	266,351	1,735,694	66,346	157,902	29,299	3,661	4,158,394
1953	34,210	.....	42,433	76,643	454,320	98,612	1,342,480	305,593	385,692	2,586,697	71,079	161,257	28,961	13,080	5,738,989
1954	10,012	.....	17,002	27,014	613,497	110,328	1,417,453	407,150	358,167	2,806,595	38,396	95,914	25,385	3,766	5,535,437
1955	959	.....	6,267	7,226	737,879	141,038	1,640,681	589,515	530,007	3,639,120	52,103	95,761	51,658	356	7,169,908
1956	.....	.....	.....	.....	529,371	132,952	1,565,399	437,899	358,668	3,024,286	28,396	78,402	91,042	3,866	5,955,248
1957	.....	.....	.....	.....	394,553	141,209	1,456,288	371,596	319,719	2,683,365	5,189	62,565	195,036	4,329	5,982,342
1958	.....	.....	.....	.....	263,981	122,651	1,234,414	306,566	229,831	2,157,443	.....	47,798	365,305	19,269	4,654,513
1959	.....	.....	.....	.....	245,909	135,387	1,419,131	360,525	382,137	2,543,089	.....	133,382	614,131	5,696	6,041,275
1960	.....	.....	.....	.....	267,837	149,593	1,696,925	355,798	399,646	2,869,799	.....	106,244	498,785	8,910	6,576,650
1961	.....	.....	.....	.....	290,623	142,195	1,589,734	328,586	372,871	2,724,009	.....	72,155	378,622	7,055	5,854,747
1962	.....	.....	.....	.....	400,267	151,528	2,078,029	440,995	528,654	3,599,473	.....	77,877	339,160	7,485	6,938,863
1963	.....	.....	.....	.....	454,237	159,233	2,161,653	474,786	606,791	3,866,700	.....	64,570	385,624	7,282	7,556,717
1964	.....	.....	.....	.....	481,043	151,638	2,124,905	513,134	687,902	3,958,622	.....	26,073	484,131	5,915	8,065,150
1965	.....	.....	.....	.....	608,620	189,661	2,424,358	608,930	631,448	4,663,017	.....	12,042	569,415	6,046	9,313,912
1966	.....	.....	.....	.....	569,131	196,498	2,158,811	580,550	630,856	4,335,846	.....	.....	658,123	7,636	9,008,488
1967	.....	.....	.....	.....	565,313	209,546	1,978,758	551,274	634,146	4,139,037	.....	.....	779,220	8,440	8,357,421
1968	.....	.....	.....	.....	627,159	205,593	2,060,249	624,262	677,382	4,394,645	.....	.....	985,767	7,969	9,403,862
1969	.....	.....	.....	.....	677,319	243,905	2,060,202	642,889	759,605	4,419,920	.....	.....	1,061,617	5,739	9,446,524
1970	.....	.....	.....	.....	493,207	165,042	1,668,288	461,732	544,715	3,332,984	.....	.....	1,230,961	4,456	8,388,204
1971	.....	.....	.....	.....	726,542	253,002	2,195,345	666,958	680,097	4,521,944	.....	.....	1,293,743	4,673	9,830,626
1972	.....	.....	.....	.....	646,526	257,795	2,289,407	729,153	712,775	4,635,656	.....	.....	1,529,402	5,326	10,487,794
1973	.....	.....	.....	.....	696,333	285,709	2,455,063	808,889	807,546	5,053,540	.....	.....	1,719,913	6,002	11,350,995
1974	.....	.....	.....	.....	428,194	219,993	1,973,706	519,082	504,081	3,645,056	.....	.....	1,369,148	5,240	8,701,094
1975	.....	.....	.....	.....	489,290	256,135	1,749,877	604,882	478,142	3,578,326	.....	.....	1,500,928	3,452	8,261,840
1976	.....	.....	.....	.....	700,778	293,716	2,035,858	867,485	706,460	4,604,297	.....	.....	1,446,637	4,902	9,751,485
1977	.....	.....	.....	.....	735,396	325,724	2,205,566	953,875	800,230	5,020,791	.....	.....	1,976,512	5,330	10,826,234
1978	.....	.....	.....	.....	762,532	335,053	2,294,990	967,896	857,083	5,217,554	.....	.....	1,946,094	4,299	10,946,104
1979	.....	.....	.....	.....	687,182	307,897	2,106,404	931,836	774,525	4,807,844	.....	.....	2,351,053	4,652	10,356,695
1980	.....	.....	.....	.....	707,544	212,557	1,725,874	807,000	612,794	4,065,769	.....	.....	2,469,180	3,659	8,760,937
1981	.....	.....	.....	.....	718,304	224,458	1,437,091	830,892	546,936	3,757,681	.....	.....	2,431,680	3,528	8,443,919
1982	.....	.....	.....	.....	713,671	240,197	1,222,624	775,702	481,149	3,413,343	.....	.....	2,268,631	2,499	7,754,342
1983	.....	.....	.....	.....	818,256	291,552	1,310,503	971,229	536,404	3,927,944	.....	.....	2,457,357	617	8,924,186

* Became Kaiser-Willys in 1953. **Became Studebaker-Packard in 1955.

SALES/REGISTRATIONS





U. S. TRUCK REGISTRATIONS BY MAKE AND GVW, 1983 VS. 1982

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	'83	.....	.....	.....	.....	.....	.....	.....	992	992
	'82	.....	.....	.....	.....	.....	.....	.....	596	596
CHEVROLET	'83	491,968	377,945	21,212	.....	282	5,735	7,079	451	904,672
	'82	412,255	314,103	18,549	.....	372	5,223	6,948	657	758,107
(Memo-Units)#	'83	330,583	151,345	.....	.....	.....	.....	.....	.....	481,928
	'82	244,509	107,467	.....	.....	.....	.....	.....	.....	351,976
DODGE	'83	153,088	100,412	.....	.....	.....	.....	.....	.....	253,500
	'82	143,893	74,165	20	.....	.....	.....	.....	.....	218,078
(Memo-Units)#	'83	98,029	72,352	.....	.....	.....	.....	.....	.....	170,381
	'82	90,138	52,183	.....	.....	.....	.....	.....	.....	142,321
FORD	'83	329,925	575,921	.....	.....	.....	10,467	18,714	7,541	942,568
	'82	250,724	439,217	.....	.....	.....	12,999	21,124	9,056	733,120
(Memo-Units)#	'83	261,992	214,273	.....	.....	.....	.....	.....	.....	476,265
	'82	145,994	167,592	.....	.....	.....	.....	.....	.....	313,586
FREIGHTLINER	'83	.....	.....	.....	.....	.....	.....	.....	11,111	11,111
	'82	.....	.....	.....	.....	.....	.....	.....	7,292	7,292
GMC	'83	109,321	114,677	720	.....	634	6,255	9,079	7,284	247,970
	'82	89,782	96,475	923	.....	1,001	4,429	12,430	7,868	212,908
(Memo-Units)#	'83	65,957	45,876	.....	.....	.....	.....	.....	.....	111,833
	'82	44,291	28,773	.....	.....	.....	.....	.....	.....	73,064
INTERNATIONAL	'83	.....	.....	.....	.....	.....	19,702	11,443	19,381	50,526
	'82	.....	.....	.....	.....	.....	17,148	11,782	16,972	45,902
JEEP	'83	50,702	25,751	.....	.....	.....	.....	.....	.....	76,453
	'82	36,635	25,462	.....	.....	.....	.....	.....	.....	62,097
(Memo-Units)#	'83	50,702	21,770	.....	.....	.....	.....	.....	.....	72,472
	'82	36,635	20,008	.....	.....	.....	.....	.....	.....	56,643
KENWORTH	'83	.....	.....	.....	.....	.....	.....	.....	7,972	7,972
	'82	.....	.....	.....	.....	.....	.....	.....	7,344	7,344
MACK	'83	.....	.....	.....	.....	.....	2,119	901	12,018	15,038
	'82	.....	.....	.....	.....	.....	2,021	690	12,879	15,590
MERCEDES-BENZ	'83	.....	.....	.....	.....	.....	1,921	967	.....	2,888
	'82	.....	.....	.....	.....	.....	1,976	984	.....	2,960
PETERBILT	'83	.....	.....	.....	.....	.....	.....	.....	8,026	8,026
	'82	.....	.....	.....	.....	.....	.....	.....	5,781	5,781
PLYMOUTH*	'83	6,797	3,390	.....	.....	.....	.....	.....	.....	10,187
	'82	6,288	3,886	.....	.....	.....	.....	.....	.....	10,174
VOLVO	'83	.....	.....	.....	.....	.....	.....	1,010	631	1,641
	'82	.....	.....	.....	.....	.....	.....	536	227	763
WESTERN STAR	'83	.....	.....	.....	.....	.....	.....	.....	322	322
	'82	.....	.....	.....	.....	.....	.....	.....	638	638
WHITE	'83	.....	.....	.....	.....	.....	.....	.....	3,242	3,242
	'82	.....	.....	.....	.....	.....	.....	.....	2,669	2,669
MISCELLANEOUS**	'83	430,476	7,321	10	360	7	.....	233	1,041	439,448
	'82	337,797	7,161	.....	13	11	1	163	1,306	346,452
TOTALS	'83	1,572,277	1,205,417	21,942	360	923	46,199	49,426	80,012	2,976,556
	'82	1,277,374	960,469	19,492	13	1,384	43,797	54,657	73,285	2,430,471

★—No registrations for Oklahoma, 1983 and 1982; November-December New York totals compiled from manufacturers' sales records.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.

—Compiled from R. L. Polk & Co. data

U. S. TRUCK REGISTRATIONS SINCE 1951

	BROCKWAY	CHEVROLET	DIAMOND REO	DODGE	FORD	FREIGHTLINER*	GMC	INTERNATIONAL	JEEP	KENWORTH	MACK	PETERBILT	WHITE†	TOTAL
1951	2,182	350,344	4,508	106,600	250,802	.....	100,285	95,184	24,292	668	9,794	301	12,260	1,003,850
1952	1,752	272,249	3,420	102,129	179,523	.....	79,612	92,788	20,356	705	7,138	236	10,858	812,099
1953	2,080	327,960	3,398	82,345	266,027	.....	82,296	95,404	17,712	747	6,890	332	12,261	930,312
1954	1,340	293,079	2,701	60,658	267,799	.....	66,644	84,222	17,523	697	6,098	344	10,340	829,101
1955	1,144	329,791	3,697	66,208	295,900	.....	84,877	100,441	27,252	1,182	10,932	424	14,372	957,101
1956	884	302,145	4,037	57,651	263,753	.....	82,266	108,014	23,488	1,239	13,190	609	15,137	894,366
1957	738	290,960	3,472	49,431	277,301	.....	62,165	96,956	22,005	980	13,312	486	12,491	858,085
1958	959	247,470	2,929	37,037	206,787	.....	55,950	89,745	22,523	813	11,865	393	12,142	726,784
1959	1,196	306,237	3,008	52,278	292,931	.....	69,509	109,053	30,864	715	13,473	595	15,497	942,133
1960	1,103	316,962	2,421	43,606	280,501	.....	82,546	110,349	31,385	1,400	10,876	810	14,179	943,485
1961	979	306,175	1,795	40,147	284,214	.....	69,596	116,538	32,644	1,135	8,618	714	13,199	918,608
1962	1,074	366,506	1,820	55,593	332,328	.....	80,590	130,959	30,426	1,316	10,353	1,158	15,151	1,068,725
1963	1,206	425,406	2,072	75,025	382,099	.....	87,814	145,105	44,339	1,997	12,099	1,462	16,438	1,244,224
1964	1,100	483,853	1,992	98,030	404,999	.....	99,148	148,008	44,385	2,347	12,064	1,812	16,609	1,361,772
1965	1,047	567,473	2,486	116,639	477,068	.....	118,273	148,195	42,415	2,876	13,127	2,023	18,954	1,528,859
1966	1,288	585,561	2,874	120,082	522,307	.....	115,122	155,586	42,890	3,472	15,014	2,374	20,683	1,610,450
1967	1,248	551,923	3,913	101,458	494,921	.....	113,982	150,946	39,757	2,912	13,434	2,230	17,458	1,518,426
1968	1,298	626,858	3,539	139,205	624,894	.....	133,308	140,948	38,486	4,008	14,932	3,023	19,905	1,775,601
1969	1,507	670,890	4,151	130,446	679,237	.....	139,449	137,888	36,017	5,592	15,855	3,630	21,321	1,888,812
1970	1,655	557,997	3,964	137,509	666,613	5,867	125,657	143,195	33,984	5,320	17,740	3,457	12,139	1,790,177
1971	1,685	647,258	4,107	159,778	700,635	6,495	144,112	158,194	36,354	6,739	15,582	4,296	10,622	1,993,186
1972	2,061	802,755	4,332	269,333	858,630	9,244	174,794	189,210	50,926	9,232	20,005	5,698	11,312	2,513,952
1973	2,267	991,099	4,757	325,051	995,156	12,483	213,797	199,875	68,227	11,601	24,075	6,869	13,906	3,029,074
1974	2,508	860,358	4,032	292,213	865,000	11,713	183,755	161,375	96,835	10,489	22,710	8,428	13,582	2,656,918
1975	1,451	815,595	1,589	282,271	747,807	6,237	170,186	111,352	85,111	5,633	13,718	4,801	7,137	2,397,417
1976	1,264	1,052,436	387	399,644	950,933	7,075	255,360	100,657	107,487	8,024	14,696	5,839	7,348	3,058,009
1977	802	1,133,201	5	460,623	1,139,224	9,928	280,776	108,753	124,843	12,330	22,994	9,453	10,844	3,509,328
1978	37	1,275,787	.....	464,470	1,314,251	11,725	329,185	116,574	163,548	14,345	27,390	9,454	13,292	3,963,340
1979	2	1,085,855	.....	371,970	1,123,605	14,308	283,329	116,739	145,583	14,893	29,265	8,693	12,512	3,472,209
1980	.....	737,788	95	256,829	784,132	11,473	181,252	74,484	81,923	11,163	21,743	7,008	7,664	2,476,777
1981	.....	650,460	.....	166,363	697,213	9,095	160,703	61,792	58,257	10,379	19,698	6,654	2,857	2,185,489
1982	.....	758,107	.....	218,078	733,120	7,292	212,908	45,902	62,097	7,344	15,590	5,781	2,669	2,430,471
1983	.....	904,672	.....	253,500	942,568	11,111	247,970	50,526	76,453	7,972	15,038	8,026	3,242	2,976,556

*Freightliner included in White total until 1970. †White total includes Autocar and Western Star.

Source: R. L. Polk & Co.

MARKET SHARES BY CORPORATION, U. S. REGISTRATIONS, SINCE WORLD WAR II

Year	GM	Ford	Chrysler	AMC*	Studebaker-Packard*	Kaiser-Frazer, Willys	Miscellaneous Domestic	Imports
1946	37.78	21.97	25.74	8.68	5.21	0.42	0.20	—
1947	41.89	21.09	21.77	5.88	4.73	4.11	0.53	—
1948	40.63	18.82	21.45	6.12	6.33	5.38	0.81	0.46
1949	42.89	21.31	21.40	5.65	6.14	2.12	0.24	0.25
1950	45.48	24.00	17.61	4.90	5.40	2.30	0.15	0.26
1951	42.83	22.16	21.80	4.68	5.38	2.57	0.17	0.41
1952	41.74	22.78	21.27	5.31	5.39	2.71	0.09	0.71
1953	45.07	25.15	20.31	3.55	4.05	1.34	0.02	0.51
1954	50.70	30.83	12.90	2.01	2.43	0.47	0.07	0.59
1955	50.76	27.63	16.82	1.81	2.06	0.10	0.01	0.81
1956	50.78	28.45	15.48	1.81	1.76	—	0.07	1.65
1957	44.85	30.39	18.33	1.77	1.13	—	0.07	3.46
1958	43.36	26.44	13.92	4.01	1.08	—	0.07	8.12
1959	42.10	28.12	11.30	6.01	2.21	—	0.09	10.17
1960	43.64	26.60	14.01	6.42	1.62	—	0.13	7.58
1961	46.53	28.53	10.79	6.33	1.23	—	0.12	6.47
1962	51.87	26.30	9.61	6.10	1.12	—	0.11	4.89
1963	51.04	24.87	12.37	5.67	0.85	—	0.10	5.10
1964	49.08	26.01	13.81	4.71	0.32	—	0.07	6.00
1965	50.07	25.47	14.67	3.49	0.13	—	0.06	6.11
1966	48.13	26.08	15.39	2.95	0.06	—	0.08	7.31
1967	49.53	22.15	16.05	2.85	—	—	0.10	9.32
1968	46.73	23.70	16.25	2.76	—	—	0.08	10.48
1969	46.79	24.25	15.12	2.54	—	—	0.06	11.24
1970	39.73	26.42	16.09	3.03	—	—	0.05	14.68
1971	45.16	23.52	13.71	2.50	—	—	0.05	15.06
1972	44.40	24.39	13.80	2.83	—	—	0.05	14.53
1973	44.32	23.50	13.33	3.45	—	—	0.05	15.15
1974	41.89	24.96	13.56	3.79	—	—	0.06	15.74
1975	43.31	23.06	11.70	3.72	—	—	0.04	18.17
1976	47.22	22.45	12.91	2.53	—	—	0.05	14.84
1977	46.37	22.66	10.97	1.89	—	—	0.04	18.26
1978	47.67	22.91	10.16	1.44	—	—	0.05	17.78
1979	46.42	20.29	9.02	1.52	—	—	0.05	22.70
1980	46.41	16.51	7.14	1.72	—	—	0.04	28.18
1981	44.50	16.32	8.76	1.58	—	—	0.04	28.80
1982	44.02	16.68	8.61	1.09	—	—	0.03	29.57
1983	44.01	17.11	9.19	2.14	—	—	0.01	27.54

*—And predecessors

NEW-CAR REGISTRATIONS OVERSEAS

	Austria	Belgium	Denmark	Italy	Japan	Netherlands	Norway	Sweden	Switzerland	UK	W. Germany
Alfa Romeo	2,880	4,291	358	104,182	.....	4,465	70	810	7,254	7,763	12,062
BL	462	5,120	123	27,093	.....	7,976	.....	.....	2,263	332,725	5,772
BMW	8,522	10,026	2,364	28,237	.....	14,833	2,083	4,113	11,006	25,178	155,683
Citroen	6,892	22,648	4,752	57,921	.....	23,333	.....	2,816	10,310	25,751	41,749
Daihatsu	1,041	1,899	2,858	.....	112,214	4,827	1,047	1,065	1,242	5,198	6,290
FSO	.....	.....	.....	.....	.....	108	.....	.....	.....	4,439	.....
Fiat	14,568	21,005	6,220	876,130	.....	30,061	2,733	5,571	23,365	49,715	101,517
Ford	21,681	26,413	17,253	72,276	.....	49,696	16,216	21,556	24,268	518,048	287,999
GM	33,961	37,966	15,971	55,371	.....	24,873	14,579	20,934	35,738	262,141	448,637
Honda	4,146	8,999	1,126	.....	245,117	10,815	3,277	2,986	6,951	18,796	30,766
Hyundai	.....	919	.....	.....	.....	3,276	.....	.....	.....	3,412	.....
Lada	1,639	14,925	4,900	.....	.....	2,593	3,208	2,244	229	19,225	8,281
Mazda	27,228	11,559	12,616	.....	244,535	19,952	14,043	12,269	11,989	17,638	58,567
Mercedes-Benz	7,928	8,456	892	13,350	.....	8,905	1,714	5,854	5,295	13,506	246,160
Mitsubishi	4,582	9,993	999	.....	189,356	14,075	3,765	1,614	.....	9,145	37,516
Nissan	16,368	17,433	7,220	.....	833,103	23,382	7,552	5,862	14,369	104,684	46,038
Nueva Innocenti	.....	.....	.....	13,723	.....	.....	.....	.....	.....	.....	.....
Peugeot	8,717	23,011	3,569	43,010	.....	25,284	3,544	3,905	13,598	21,342	29,285
Pininfarina	.....	.....	.....	.....	.....	.....	.....	.....	232	.....	614
Porsche	538	516	.....	.....	.....	213	.....	209	1,420	3,333	12,176
Renault	12,051	27,687	667	161,642	.....	29,196	483	2,222	14,730	62,923	89,652
Rolls-Royce	.....	.....	.....	.....	.....	.....	.....	.....	98	633	.....
Saab	516	1,165	2,159	.....	.....	3,677	2,178	29,270	1,301	9,490	3,718
Skoda	867	2,881	7,977	.....	.....	2,997	494	375	250	11,059	1,578
Subaru	3,808	2,309	247	.....	.....	3,598	1,225	638	7,570	3,627	5,604
Suzuki	1,068	3,150	13	.....	90,969	11,355	.....	.....	4,059	3,356	14,120
Talbot*	.....	.....	.....	.....	.....	.....	.....	.....	.....	58,153	20,977
Toyota	12,017	22,342	10,963	.....	1,247,546	19,837	8,419	8,646	18,577	31,683	56,000
VW-Audi	52,099	44,368	6,088	91,147	.....	38,059	12,206	22,125	40,443	100,727	686,052
Volvo	3,877	6,961	4,394	17,299	.....	22,101	8,344	62,012	6,508	61,250	15,261
Zastava	.....	.....	25	.....	.....	1,726	.....	.....	.....	4,634	.....
Others	391	1,820	2,290	20,155	35,284	1,212	81	27	1,296	2,125	3,719
TOTAL	247,847	338,933	116,238	1,582,027	3,135,611	459,131	109,672	217,123	273,886	1,791,699	2,426,774

*Included in Peugeot total, except UK and W. Germany.

Products/Specifications

Performance blitzkrieg in new car lines

In 1983 car and truck manufacturers continued their much-touted multi-billion dollar spending programs to bring new and exciting models to market. As the auto industry moved into the 1984 model year it became evident that performance had made a comeback. Performance became a prime selling feature in dealer showrooms once again.

Several new sporty models were launched last fall. Hailed as the first American-built mid-engine sports car, the all-new wedge-shaped Pontiac Fiero was introduced. For Chrysler there is the sleek new front-wheel-drive Laser with an all-electronic instrument cluster and transverse mounted engine.

For Dodge there is a new performance car, the Daytona. The four-place hatchback is equipped with multi-point fuel injection and the Chrysler water-cooled turbocharger. For American Motors a sporty new subcompact hatchback version of the Alliance, the Encore, made its debut.

A new Mustang SVO, a turbocharged version of the EXP for small car buffs and a new diesel engine are new offerings for Ford Division. New for Mercury in 1984 are the Cougar XR7 and Capri turbocharged models and new diesel-engine options for Topaz and Lynx models.

Among Lincoln's offerings for 1984 are a new upgraded Continental Mark VII and, later in the year, a turbocharged diesel for the Continental and Continental Mark VII.

For 1984 General Motors has added station wagons for the A-cars —Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Ciera and Buick Century. The wagons are available in two-seat and three-seat versions. The return of the Cadillac Eldorado convertible after an eight-year absence highlights the 1984 Cadillac product line.

The performance blitzkrieg shows itself in the specifications chart with more fuel-injected engines, more turbocharged engines, more four-barrel carburetors, higher compression ratios, numerically higher final-drive ratios and increased horsepower and torque ratings.

The carburetor is rapidly becoming obsolete, replaced with fuel-injection systems. And fuel-injection systems are becoming more sophisticated, with simple throttle-body systems.

One or more new high-performance engine options are offered by every auto maker. General Motors and Ford Motor Co. each offer an engine developing in excess of 200 horsepower for 1984. Chrysler and Ford are leading the domestic charge toward turbocharged engines.

As has been the trend since the late '70s, the specification chart shows the continued switch from rear-wheel-drive to front-wheel-drive in all size classes.

At the opening of the 1984 model year the domestic auto makers had 286 models. The total is down from the 296 offered in the 1983 model year. The current 286 consist of 144 for GM, 81 for Ford Motor, 42 for Chrysler Corp., 15 for American Motors-Renault and four for Volkswagen.

At the end of the 1983 model year, the domestic list showed 137 models for GM, 93 for Ford, 43 for Chrysler, 16 for AMC-Renault and seven for Volkswagen for a total of 296.

U. S. 1984 model passenger-car specifications

Make and Model	Dimensions									Engine							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. in ft.)
AMERICAN MOTORS—Eagle Sedan 4	109.3	180.9	72.3	54.4	3280	38.1	40.8	59.6	57.6	L4	3.88 x 3.19	2.5/150	2V	9.2	NA	NA	22	6.5	4	3.54	4	15	37.2
Eagle Wagon 6	109.3	180.9	72.3	54.6	3433	38.1	40.8	59.6	57.6	L6	3.75 x 3.9	4.2/258	2V	9.2	NA	NA	22	14	5	2.73	4	15	37.2
BUICK—Skyhawk 2-dr. (Turbo OHC)	101.2	175.3	62	54	2400	37.7	42.1	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	8	150 @ 5600	150 @ 2800	13.6	8	4	3.65	F	13	34.7
Skyhawk 4-dr.	101.2	175.3	62	54	2436	38.5	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	86 @ 4900	100 @ 3000	13.6	9.6	5	4.1	F	13	34.7
Skyhawk wagon (OHC)	101.2	175.3	62	54	2507	38.5	42.2	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	9	84 @ 5200	102 @ 2800	13.6	7.9	5	3.45	F	13	34.7
Skylark 2-dr. 4	104.9	181.1	69.1	53.7	2531	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	132 @ 2800	14.6	8.3	4	3.32	F	13	39.4
Skylark 4-dr. V-6	104.9	181.1	68.9	53.7	2580	38.2	42.2	58.7	57	V-6	3.5 x 2.99	2.8/173	2V	8.4	112 @ 5100	148 @ 2400	15.1	10.6	5	3.32	F	13	39.4
Regal 2-dr. V-6	108.1	200.6	71.6	54.5	3172	37.8	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13	5	2.41	R	14	38.6
Regal 4-dr. V-6	108.1	200.6	71.6	55.4	3260	38.7	42.8	58.5	57.8	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	18.1	12.9	5	3.08	R	14	38.6
Regal Wagon (diesel)	108.1	196.7	71.2	56.5	3500	38.8	42.8	58.5	57.7	V-6	4.06 x 3.39	4.3/263	F.I.	21.6	85 @ 3600	165 @ 1600	18.2	NA	5	2.29	R	14	38.6
Century 2-dr. 4	104.9	189.1	67.7	53.6	2690	38.6	42.1	58.7	56.8	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	15.7	8.9	4	2.39	F	14	38.5
Century 4-dr. V-6	104.9	189.1	67.7	53.6	2819	38.6	42.1	58.7	56.8	V-6	3.8 x 2.66	3.0/181	2V	8.4	110 @ 4800	145 @ 2600	15.7	12.1	5	2.53	F	13	38.5
Century Wagon (diesel)	104.9	191	69.4	54.2	2940	38.6	42.1	58.7	56.8	V-6	4.06 x 3.39	4.3/263	F.I.	21.6	85 @ 3600	165 @ 1600	16.6	13.2	NA	3.06	F	14	38.5
Riviera V-6	114	206.6	71.5	53.7	3679	37.9	42.8	59.3	60	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	21.1	13	5	3.15	F	15	39.9
LeSabre 2-dr. V-6	115.9	218.4	76.2	56	3635	38.5	42.2	61.8	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25	13	5	2.73	R	15	40.3
LeSabre 4-dr. V-8	115.9	218.4	76.2	56.7	3700	39.5	42.2	61.8	60.7	V-8	3.8 x 3.39	5.0/305	4V	8.0	140 @ 3800	240 @ 1600	25	13	5	2.73	R	15	40.3
Electra Sedan FWD	110.8	197.4	72.1	54.2	3243	39.3	42.4	60.3	59.7	V-6	3.8 x 3.4	3.8/231	F.I.	8.0	125 @ 4400	195 @ 2000	8	12.4	5	2.84	F	14	39.4
Electra 2-dr. V-6	118.9	221.3	75.9	56.8	3803	38.5	42.2	61.8	60.6	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	24	13	5	3.23	R	15	40.3
Electra 4-dr. V-8	118.9	221.3	75.9	57.7	3862	39.5	42.2	61.8	60.6	V-8	3.8 x 3.39	5.0/305	4V	8.0	140 @ 3800	240 @ 1600	25	15.6	5	2.73	R	15	40.3
Electra Wagon (diesel)	115.9	220.5	79.3	59.6	4300	39.6	42.2	62.2	64	V-8	4.05 x 3.39	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600	22	15.6	8	2.93	R	15	40.5
OPTIONAL ENGINES: Skylark (High Output)										V-6	3.5 x 3	2.8/173	2V	8.94	135 @ 5400	145 @ 2400							
Century										V-6	3.8 x 3.4	3.8/231	F.I.	8.0	125 @ 4400	195 @ 2000							
Riviera (turbo)										V-6	3.8 x 3.4	3.8/231	F.I.		190 @ 4000	300 @ 2400							
Regal (turbo)										V-6	3.8 x 3.4	3.8/231	4V	8.0	200 @ 4000	300 @ 2400							
LeSabre										V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000							
Riviera										V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600							
LeSabre. Riviera (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600							
CADILLAC—Cimarron	101.2	173.1	65	52	2583	38.2	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	8.3	5	3.83	F	13	38.2
Seville	114	204.8	70.9	54.3	3804	38.1	42.8	59.3	60.6	V-8	3.47 x 3.31	4.1/249	F.I.	8.5	135 @ 4400	200 @ 2200	20.3	12	6	3.15	F	15	42.2
Eldorado	114	204.5	70.6	54.3	3734	37.9	42.8	59.3	60.6	V-8	3.47 x 3.31	4.1/249	F.I.	8.5	135 @ 4400	200 @ 2200	20.3	12	6	3.15	F	15	42.2
'85 Coupe deVille/Fleetwood	110.8	195	71.7	55	3324	39.3	42.4	60.3	59.8	V-8	3.47 x 3.31	4.1/249	F.I.	8.5	135 @ 4400	200 @ 2200	18	12.4	5	3.15	F	14	39.4
Coupe deVille	121.5	221	75.4	54.6	3935	38.1	42	61.7	60.7	V-8	3.47 x 3.31	4.1/249	F.I.	8.5	135 @ 4400	200 @ 2200	24.5	10.8	5	3.42	R	15	44.1
Fleetwood Sedan	121.5	221	75.3	56.7	4029	39	42	61.7	60.7	V-8	3.47 x 3.31	4.1/249	F.I.	8.5	135 @ 4400	200 @ 2200	24.5	10.8	5	3.42	R	15	44.1
Limousine	144.5	244.3	75.3	56.9	4765	39	42	61.7	60.7	*	3.8 x 4.06	6.0/368	F.I.	8.2	140 @ 3800	265 @ 1400	24.5	NA	NA	3.08	R	15	51.2
OPTIONAL ENGINES: Eldorado, deVille, Brougham, Seville (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.7	105 @ 3200	200 @ 1600							
*—V-8-6-4 Modulated Displacement engine																							
CHEVROLET—Chevette 2-dr.	94.3	161.9	61.8	52.8	2090	37.8	41.7	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	9	65 @ 5200	80 @ 3200	12.5	9	5	3.36	R	13	30.2
Chevette 4-dr. (diesel)	97.3	164.9	61.8	52.8	2321	37.9	41.7	51.2	51.2	L4	3.31 x 3.23	1.8/111	F.I.	2.2	51 @ 5000	72 @ 2000	12.5	9	6	3.36	R	13	30.8
Cavalier 2-dr.	101.2	172.4	66	51.9	2369	37.7	42.1	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	9.6	5	3.32	F	13	34.7
Cavalier 4-dr.	101.2	174.3	66.3	53.8	2389	38.5	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	9.6	5	3.32	F	13	34.7
Cavalier Hatchback	101.2	172.4	66	51.7	2418	37.6	42.1	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	9.6	5	3.32	F	13	34.7
Cavalier Wagon	101.2	174.5	66.3	54.3	2461	38.4	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	9.6	5	3.32	F	13	34.7
Citation II 2-dr. 4	104.9	176.7	68.3	53.9	2456	38.1	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	9	92 @ 4000	134 @ 2800	14.6	8.8	4	3.32	F	13	36.1
Citation II 4-dr. V-6	104.9	176.7	68.3	53.9	2570	38.1	42.2	58.7	57	V-6	3.5 x 2.99	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	15.1	10.7	5	3.32	F	13	36.1
Camaro 4	101	187.8	72.8	50	2892	37	43	60.7	61.6	L4	4 x 3	2.5/151	F.I.	9	92 @ 4000	134 @ 2800	15.8	9.3	4	3.42	R	14	36.9
Camaro V-6	101	187.8	72.8	50	2958	37	43	60.7	61.6	V-6	3.5 x 2.99	2.8/173	2V	8.5	107 @ 4800	145 @ 2100	16.2	12.9	5	3.42	R	14	36.9
Monte Carlo V-6	108	200.4	71.8	54.4	3177	37.6	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4000	190 @ 1600	18.1	15.1	5	2.41	R	14	37.1
Monte Carlo V-8	108	200.4	71.8	54.4	3292	37.6	42.8	58.5	57.8	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 4000	240 @ 2400	18.1	16.4	6	2.29	R	14	37.1
Celebrity 2-dr. 4	104.9	188.3	69.3	54.3	2668	38.8	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	9	92 @ 4000	134 @ 2800	15.7	9.8	4	3.65	F	13	36.9
Celebrity 4-dr. V-6	104.9	188.3	69.3	53.9	2775	38.6	42.1	58.7	57	V-6	3.5 x 2.99	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	16.4	12.5	5	2.84	F	13	36.9
Celebrity Wagon (diesel)	104.9	188.3	69.3	54.3	3116	38.6	42.1	58.7	57	V-6	4.06 x 3.39	4.3/263	F.I.	22.8	85 @ 3600	165 @ 1600	16.6	13	6	2.66	F	14	37
Chevrolet 4-dr. V-6	116	212.2	75.4	56.4	3486	39.5	42.2	61.7	60.7	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4000	190 @ 1600	25	14.2	5	2.73	R	15	38.7
Chevrolet Wagon V-8	116	215.1	79.3	58.1	4069	39.6	42.2	62.2	64.1	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 4000	240 @ 2400	22	15.5	6	2.73	R	15	39.7
Corvette	96.2	176.5	71	46.6	3192	36.4	42.6	59.6	60.4	V-8	4 x 3.48	5.7/350	F.I.	9	205 @ 4200	290 @ 4200	20	14.7	5	3.07	R	16	40.1
OPTIONAL ENGINES: Citation II, Celebrity										V-6	3.5 x 2.99	2.8/173	2V	8.9	135 @ 5400	145 @ 2400							
Camaro										V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 4000	240 @ 2400							
Monte Carlo (SS)										V-8	3.74 x 3.48	5.0/305	4V	9.5	180 @ 4800	235 @ 3200							
Camaro (Z-28)										V-8	3.74 x 3.48	5.0/305	4V	9.5	190 @ 4800	240 @ 3200							
Chevrolet Monte Carlo (diesels)										V-8	4 x 3.39	5.7/350	F.I.	22.1	105 @ 3200	200 @ 1600							
CHRYSLER—Laser	97	175	69.3	50.3	2550	37.1	42.4	57.6	57.2	L4	3.44 x 3.62	2.2/135	F.I.	9	99 @ 5600	121 @ 3200	14	8.7	5	2.57	F	14	33.5
LeBaron 4-dr.	100.3	179.8	68.5	53	2560	38.6	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	9	96 @ 5200	119 @ 3200	14	8.7	5	2.57	F	14	34.8
LeBaron Wagon 4	100.1	179.6	68.5	52.7	2730	38.5	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.7	101 @ 4800	140 @ 2800	14	8.7	5.5	3.02	F	14	34.8
LeBaron Executive Sedan	124	203.4	68.5	53	3007	38.1	42.3	57.6	57.2	L4	3.59 x 3.86	2.6/156	2V	8.7	101 @ 4800	140 @ 2800	14	8.7	5.5	3.02	F	14	34.8
New Yorker (turbo)	103.3	185.7	68.3	52.9	2793	38.5	42.5	57.6	57	L4	3.44 x 3.62	2.2/135	F.I.	8.1	140 @ 5200	160 @ 3600	14	8.7	5	3.02	F	14	35.6
E-Class	103.3	187.2	68.3	52.9	2595	38.7	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	F.I.	9	99 @ 5600	121 @ 3200	14	8.7	5	3.02	F	14	35.6
Fifth Avenue	112.7	206.7	74.2	55.3	3747	39.3	42.5	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.7	130 @ 4000	235 @ 1600	18	15	5	2.26	R	15	40.7
OPTIONAL ENGINES:																							
LeBaron (turbo)										L4	3.44 x 3.62	2.2/135	F.I.	8.1	140 @ 5600	160 @ 3600							
Laser (turbo)										L4	3.44 x 3.62	2.2/135	F.I.	8.1	140 @ 5600	160 @ 3600							
E-Class, New Yorker										L4	3.59 x 3.86	2.6/156	2V	8.7	101 @ 4800	140 @ 2800							
DODGE—Charger 1.6-liter	96.6	174.8	66.7	50.8	2224	37.2	42.5	56.1	55.9	L4	3.17 x 3.07	1.6/97.1	2V	8.8	64 @ 4800	87 @ 2800	13	7	4.5	2.69	F	13	37.3
Charger 2.2	96.6	174.8	66.7	50.8	2271	37.2	42.5	56.1	55.9	L4	3.44 x 3.62	2.2/135	2V	9	101 @ 5200	124 @ 3200	13	8.7	5	2.57	F	14	37.3
Shelby Charger	96.6	174.7	66.7	50.2	2410	37.2	42.5	56.1	55.9	L4	3.44 x 3.62	2.2/135	2V	9.6	110 @ 5600	129 @ 3600	13	8.7	5	2.78	F	14	37.3
Omni 4-dr. 2.2-liter	99.1	164.8	65.8	53.1	2211	38.1	42.1	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	9	96 @ 5200	119 @ 3200	13	8.7	5	2.20	F	13	38.1
Omni 4-dr. GLH	99.1	164.8	65.8	53.1	2211	38.1	42.1	56.1	55.9	L4	3.44 x 3.62	2.2/135	2V	9.6	110 @ 5600	129 @ 3600	13	8.7	5	2.78	F	15	38.1
Aries 4-dr. 2.2 liter	100.3	176.1	68.6	52.7	2382	38.6	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	9	96 @ 5200	119 @ 3200	14	8.7	5	2.69	F	13	34.8
Aries Wagon 2.6 liter	100.3	176.2	68.6	52.4	2540	38.5	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.7	101 @ 4800	140 @ 2800	14	8.7	5.5	3.02	F	13	34.8
Daytona	97	175	69.3	50.3	2567	37.1	42.4	57.6	57.2	L4	3.44 x 3.62	2.2/135	F.I.	9	99 @ 5600	121 @ 3200	14	8.7	5	2.57	F	14	33.5
600 2-dr.	100.3	181.3	68.5	52.6	2506	38.2	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	9	96 @ 5200	119 @ 3200	14	8.7	5	2.57	F	14	34.8
600 4-dr.	103.3	187.4	68.3	52.9	2553	38.7	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	F.I.	9	99 @ 5600	121 @ 3200	14	8.7	5	3.02	F	14	35.6
Diplomat Sedan 6	112.7	205.7	74.2	55.3	3556	39.3	42.5	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.7	130 @ 4000	235 @ 1600	18	15	5	2.26	R	15	40.7
OPTIONAL ENGINES: 600										L4	3.59 x 3.86	2.6/156	2V	8.7	101 @ 4800	140 @ 2800							
600, Daytona (turbos)										L4	3.44 x 3.62	2.2/135	F.I.	8.1	142 @ 5600	160 @ 3600							

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PRODUCTS/SPECIFICATIONS

U. S. 1984 model passenger-car specifications

Make and Model	Dimensions									Engine							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/ cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase w/Filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. in ft.)
FORD—EXP (H.O.)	94.2	170.3	65.9	50.5	2212	36.6	41.7	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	9	80 @ 5400	88 @ 3000	13	6.7	4.5	3.73	F	13	35.7
Escort 2-dr.	94.2	163.9	65.9	53.3	2080	38.1	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	9	70 @ 4600	88 @ 2600	13	6.7	4	3.04	F	13	35.7
Escort 4-dr. (H.O.)	94.2	163.9	65.9	53.4	2146	38.1	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	9	80 @ 5400	88 @ 3000	13	6.7	4.5	3.73	F	13	35.7
Escort Wagon (EFI)	94.2	165	65.9	53.3	2177	38.1	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	F.I.	9	84 @ 5200	90 @ 2800	13	6.7	4.5	3.73	F	13	35.7
Mustang 2-dr. 4	100.5	179.1	69.1	51.9	2664	37.2	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	1V	9	88 @ 4000	122 @ 2400	15.4	10.2	5	3.08	R	14	37.4
Mustang 3-dr. V-6	100.5	179.1	69.1	51.9	2854	37.2	41.7	56.6	57	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3800	205 @ 1600	15.4	12.2	5	2.73	R	14	37.4
Tempo 2-dr.	99.9	176.2	66.2	52.5	2373	3.76	41.5	54.7	57.6	L4	3.7 x 3.3	2.3/140	1V	9	84 @ 4400	118 @ 2600	14	N.A.	N.A.	3.04	F	13	38.5
Tempo 4-dr.	99.9	176.2	66.2	52.7	2443	3.76	41.5	54.7	57.6	L4	3.7 x 3.3	2.3/140	1V	9	84 @ 4400	118 @ 2600	14	N.A.	N.A.	3.04	F	13	38.5
Thunderbird	104	197.6	71.1	53.2	3069	37.7	42	58.1	58.5	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	21	12.2	5	3.45	R	14	38.6
LTD Sedan 4	105.6	196.5	71	53.8	3001	38.7	41.9	56.6	57	L4	3.78 x 3.13	2.3/140	1V	9	88 @ 4000	122 @ 2400	16	8.6	5	3.27	R	14	39.1
LTD Wagon V-6	105.6	196.5	71	54.4	3152	39.1	41.9	56.6	57	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	16	12.2	5	3.27	R	14	39.1
Ford 4-dr. V-8	114.3	211.1	77.5	55.3	3730	37.9	42.1	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600	18	13.3	5	3.08	R	14	39.1
Ford Wagon V-8 (dual exhaust)	114.3	215	79.3	56.8	3936	38.8	42.1	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	155 @ 3600	265 @ 2000	18.5	13.3	5	3.08	R	14	39.1
OPTIONAL ENGINES: EXP, Escort (turbos)										L4	3.15 x 3.13	1.6/97.6	F.I.	8	120 @ 5200	120 @ 3400							
Escort, Topaz (diesels)										L4	3.39 x 3.39	2.0/121	F.I.	22.5	52 @ 3600	82 @ 2400							
LTD (propane)										L4	3.78 x 3.13	2.3/140	1V	10	88 @ 4000	122 @ 2400							
Mustang, Thunderbird (turbos)										L4	3.78 x 3.13	2.3/140	F.I.	8	145 @ 4600	180 @ 3600							
Mustang (SVO turbo)										L4	3.78 x 3.13	2.3/140	F.I.	8	175 @ 4400	210 @ 3000							
Mustang, LTD (H.O.)										V-8	4 x 3	5.0/302	F.I.	8.3	165 @ 3800	245 @ 2000							
Mustang (H.O.)										V-8	4 x 3	5.0/302	4V	8.3	175 @ 4000	245 @ 2200							
Mustang (H.O., after Dec. 1, 1983)										V-8	4 x 3	5.0/302	4V	8.3	205 @ 4400	265 @ 3200							
Thunderbird										V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600							
HONDA—Accord 4-dr.	96.5	175.4	65.2	54.1	2271	38.7	41.3	56.9	55.9	L4	3.15 x 3.58	1.8/107	3V	9	86 @ 5800	98 @ 3500	15.8	6.3	4	3.00	F	13	34.1
LINCOLN—Mark VII	108.5	202.8	70.9	54	3625	37.8	42	58.4	59	V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600	22.3	13.3	5	3.08	R	15	40
Lincoln 4-dr. (dual exhaust)	117.3	219	78.1	55.9	4062	39	43.5	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	155 @ 3600	265 @ 2000	18	13.3	5	3.08	R	15	40
Continental	108.5	200.7	73.6	55.5	3750	38.5	42	58.4	59	V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600	22.3	13.3	5	3.08	R	15	40.1
OPTIONAL ENGINES: Mark VII, Continental (turbo diesels)										L6	3.15 x 3.19	2.4/146	F.I.	23	115 @ 4800	155 @ 2400							
Lincoln 4-dr. (dual exhaust)										V-8	4 x 3	5.0/302	F.I.	8.4	155 @ 3600	265 @ 2000							
MERCURY—Lynx 2-dr.	94.2	163.9	65.9	53.3	2087	38.1	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	9	70 @ 4600	88 @ 2600	13	6.7	4.5	3.04	F	13	35.7
Lynx 4-dr. (H.O.)	94.2	163.9	65.9	53.4	2149	38.1	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	9	80 @ 5400	88 @ 3000	13	6.7	4.5	3.73	F	13	35.7
Lynx Wagon (EFI)	94.2	165	65.9	53.3	2182	38	41.5	54.7	56	L6	3.15 x 3.13	1.6/97.6	F.I.	9	84 @ 5200	90 @ 2800	13	6.7	4.5	3.73	F	13	35.7
Capri 4	100.5	179.1	69.1	51.9	2743	37.2	41.7	56.6	57	L4	3.78 x 3.12	2.3/140	1V	9	88 @ 4000	122 @ 2400	15.4	10.2	5	3.08	R	14	37.4
Capri 6	100.5	179.1	69.1	51.9	2887	37.2	41.7	56.6	57	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	15.4	12.2	5	2.73	R	14	37.4
Topaz 2-dr.	99.9	176.5	66.2	52.5	2379	37.6	41.5	54.7	57.6	L4	3.7 x 3.3	2.3/140	1V	9	84 @ 4400	118 @ 2600	14	N.A.	N.A.	3.04	F	13	38.5
Topaz 4-dr.	99.9	176.5	66.2	52.7	2447	37.6	41.5	54.7	57.6	L4	3.7 x 3.3	2.3/140	1V	9	84 @ 4400	118 @ 2600	14	N.A.	N.A.	3.04	F	13	38.5
Cougar V-6	104	197.6	71.1	53.4	3065	37.8	42	58.1	58.5	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	21	12.2	5	2.73	R	14	39.4
Marquis Sedan 4	105.6	196.5	71	53.8	2928	38.7	41.9	56.6	57	L4	3.78 x 3.12	2.3/140	1V	9	88 @ 4000	122 @ 2400	16	8.6	5	3.27	R	14	39.1
Marquis Wagon V-6	105.6	196.5	71	54.4	3128	39.1	41.9	56.6	57	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	16	12.2	5	3.27	R	14	39.1
Mercury 4-dr. V-8	114.3	214	77.5	55.2	3780	37.9	42.1	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600	18	13.3	5	3.08	R	14	39.1
Mercury Wagon V-8 (dual exhaust)	114.3	218	79.3	56.8	3981	38.8	42.1	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	155 @ 3600	265 @ 2000	18.5	13.3	5	3.08	R	14	39.1
OPTIONAL ENGINES: Lynx (turbo)										L4	3.15 x 3.13	1.6/97.6	F.I.	8	120 @ 5200	120 @ 3400							
Lynx, Topaz (diesels)										L4	3.39 x 3.39	2.0/121	F.I.	22.5	52 @ 3600	82 @ 2400							
Marquis (propane)										L4	3.78 x 3.13	2.3/140	1V	10	88 @ 4000	122 @ 2400							
Capri, Cougar (turbos)										L4	3.78 x 3.12	2.3/140	F.I.	8	145 @ 4600	180 @ 3600							
Capri, Marquis (H.O.)										V-8	4 x 3	5.0/302	F.I.	8.3	165 @ 3800	245 @ 2000							
Capri (H.O.)										V-8	4 x 3	5.0/302	4V	8.3	175 @ 4000	245 @ 2200							
Capri										V-8	4 x 3	5.0/302	4V	8.3	205 @ 4400	265 @ 3200							
Cougar										V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600							
OLDSMOBILE—Firenza 2-dr. (OHC)	101.2	174.3	65	51.7	2412	37.2	42.1	55.4	55.2	L4	3.34 x 3.13	1.8/112	F.I.	9	84 @ 5200	102 @ 2800	14	8	4.5	3.83	F	13	34.4
Firenza 4-dr.	101.2	176.2	65	53.7	2418	38.2	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/122	F.I.	9.3	88 @ 4800	110 @ 2400	14	9.6	5	4.10	F	13	34.4
Firenza Wagon	101.2	176.2	65	55.2	2496	38.1	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/112	F.I.	9.3	88 @ 4800	110 @ 2400	14	9.6	5	4.10	F	13	34.4
Omega 2-dr. 4	104.9	182.8	69.8	53.7	2503	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	92 @ 4000	134 @ 2800	14.6	9.3	4	3.32	F	13	38.4
Omega 4-dr. V-6	104.9	182.8	69.8	53.7	2612	38.2	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	15.1	10.5	5	3.32	F	13	38.4
Cutlass Supreme 2-dr. V-6	108.1	200	71.6	54.9	3204	37.9	42.8	58.5	57.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	19.8	13	5	2.41	R	14	38.2
Cutlass 4-dr. V-8	108.1	200.4	71.9	55.9	3451	38.7	42.8	58.5	57.8	V-8	3.8 x 3.39	5.0/307	4V	8	140 @ 3600	240 @ 1600	18.2	14.9	5	2.14	R	14	38.2
Cutlass Ciera 2-dr. 4	104.9	188.4	69.5	54.1	2691	38.6	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	92 @ 4000	134 @ 2800	15.7	9.1	4	2.39	F	14	38.1
Cutlass Ciera 4-dr. V-6	104.9	188.4	69.5	54.1	2814	38.6	42.1	58.7	57	V-6	3.8 x 2.66	3.0/181	2V	8.4	110 @ 4800	145 @ 2600	15.7	13.6	5	2.53	F	14	38.1
Ciera Wagon (diesel)	104.9	191	69.5	54.5	3069	38.6	42.1	58.7	57	V-6	4.06 x 3.39	4.3/263	F.I.	22.8	85 @ 3600	165 @ 1600	16.6	12.6	6	2.53	F	14	38.1
Toronado V-6	114	206	71.4	54.6	3704	37.9	42.8	59.3	60	V-6	**3.97 x 3.4**	**4.1/252**	**4V**	**8.0**	**125 @ 4000**	**205 @ 2000**	21	13.1	5	3.15	F	15	40.4
Toronado V-8	114	206	71.4	54.6	3887	37.9	42.8	59.3	60	V-8	**3.8 x 3.39**	**5.0/307**	**4V**	**8.0**	**140 @ 3600**	**240 @ 1600**	21.1	16.4	5	2.73	F	15	40.4
Delta 88 Sedan V-6	115.9	218.1	76.3	56.7	3531	39.5	42.2	61.7	60.7	V-6	**3.8 x 3.4**	**3.8/231**	**2V**	**8.0**	**110 @ 3800**	**190 @ 1600**	25	13	5	2.73	R	15	39.1
98 Regency Brougham FWD	110.8	196.4	71.4	55.1	3167	39.3	42.4	60.3	59.8	V-6	4.06 x 3.39	3.8/231	F.I.	8.0	125 @ 4400	195 @ 2000	18	13.7	6	2.33	F	14	39.4
98 Sedan V-8 (diesel)	119	221.1	76.3	57.2	4248	39.5	42.2	61.7	60.7	V-8	4.06 x 3.39	5.7/350	F.I.	22.7	105 @ 3200	200 @ 1600	26	18.3	7	2.93	R	15	40
Custom Cruiser V-8	115.9	220.3	79.8	58.5	4128	39.6	42.2	62.1	64.1	V-8	**3.8 x 3.39**	**5.0/307**	**4V**	**8.0**	**140 @ 3600**	**240 @ 1600**	22	15.6	5	2.73	R	15	39.2
OPTIONAL ENGINES: Cutlass 98 (diesel)										V-6	4.06 x 3.39	4.3/263	F.I.	22.8	85 @ 3600	165 @ 1600							
Ciera										V-6	3.8 x 3.4	3.8/231	F.I.	8	125 @ 4000	205 @ 2000							
Toronado, 88, Ninety-Eight, Custom Cruiser, Cutlass (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.7	105 @ 3200	200 @ 1600							
Omega (H.O.)										V-6	3.5 x 3	2.8/173	2V	8.9	130 @ 5400	145 @ 2400							
PLYMOUTH—Horizon 4-dr. 1.6	99.1	164.8	65.8	53.1	2151	38.1	42.1	56.1	55.6	L4	3.17 x 3.07	1.6/97.1	2V	8.8	64 @ 4800	87 @ 2800	13	7	4.5	2.69	F	13	37.3
Horizon 4-dr. 2.2	99.1	164.8	65.8	53.1	2197	38.1	42.1	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	9	96 @ 5200	119 @ 3200	13	8.7	5	2.20	F	13	38.1
Turismo 2.2	96.6	174.8	66.7	50.8	2332	37.2	42.5	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	9	101 @ 5200	124 @ 3200	13	8.7	5	2.57	F	14	37.3
Reliant 4-dr. 2.2 liter	100.3	176.1	68.6	52.7	2361	38.6	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	9	96 @ 5200	119 @ 3200	14	8.7	5	2.69	F	13	34.8
Reliant Wagon 2.6 liter	100.3	176.2	68.6	52.4	2454	38.5	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	101 @ 4800	140 @ 2800	14	8.7	5.6	3.02	F	13	34.8
Gran Fury	112.7	205.7	74.2	55.3	3558	39.3	42.5	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.7	130 @ 4000	235 @ 1600	18	16.5	5	2.94	R	15	40.7
OPTIONAL ENGINES: Horizon, Turismo										L4	3.44 x 3.62	2.2/135	2V	9.6	110 @ 5600	129 @ 3600							
PONTIAC—T1000 4-dr.	97.3	164.8	61.8	52.8	2138	37.9	41.7	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	9	65 @ 5200	80 @ 3200	11.5	9	5	3.36	R	13	30.2
Fiero	93.4	160.7	68.9	46.9	2459	37	43.5	57.8	58.7	L4	4 x 3	2.5/151	F.I.	9	92 @ 4000	134 @ 2800	10.2	13.7	4	41	R	13	38.4
2000 Coupe (OHC)	101.2	173.6	68.6	53.5	2347	37.7	42.1	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	9	84 @ 5200	102 @ 2800	13.6	8	5	3.45	F	13	34.7
2000 Sedan (OHC turbo)	101.2	175.9	68.6	54.8	2431	38.5	42.2	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	8	150 @ 5600	150 @ 2800	13.6	7.8	5	3.65	F	13	34.7
2000 Hatchback 2.0 L	101.2	173.6	68.6	51.9	2421	37.6	42.1	55.4	55.2	L4	3.34 x 3.13	2.0/122	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	9.6	5	4.10	F	13	34.7

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U. S. 1984 model passenger-car specifications

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Make and Model	Dimensions: Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Engine: Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Capacities: Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Miscellaneous: Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. in ft.)
2000 Wagon 2.0 L	101.2	175.8	65	51.9	2480	38.3	42.1	55.4	55.2	L4	3.5 x 2.91	2.0/122	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	9.6	5	4.1	F	13	34.7
Phoenix Notchback 4	104.9	182.1	69.1	53.3	2463	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	9	92 @ 4400	132 @ 2800	14.6	9.1	4	3.32	F	13	36.1
Phoenix Hatchback V-6	104.9	183.1	69.1	53.1	2609	38.1	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	15.1	10.7	5	3.32	F	13	36.1
Firebird 4	101	189.9	72.4	49.7	2859	37	43	60.7	61.6	L4	4 x 3	2.5/151	F.I.	9	92 @ 4400	132 @ 2800	15.9	9.3	4	3.42	R	14	36.9
Firebird S/E	101	189.9	72.4	49.8	2891	37	43	60.7	61.6	V-6	3.5 x 3	2.8/173	2V	8.9	125 @ 5400	145 @ 2400	16.1	12.9	5	3.23	R	14	36.9
Bonneville Sedan V-6	108.1	200.2	71.6	55.8	3155	38.5	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	12.4	5	2.41	R	14	37.1
Grand Prix V-6	108.1	201.9	72.3	54.7	3207	37.6	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	12.4	5	2.41	A	14	37.1
6000 2-dr. 4	104.9	188.8	72	53.3	2707	38.6	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	9	92 @ 4400	132 @ 2800	15.7	9.7	4	2.39	F	14	40
6000 4-dr. V-6	104.9	188.8	72	53.7	2791	38.6	42.1	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	16.4	12.5	5	2.84	F	14	40
6000 Wagon (diesel)	104.9	192.9	72	60	3159	38.6	42.1	58.7	57	V-6	4.06 x 3.39	4.3/262	F.I.	21.6	85 @ 3600	165 @ 1600	16.6	12.9	6	2.39	F	14	40
Parisienne Sedan	116	212.2	75.3	56.4	3484	39.5	42.2	61.8	60.8	V-6	3.8 x 3.4	3.8/231	2V	8	110 @ 3800	190 @ 1600	25	12.4	5	2.73	R	15	38.7
Parisienne Wagon	116	215.1	79.3	58.1	4080	39.6	42.2	62.2	64.1	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 4000	240 @ 2400	22	16.4	6	2.73	R	15	39.7
OPTIONAL ENGINES: 1000 (diesel)										L4	3.31 x 3.23	1.8/111	F.I.	22	51 @ 5000	72 @ 2000							
Phoenix (H.O.), 6000 STE										V-6	3.5 x 3	2.8/173	2V	8.9	130 @ 5400	145 @ 2400							
Firebird										V-6	3.5 x 3	2.8/173	2V	8.5	107 @ 4800	145 @ 2100							
Firebird, Grand Prix, Bonneville										V-8	3.74 x 3.48	5.0/305	4V	8.5	150 @ 4000	240 @ 2400							
Trans Am (H.O.)										V-8	3.74 x 3.48	5.0/305	4	9.5	190 @ 4800	240 @ 3200							
Grand Prix, Bonneville, Parisienne (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600							
RENAULT/AMC-Alliance	97.8	163.8	65	51.3	2000	37.1	40.8	55.2	52.8	L4	2.99 x 3.03	1.4/85.2	F.I.	9	NA	NA	12.5	4.7	5	3.3	F	13	30.3
Encore 3-dr.	97.8	160.6	65	51.3	2006	37.1	40.8	55.2	52.8	L4	2.99 x 3.03	1.4/85.2	F.I.	9	NA	NA	12.5	4.7	5	3.3	F	13	30.3
VOLKSWAGEN—Rabbit (diesel)	94.5	153.3	63.4	55.5	1943	N.A.	N.A.	54.5	53.5	L4	3.19 x 3.4	1.6/97	F.I.	2.3	72 @ 2000	100 @ 3000	11	7.3	4.7	3.89	F	13	31.2
Rabbit GTI	94.5	153.3	63.4	55.5	2011	N.A.	N.A.	54.7	53.5	L4	3.19 x 3.4	1.8/109	F.I.	8.5	90 @ 5500	100 @ 3000	10	7.3	4.7	3.94	F	14	31.2
OPTIONAL ENGINES: Rabbit										L4	3.13 x 3.4	1.7/105	F.I.	8.2	74 @ 5000	90 @ 3000							
Rabbit										L4	3.13 x 3.4	1.7/105	1V	8	65 @ 5000	88 @ 2800							

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U. S. 1984 model light-duty truck specifications

Make and Model	Dimensions and Capacities: Wheelbase (in.) Standard	Wheelbase (in.) Maximum	Overall Length (in.) Standard	Overall Length (in.) Maximum	Width (in.)	Height (in.)	Gross Vehicle Weight Range (lbs.)	Payload (lbs.) Range	Wheel diameter (in.)	Fuel Tank (U.S. gals.)	Standard Engine: Type	Displacement (liters/cu. in.)	Carburetion	Horsepower	4 WD Availability	Available Engines
AMC/JEEP—CJ-7	93.4	—	153.2	—	65.3	70.9	4,150 -	1,227 -	15	15	14	2.5/150	1V	—	*	4.2/258 L6
Scrambler	103.4	—	166.2	—	63.5	70.8	4,150 -	1,146 -	15	15	I4	2.5/150	1V	—	*	4.2/258 L6
J-10 Pickup	118.8	130.7	194	206	78.9	69	6,200 -	2,156 -	15	18.2	L6	4.2/258	2V	—	*	5.9/380 V-8
J-20 Pickup	130.8	—	206	—	78.9	70	7,600 - 8,400	3,745 -	15	18.2	V-8	5.9/360	2V	—	*	None
Cherokee/Wagoner	101.4	—	165.3	—	70.5	64.1	4,549 -	1,343 -	15	13.5	I4	2.5/150	IV	—		2.8/173 V-6
Grand Wagoner	108.7	—	186.4	—	74.8	66.4	6,200 -	1,659 -	15	20.3	L6	4.2/258	2V	—		5.9/360 V-8
*Selec-Trac (2WD/4WD system is optional)																
DATSUN—Pickup	101.4	110.8	172.8	187	63.4	62	3,700 - 4,800	1,000 - 2,050	14	13.2	4	2.4/146	2V	103	X	2.0/120 (MPG), 2.5/152 (diesel)
King Cab Pickup	110.8	—		—	63.4	61.2	3,700 - 4,330	1,000 - 1,460	14	13.2	4	2.4/146	2V	193	X	2.0/120 (MPG), 2.5/152 (diesel)
DODGE—Rampage	104.2	—	183.6	—	66.8	51.8	3,450 -	1,140 -	13	13	L4	2.2/135	2V	99		None
D100 Pickup	115	131	190.8	210.8	79.5	69	4,800 -	1,295 - 1,570	15	20	L6	3.7/225	IV	95	X	5.2/318 2V V-8, 5.9/360 4V V-8
D150 Pickup	115	131	190.8	210.8	79.5	69	4,800 - 5,850	1,455 - 2,405	15	20	L6	3.7/225	1V	95	X	5.2/318 2V V-8, 5.9/360 4V V-8
D250 Pickup	131	—	210.8	—	79.5	73	6,400 - 7,500	2,535 - 3,510	16	20	L6	3.7/225	1V	95	X	5.2/318 2V V-8, 5.8/360 4V V-8
D350 Pickup	131	165	210.8	224.2	79.5	72	8,510 - 10,500	4,530 - 5,690	16	20	V-8	5.9/360	4V	175	X	None
Caravan	112	—	175.9	—	69.6	64.6	4,600 - Max.	1,700 - Max.	14	15	L4	2.2/135	2V	101		2.6/156 L4
Ramcharger (4WD)	106	—	184.6	—	79.5	73.1	5,850 - 6,200	1,595 -	15	35	V-8	5.2/318	2V	150		5.2/318 (4V)
B150 Van	109.6	127.6	178.9	196.9	79.8	78.3	4,700 - 5,300	1,285 - 1,755	15	36	L4	3.7/225	1V	95		5.2/318 V-8
FORD—Ranger Pickup	107.9	113.9	171.1	183.1	66.9	64	3,780 - 4,420	1,235 - 1,770	14	15.2	14	2.0/121	1V	79	X	2.3/140 14, 2.2 135 (diesel), 2.8/171 V-6
Bronco II 4WD	94	—	158.4	—	68	69	N.A.	N.A.	15	23	V-6	2.8/171	2V	115		None
F-150 Pickup	116.8	133	192.1	230.3	77.2	69.9	4,800 - 6,100	1,400 - 2,510	15	16.5	I6	4.9/300	1V	119	X	5.0/302 V-8, 5.8/351 V-8
F-250 Pickup	133	155	208.3	230.3	77.2	72.3	6,300 - 8,800	2,630 - 4,630	16	19	16	4.9/300	1V	124	X	5.0/302 V-8, 5.8/351 V-8, 6.6/400 V-8, 6.9/421 V-8 (diesel)
F-350 Pickup	133	168.4	208.3	—	77.2	73	8,700 - 10,000	4,145 - 5,680	16	19	V-8	5.8/351	2V	N.A.	X	6.6/400 V-8, 6.9/421 V-8 (diesel)
Bronco 4WD	104.7	—	177.6	—	77.2	74	5,950 -	1,577 -	15	32	I6	4.9/300	1V	120	X	5.0/302 V-8, 5.8/351 V-8
E-150 Van	124	138	186.8	226.8	79.7	80.8	5,250 - 6,350	1,350 - 2,375	15	18	I6	4.9/300	1V	120		5.0/302 V-8, 5.8/351 V-8, 6.9/421 V-8 (diesel)
GENERAL MOTORS: CHEVROLET/GMC																
El Camino/Caballero	117.1	—	201.6	—	71.9	53.8	4,581 - 4,818	1,250 -	14	17.7	V-6	3.8/229	2V	110		5.0/305 V-8, 5.7/350 V-8 (diesel)
S-10/15 Pickup	108.3	117.9	178.2	194.2	64.7	61.2	3,500 - 4,880	1,000 - 1,625	14	13.2	L4	1.9/119	2V	82	X	2.0/121 L4, 2.8/176 V-6, 2.2/137 L4 (diesel)
S-10/15 Extended Cab	122.9	—	192.8	—	64.7	61.2	3,500 - 4,830	1,000 - 1,500	14	13.2	L4	2.0/121	2V	85	X	2.8/176 V-6, 2.2/137 L4 (diesel)
S-10/15 Blazer/Jimmy (4 WD)	100.5	—	170.3	—	64.7	62.6	4,075 - 4,850	1,000 - 1,625	15	13.2	L4	2.0/121	2V	85		2.8/176 V-6
C-10/1500 Pickup	117.5	131.5	191.9	211.8	79.6	69.8	4,900 - 6,100	1,070 - 2,596	15	16	L6	4.1/250	2V	120	X	5.0/305 V-8, 6.2/379 V-8 (diesel)
C-20/2500 Pickup	131.5	164.5	211.8	244.8	79.6	71.6	6,400 - 8,200	2,587 - 3,436	16	20	L6	4.1/250	2V	120	X	4.8/292 L6, 5.0/305 V-8, 5.7/350 V-8, 7.4/454 V-8, 6.2/379 V-8 (diesel)
C-30/3500 Pickup	131.5	164.5	211.8	244.8	79.6	73	9,000 - 10,000	4,187 - 5,340	16	20	L6	4.8/292	1V	115	X	5.7/350 V-8, 7.4/454 V-8, 6.2/379 V-8 (diesel)
Blazer/Jimmy (4 WD)	106.5	—	184.8	—	79.6	73.4	6,100 - 6,250	3,750 -	15	25	V-8	5.0/305	4V	160		6.2/379 V-8 (diesel)
C-10/1500 Suburban	129.5	—	220	—	79.6	72	6,100 - 7,000	N.A.	15	25	V-8	5.0/305	4V	160	X	6.2/379 V-8 (diesel)
C-10/1500 Van	110	125	178.2	202.2	79.5	79.4	4,900 - 6,000	N.A.	15	22	L6	4.1/250	2V	120		5.0/305 V-8, 5.7/350 V-8, 6.2/379 V-8 (diesel)
PLMOUTH—Voyager	112	—	175.9	—	69.6	64.6	4,600 - Max.	1,700 - Max.	14	15	L4	2.2/135	2V	101		2.6//156 L4

PRODUCTS/SPECIFICATIONS

1984 MODEL DOMESTIC CAR BODY FAMILY DESIGNATIONS

Shown on this page are models that are representative of 1984 model car body family designations of General Motors, Ford Motor Co. and Chrysler Corp.

A complete listing of all models in each body family appears on Page 50.

In the accompanying photos, GM models run from the A-body Buick Century at the top of the first column to the Y-body Chevrolet Corvette at the top of the third column. Ford models run from the Erika Ford EXP (second from top, third column) through the third column. Chrysler models are in the fourth column.

A-body: Buick Century

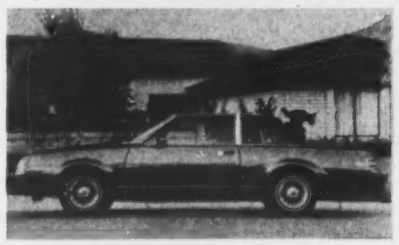
B-body: Pontiac Parisienne

C-body: Oldsmobile Ninety-Eight

D-body: Cadillac Fleetwood Limo

E-body: Oldsmobile Toronado

F-body: Chevrolet Camaro



G-body: Buick Regal

J-body: Pontiac 2000

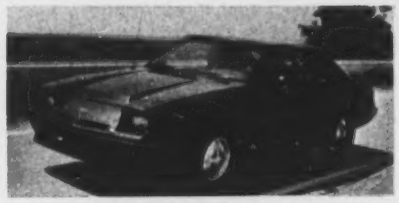
K-body: Cadillac Seville

P-body: Pontiac Fiero

T-body: Chevrolet Chevette

X-body: Buick Skylark

Y-body: Chevrolet Corvette



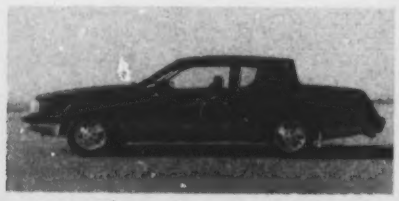
Erika: Ford EXP

Topaz: Mercury Topaz

Fox: Ford Mustang

L-body: Ford LTD

LS-body: Mark VII



S-body: Mercury Cougar

Panther: Ford LTD Crown Victoria

CV-body: Chrysler LeBaron

E-body: Chrysler New Yorker

G-body: Dodge Daytona

K-body: Plymouth Reliant

KC-body: Chrysler Executive Sedan/Limo

L-body: Dodge Omni

M-body: Chrysler Fifth Avenue

S-body: Plymouth Voyager

Domestic car body designations are all in the family

The three largest U. S. auto companies—General Motors, Ford Motor Co. and Chrysler Corp.—expanded the sizes of their families in the 1984 model year.

Car body families, that is. Or, as they are sometimes called, "platforms."

A year before, as the '83 model year got under way, the Big Three had 25 body-family designations. GM had 12, Chrysler seven and Ford six.

As the '84 model year began, they had a total of 28. There were some additions and some deletions. The net result, however, was an addition of one family per company, giving GM 13 platforms, Chrysler eight and Ford seven.

Additions to the '84 families are the GM P-body (Pontiac Fiero), the sporty two-seater that is unique to the GM lineup; the Chrysler G-body (new sporty Dodge Daytona and Chrysler Laser), S-body (the mini van/wagon Plymouth Voyager and Dodge Caravan) and KC-body (Chrysler Executive Sedan/Limo); and Ford Motor Co.'s LS-body (Continental and Continental Mark VII air suspension cars).

There also have been a number of changes and additions of models within various body families at every company.

At GM, the Pontiac Parisienne joined the B-body family that also is comprised of Chevrolet Impala/Caprice Classic, Oldsmobile Delta Eighty-Eight and Buick LeSabre.

At Chrysler, the '83 model J-body designation and cars, Dodge Mirada and Chrysler Cordoba, were dropped in the '84 model year. Also discarded were the Y-body Chrysler Imperial and M-body Chrysler New Yorker.

At Ford Motor Co., the sporty Mercury LN7 coupe was dropped from the Erika platform for '84. Ford Fairmont and Mercury Zephyr were replaced by Ford Tempo and Mercury Topaz models (Topaz platform), and Continental was switched from the L-body designation, and Mark VII from the Panther platform to create a new LS platform.

In all, GM lists 39 different car lines among its 1984 model body family designations, including 10 by Chevrolet, nine by Pontiac, seven each by Oldsmobile and Buick and six by Cadillac.

Ford Motor Co. lists 16 different car lines—seven for Ford Division, six for Mercury and three for Lincoln.

Chrysler Corp. claims 20—five for Plymouth, nine for Dodge and six for Chrysler.

Only the Big Three U. S. auto companies are listed in the accompanying chart of body family designations because American Motors and Volkswagen of America do not use such designations.

1984 MODEL DOMESTIC CAR BODY FAMILY DESIGNATIONS

GENERAL MOTORS

	A	B	C	D	E	F	G	J	K	P	T	X	Y
CHEVROLET	Celebrity	Impala Caprice Classic				Camaro	Malibu Monte Carlo	Cavalier			Chevette	Citation	Corvette
PONTIAC	6000	Parisienne				Firebird	Bonneville Grand Prix	2000		Fiero	1000	Phoenix	
OLDSMOBILE	Ciera	Delta Eighty-Eight	Ninety-Eight		Toronado		Cutlass Supreme	Firenza				Omega	
BUICK	Century	LeSabre	Electra		Riviera		Regal	Skyhawk				Skylark	
CADILLAC			Fleetwood Brougham DeVille	Fleetwood Limousine	Eldorado			Cimarron	Seville				

CHRYSLER CORP.

	CV	E	G	K	KC	L	M	S
PLYMOUTH				Reliant		Horizon Turismo	Gran Fury	Voyager
DODGE	600 Convertible	600 600ES	Daytona	Aries		Omni Charger	Diplomat	Caravan
CHRYSLER	LeBaron	E-Class New Yorker	Laser		Executive Sedan/Limo		Fifth Avenue	

FORD MOTOR CO.

	ERIKA	TOPAZ	FOX	L	LS*	S	PANTHER
FORD	Escort EXP	Tempo	Mustang	LTD		Thunderbird	LTD Crown Victoria
MERCURY	Lynx	Topaz	Capri	Marquis		Cougar	Grand Marquis
LINCOLN					Continental Continental Mark VII		Town Car

*Air suspension models.

Import 1984 model passenger-car specifications

As of April 1, 1984

MAKE AND MODEL	DIMENSIONS									ENGINE						CAPACITY			MISCELLANEOUS				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Read tread (in.)	Number of Cylinders	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Fuel tank (U.S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Standard Transmission	Drive System	Wheel Diameter (in.)	Turning circle (dia. in ft.)
ALFA ROMEO Spider Veloce	88.6	168.8	64.1	48.8	2,548	33.9	29.5	52.1	50.1	4	2.0/119.7	F.I.	9	115@5,500	119.4@2,750	12.2	N.A.	N.A.	4.1	M5	R	14	34.5
GTV-6	94.5	171.2	65.5	52.4	2,823	N.A.	N.A.	54	53.2	V-6	2.5/152	F.I.	9	154@5,500	152@3,200	17	N.A.	N.A.	4.1	M5	R	15	32.8
ASTON MARTIN V-8 Coupe	102.8	189.5	72	52.3	4,100	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	25.2	19.2	12	3.54	M5	R	15	38
Volante Convertible	102.8	189.5	72	54	4,100	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	25.8	19.2	12	3.54	M5	R	15	38
Lagonda	115	207.9	70.5	51.2	4,400	N.A.	N.A.	59	59	V-8	5.3/326	N.A.	N.A.	N.A.	N.A.	33.3	N.A.	N.A.	N.A.	A3	R	15	N.A.
AUDI 4000 4	99.8	176.6	66.2	53.7	2,146	N.A.	N.A.	55.1	55.9	4	1.8/109	F.I.	9	88@5,500	96@3,250	15.8	6.9	4.7	4.11	M5	F	13	32.5
4000 S Quattro	99.4	176.6	66.4	53.8	2,745	N.A.	N.A.	55.4	55.8	5	2.2/136	F.I.	8.5	115@5,500	126@3,000	18.5	8.45	3.7	4.11	M5	4	14	34.8
5000 S	105.8	192.7	71.4	55.7	2,812	N.A.	N.A.	57.8	57.8	5	2.1/131	F.I.	8.2	100@5,500	107@3,000	21.1	8.5	5.3	4.11	M5	F	14	34.0
5000 S Turbo	105.8	192.7	71.4	55.7	3,042	N.A.	N.A.	57.8	57.8	5	2.1/131	F.I.	8.0	140@5,500	149@2,500	21.1	8.5	5.3	3.25	A3	F	15	34.0
5000 S Wagon	105.8	192.7	71.4	55.7	2,954	N.A.	N.A.	57.8	57.8	5	2.1/131	F.I.	8.2	100@5,500	107@3,000	21.1	8.5	5.3	4.11	M5	F	14	34.0
Coupe GT	99.8	177	66.3	53.1	2,507	N.A.	N.A.	55.2	55.9	5	2.1/131	F.I.	8.2	100@5,100	112.4@3,000	15.8	7.4	5.3	4.45	M5	F	14	32.5
Quattro Coupe	99.5	178.2	67.9	52	2,838	N.A.	N.A.	56	57.4	5	2.1/131	F.I.	7	160@5,500	181@3,000	23.8	9.8	4.5	3.89	M5	4	15	34
BERTONE X 1/9	86.7	156.2	61.8	46.4	2,130	N.A.	N.A.	53.3	53.6	4	1.5/91.4	F.I.	8.5	75@5,500	79.2@3,000	12.2	11.6	4.6	4.08	M5	R	13	32.8
BMW 318i Sedan	101.2	176.8	64.8	54.3	2,360	37.7	N.A.	55.4	55.7	4	1.8/107.8	F.I.	9.3	101@5,800	103@4,500	14.5	N.A.	N.A.	3.64	M5	R	14	34.4
325e Sedan	101.2	176.8	64.8	54.3	2,360	37.7	N.A.	55.4	55.7	6	2.7/164	F.I.	9	170@4,250	170@3,250	14.5	N.A.	N.A.	3.64	M5	R	14	34.4
528e Sedan	103.3	189	66	55.7	2,953	37	41.7	56.3	57.9	6	2.7/164	F.I.	9	121@4,250	170@3,250	16.6	12.7	4.5	2.93	M5	R	14	32.8
533i	103.3	189	66	55.7	3,134	37	41.7	56.3	57.9	6	3.2/196	F.I.	8.8	181@6,000	195@4,000	16.6	N.A.	N.A.	3.25	M5	R	390mm	32.8
633CSI Coupe	103.5	193.8	67.9	53.7	3,350	35	41.7	56.3	57.9	6	3.2/196	F.I.	8.8	181@6,000	195@4,000	16.6	12.7	6.1	3.25	M5	R	14	33.1
733i Sedan	110	197.4	70.9	56.3	3,440	36	42.1	59.1	59.7	6	3.2/196	F.I.	8.8	181@6,000	195@4,000	22.5	12.7	6.1	3.25	M5	R	14	34.8
COLT (Plymouth and Dodge) 2-door 1.4L	90.6	156.9	62.4	50	1,865	36.8	40.6	54.1	52.8	4	1.4/86	2V	8.8	64@5,000	78@3,000	10.6	4.8	3.6	3.17	M4	F	13	32.8
4-door 1.6L	93.7	161	62.6	50	1,951	36.8	40.6	54.1	52.8	4	1.6/97.5	2V	8.5	72@5,000	85@3,000	10.6	4.8	4.1	3.47	M 4x2	F	13	32.8
T Colt Hatch Turbo	90.6	156.9	62.4	50	1,865	36.8	40.6	54.1	52.8	4	1.6/97.5	F.I.	7.6	102@5,500	122@3,000	10.6	4.8	4.1	3.47	M 4x2	F	13	32.8
Colt Vista	103.3	174.6	64.6	60	2,497	38.3	39.4	55.5	54.1	4	2.0/121.9	2V	8.5	88@5,000	108@3,500	13.2	7.4	4.1	3.47	M 4x2	F	13	34.8
Conquest Turbo	95.9	173.2	66.3	51.8	2,802	36.7	41.1	54.9	55	4	2.6/155.9	F.I.	7.0	145@5,500	185@2,500	19.8	8.7	4.3	3.55	M5	R	14	31.5
FERRARI 308 GTBi, 308 GTSi	92.1	174.2	67.7	44.1	3,311	N.A.	N.A.	57.8	57.8	V-8	2.9/178.6	F.I.	8.8	205@6,600	180.8@5,000	18.5	19	9.6	3.71	M5	R	15	39.3
Mondial 8	104.3	182.7	70.5	49.6	3,500	N.A.	N.A.	59.6	60.4	V-8	2.9/178.6	F.I.	8.8	205@6,600	180.8@5,000	18.5	19	9.6	3.71	M5	R	15	41
HONDA CRX	86.6	144.6	63.9	50.8	1,713	37.6	42.7	51.5	55.7	4	1.3/82	3V	9.3	60@5,500	73@3,500	10.8	4.7	4	3.72	M5	F	13	28.2
CRX 1.5	86.6	144.6	63.9	50.8	1,803	37.6	42.7	51.5	55.7	4	1.5/90.8	3V	9.3	76@6,000	83.9@3,500	10.8	5.8	4	N.A.	M5	F	13	28.2
Civic S	93.7	150	64	52.6	1,907	37.6	43.3	55.1	55.7	4	1.5/90.8	3V	9.3	76@6,000	83.9@3,500	11.9	5.8	4	N.A.	M5	F	13	29.5
Civic Sedan	96.5	163.4	64	54.5	1,940	38.1	40.3	55.1	55.7	4	1.5/90.8	3V	9.3	76@6,000	83.9@3,500	12.1	5.8	4	N.A.	M5	F	13	30.2
Civic Wagon	96.5	157.1	63.9	58.3	2,015	N.A.	N.A.	55.1	55.7	4	1.5/90.8	3V	9.3	76@6,000	83.9@3,500	12.1	5.8	4	N.A.	M5	F	13	30.2
Accord Hatchback	96.5	167.5	65.2	53.3	2,187	37.9	42.4	56.9	55.9	4	1.8/112	3V	8.8	86@5,800	98.6@3,500	15.8	6.3	4	4.07	M5	F	13	34.1
Accord Sedan	96.5	175.4	65.2	53.3	2,271	38.7	41.3	56.9	55.9	4	1.8/112	3V	8.8	86@5,800	98.6@3,500	15.8	6.3	4	4.07	M5	F	13	34.1
Prelude	96.5	169.1	66.9	51	2,266	37.3	33.9	57.9	57.9	4	1.8/112	2/3V	9.4	100@5,500	104@4,000	15.8	6.3	4	4.07	M5	F	13	32.5
ISUZU I-Mark Coupe	94.3	170.7	61.8	52.6	2,189	37	42	51.4	51.4	4	1.8/110.9	2V	8.5	78@4,800	95@3,000	13.7	7.1	5.7	3.31	M5	R	13	30.1
I-Mark Sedan (diesel)	94.3	170.7	61.8	53.5	2,335	37.9	42	51.4	51.4	4	1.8/110.9	F.I.	22	51@5,000	72@3,000	13.7	7.4	6	3.15	M4	R	13	30.1
Impulse	96	172.6	65.2	51.4	2,734	36.9	41.9	53.3	53.7	4	2.0/118.9	F.I.	9.2	90@5,000	108@3,000	15.1	6.7	5.3	3.91	M5	R	14	31.5
JAGUAR XJ6 Series III Sedan	113	199.6	69.8	54.2	4,066	38.1	39.3	58.3	58.9	6	4.2/258	F.I.	8.1	176@4,750	219@2,500	23.6	9	8.75	2.88	A3	R	15	40
XJ-S Coupe	102	191.7	70.6	47.8	3,950	37	43.5	58.6	59.2	V-12	5.3/326	F.I.	11.5	262@5,000	290@3,000	24	21	11	2.88	A3	R	15	38.4
LOTUS Esprit S3	96	165	73	43.8	2,450	35.8	40.5	59.5	59.5	4	2.2/132.6	2-2V	8.4	140@5,800	160@5,000	17.7	12	5.5	4.38	M5	R	14	38
Turbo Esprit	96	165	73	44	2,690	N.A.	N.A.	60.5	61.2	4	2.2/132.6	2-2V	7.5	210@6,000	200@4,000	22.8	12	N.A.	4.38	M5	R	15	38
MASERATI Quattroporte	110.2	199.6	70.5	53.1	4,650	36	N.A.	60	60	V-8	4.9/301	4-2V	8.6	288@5,200	308@3,000	28.4	17.5	11	3.54	A3	R	15	40
Biturbo	99	163.5	67.5	51.4	2,394	35.4	N.A.	55.9	56.3	V-6	2.0/121.8	2V	7.8	180@6,000	188@3,500	N.A.	N.A.	N.A.	3.73	M5	R	14	N.A.
MAZDA GLC 3-door Hatchback	93.1	159.1	64.2	54.1	1,890	37.9	41.5	54.7	54.9	4	1.5/90.9	2V	9	68@5,000	82@3,000	11.1	6	4	3.85	M4	F	13	30.2
GLC Sedan	93.1	166.8	64.2	54.1	1,935	37.9	41.5	54.7	54.9	4	1.5/90.9	2V	9	68@5,000	82@3,000	11.1	6	4	3.85	M4	F	13	30.2
RX-7	95.3	170.1	65.7	49.6	2,360	37.2	41.5	55.9	55.1	Rotary	1.1/70	4V	9.4	100@6,000	105@4,000	16.6	9.5	5.5	3.91	M5	R	13	31.5
RX-7 GLS-SE	95.3	170.1	65.7	49.6	2,500	37.2	41.5	55.9	55.1	Rotary	1.3/80	F.I.	9.4	135@6,000	133@2,750	16.6	9.5	6.1	3.91	M5	R	13	31.5
626 Coupe	98.8	177.8	66.5	53.7	2,385	37.6	41.9	56.3	56.1	4	2.0/121.9	2V	8.6	84@4,800	110@2,500	15.8	7.4	4.8	3.85	M5	F	14	33.5
626 Sedan	98.8	177.8	66.5	55.5	2,410	38.4	41.4	56.3	56.1	4	2.0/121.9	2V	8.6	84@4,800	110@2,500	15.8	7.4	4.8	3.85	M5	F	14	33.5
626 Touring Sedan (5-dr.)	98.8	177.8	66.5	53.7	2,480	37.6	41.9	56.3	56.1	4	2.0/121.9	2V	8.6	84@4,800	110@2,500	15.8	7.4	4.8	3.85	M5	F	14	33.5
MERCEDES-BENZ 190 E	104.9	175	66.1	54.4	2,655	36.9	41.9	56.2	55.7	4	2.3/140.3	F.I.	8	113@5,000	133@3,500	14.5	9	4.8	3.23	M5	R	14	35
190 D	104.9	175	66.1	54.4	2,645	36.9	41.9	56.2	55.7	4	2.2/134.1	F.I.	22	72@4,200	96@2,800	14.5	9	6.3	3.42	M5	R	14	35
300 D Sedan (turbo)	110	190.9	70.3	56.6	3,585	38.3	41.9	58.6	56.9	5	3.0/183	F.I.	21.5	120@4,350	184@2,400	21.1	11.6	6.8	3.07	A4	R	14	37
300 CD Coupe (turbo)	106.7	187.5	70.3	54.9	3,585	37.8	41.9	58.6	56.9	5	3.0/183	F.I.	21.5	120@4,350	184@2,400	21.1	11.6	6.8	3.07	A4	R	14	36.1
300 SD Sedan (turbo)	115.6	202.6	71.7	56.3	3,780	37.2	41.9	60.8	59.7	5	3.0/183	F.I.	21.5	120@4,350	184@2,400	20.3	13.2	7.9	3.07	A4	R	14	39
300 TD Wagon (turbo)	110	190.9	70.3	58.7	3,780	38.4	41.9	58.6	57.2	5	3.0/183	F.I.	21.5	120@4,350	184@2,400	18.5	13.2	7.9	3.07	A4	R	14	37
380 SE	115.6	202.6	71.7	56.5	3,685	37.2	41.9	60.8	59.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	23.8	13.2	8.5	2.47	A4	R	14	39
380 SL Coupe/Roadster	96.9	182.3	70.5	50.8	3,640	36.5	42.2	57.2	56.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	23.8	13.2	8.5	2.47	A4	R	14	40.6
500 SEL Sedan	121.1	208.1	71.7	56.7	3,780	38.6	41.9	60.8	59.7	V-8	5.0/303.5	F.I.	8	184@4,500	247@2,000	23.8	13.2	8.5	2.47	A4	R	14	34.4
500 SEC Coupe	112.2	199.2	72	55.4	3,760	37.8	41.9	60.8	59.7	V-8	5.0/303.5	F.I.	8	184@4,500	247@2,000	22.4	13.2	8.5	2.47	A4	R	14	38.1
MITSUBISHI Tredia Sedan	96.3	172.4	65	53.7	2,205	38	41	55.5	54.1	4	1.8/109.5	2V	8.5	82@5,000	93@3,000	13.2	7.4	4.2	2.57	M5	F	13	32.1
Cordia 2-dr. Hatchback	96.3	173	65.2	51.6	2,182	36.8	41.3	55.5	54.1	4	1.8/109.5	2V	8.5	82@5,000	93@3,000	13.2	7.4	4.2	2.57	M5	F	13	32.1
Starion	95.9	173.2	66.3	51.8	2,820	36.7	41	54.9	55.1	4	2.6/155.9	F.I.	7	145@5,000	185@2,500	19.8	9.7	4.5	3.55	M5	R	14	31.5
NISSAN—Sentra 2-dr. (diesel)	94.5	167.3	63.8	54.5	1,870	N.A.	N.A.	54.9	54.1	4	1.7/102.6	F.I.	21.4	55@2,800	75@2,800	10.5	10.5	5.5	3.55	M4	F	13	29.5
Sentra 4-dr. Sedan	94.5	167.3	63.8	54.5	1,855	38.3	43.1	54.9	54.1	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.2	3.79	M5	F	13	29.5
Sentra Hatchback	94.5	167.3	63.8	53.5	1,915	37.3	43.1	54.9	54.1	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.2	3.79	M5	F	13	29.5

Import 1984 model passenger-car specifications

As of April 1, 1984

MAKE AND MODEL	DIMENSIONS									ENGINE						CAPACITY			MISCELLANEOUS				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Read tread (in.)	Number of Cylinders	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Standard Transmission	Drive System	Wheel Diameter (in.)	Turning circle (dia. in ft.)
Sentra Wagon	94.5	172.8	63.8	53.5	1,955	37.6	43.1	54.9	54.1	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.2	3.79	M5	F	13	29.5
Pulsar NX	95	162.4	63.8	54.1	1,907	N.A.	N.A.	54.9	54.1	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.1	3.79	M5	F	13	30.2
Stanza 2-door Hatchback	97.2	170.9	65.2	53.9	2,190	N.A.	N.A.	56.5	55.5	4	2.0/120.4	2V	8.5	97@5,200	114@3,200	14.3	7.8	4.1	3.55	M5	F	13	32.1
Stanza 4-door Hatchback	97.2	173.4	65.6	54.7	2,215	N.A.	N.A.	56.5	55.5	4	2.0/120.4	2V	8.5	97@5,200	114@3,200	14.3	7.8	4.1	3.55	M5	F	13	32.1
Stanza Sedan	97.2	173.4	65.6	54.7	2,325	N.A.	N.A.	56.5	55.5	4	2.0/120.4	2V	8.5	97@5,200	114@3,200	14.3	7.8	4.1	3.55	M5	F	13	32.1
Maxima Sedan	103.4	183.3	65.2	54.5	2,880	N.A.	N.A.	54.7	53.9	6	2.4/146	F.I.	8.9	120@5,200	134@2,800	16.4	11.6	5.3	3.55	M5	R	14	37.7
Maxima Wagon (diesel)	103.4	186.8	64.6	55.7	3,095	N.A.	N.A.	54.3	53.5	6	2.8/170	F.I.	22.7	80@4,600	120@2,400	15.9	11	6.6	3.55	M5	R	14	37.7
200 SX Notchback	95.5	174.4	65.4	52.4	2,370	38.1	45.7	54.3	53.5	4	2.0/120.4	F.I.	8.5	102@5,200	116@3,200	14.5	7.8	4.1	3.70	M5	R	14	32.2
200 SX Hatchback Turbo	95.5	174.4	65.4	52.4	2,680	38.1	45.7	54.3	56.1	4	1.8/109.5	F.I.	8	120@5,200	134@3,200	14.5	9.1	4	3.90	M5	R	15	32.2
300 ZX	91.3	170.7	67.9	51	2,888	36.5	43.6	55.7	56.5	6	3.0/180.6	F.I.	9	160@5,200	173@4,000	18.5	11.1	4.3	3.70	M5	R	15	32.2
300 ZX 2+2	99.2	178.5	67.9	51.6	2,974	37.1	43.6	55.7	56.5	6	3.0/180.6	F.I.	9	160@5,200	173@4,000	18.5	11.1	4.3	3.70	M5	R	15	34.8
380 ZX Turbo	91.3	170.7	67.9	51	2,992	36.5	43.6	55.7	56.5	6	3.0/180.6	F.I.	7.8	200@5,200	227@3,600	18.5	11.1	4.3	3.55	M5	R	15	32.2
PEUGEOT 505 Sedan	107.9	186.7	68.4	56.4	3,020	N.A.	N.A.	57.5	56.5	4	2.0/120.3	F.I.	8.35	97@5,000	116@3,500	18	7.5	4.2	3.58	M5	R	14	35
505 Sedan Diesel	107.9	186.7	68.4	56.4	3,190	N.A.	N.A.	57.5	56.5	4	2.3/140.6	F.I.	23	71@4,500	99@2,500	18	10.6	5.3	3.7	M4	R	14	35
505 Turbodiesel	107.9	186.7	68.4	56.4	3,250	N.A.	N.A.	57.5	56.5	4	2.3/140.6	F.I.	21	80@4,150	135.6@2,000	18	10.6	5.7	3.58	M5	R	14	35
505 Station Wagon	114.2	198.9	68.4	61.1	3,230	34.8	41.0	58.3	57.1	4	2.0/120.3	F.I.	8.35	97@5,000	116@3,500	18	8.9	4.3	3.88	M5	R	14	37.4
604 Turbodiesel Sedan	110.2	192.3	69.7	56.3	3,500	N.A.	N.A.	58.7	56.3	4	2.3/140.6	F.I.	21	80@4,150	133.4@2,000	18	10.6	5.7	3.08	M5	R	15	37.8
PININFARINA Azzurra	89.7	163	63.5	48.2	2,360	N.A.	N.A.	53.2	52	4	2.0/121.7	F.I.	8.1	102@5,500	110@3,000	11.4	8	5.2	3.9	M5	R	14	34
PORSCHE 944	94.5	170	68.3	50.2	2,778	N.A.	N.A.	58.2	57.1	4	2.5/151	F.I.	9.5	143@5,500	137@3,000	16.4	9	5.3	3.89	M5	R	15	31.2
928S	98.4	175.7	72.3	50.5	3,351	N.A.	N.A.	61.1	61.8	V-8	4.6/285	F.I.	9.3	234@5,250	263@4,000	22.7	16	7.9	2.27	M5	R	16	31.5
911 Carrera	89.5	168.9	65	51.6	2,756	N.A.	N.A.	53.9	54.3	H06	3.2/193.2	F.I.	9.5	200@5,900	185@4,800	21	—	13.7	3.88	M5	R	15	34
RENAULT 18i Wagon	96.1	181.5	66.5	55.2	2,405	37.4	41.3	55.7	53.5	4	2.2/132	F.I.	8.7	91@4,000	123@2,500	15	N.A.	4.5	3.10	M5	F	13	33.8
Fuego Turbo	96.1	176.8	66.6	50.5	2,379	36.4	41.6	56.4	53	4	1.6/101	F.I.	8	107@5,500	120@2,500	14.8	N.A.	4.6	3.78	M5	F	13	33.8
ROLLS-ROYCE Silver Spirit	120.5	207.8	74.3	58.5	4,980	36	41	60.5	60.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	28.5	16.9	10	3.07	A3	R	15	37.4
Silver Spur	124	211.8	74	58.5	5,040	36	41	60.5	60.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	28.5	16.9	10	3.07	A3	R	15	38.3
Mulsanne	120.5	209.2	74.3	58.5	4,980	36	41	60.5	60.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	28.5	16.9	10	3.07	A3	R	15	37.4
Corniche Convertible	119.5	207.5	72.7	59.8	5,305	36	37	57.5	57.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	26	17.3	8.8	3.07	A3	R	15	37
Camargue	120.1	207.5	75.5	58.2	5,194	36	39.5	60	59.6	V-8	6.8/412	F.I.	8	N.A.	N.A.	28	17.3	8.8	3.07	A3	R	15	37
SAAB 900 Sedan	99.1	187.6	66.5	55.9	2,640	36.8	41.7	56.3	56.7	4	2.0/121.1	F.I.	9.25	110@5,250	119@3,500	16.6	10.5	4	3.67	M5	F	15	34.8
900 Turbo 3-dr.	99.1	187.6	66.5	55.9	2,612	36.8	41.7	56.3	56.7	4	2.0/121.1	F.I.	8.5	135@4,800	172@3,500	16.6	10.5	4.5	3.67	M5	F	15	34.8
SUBARU Sedan DL	96.9	167.3	63.4	53.7	2,130	38.2	39.3	52.4	53	H04	1.6/97.3	2V	9	69@4,800	86@2,800	15.8	5.6	3.8	3.7	M5	F	13	31.5
Sedan GL	96.9	168.1	63.6	53.7	2,190	38.2	39.3	52.4	53	H04	1.8/109	2V	8.7	73@4,400	94@2,400	15.8	5.6	3.8	3.7	M5	F	13	31.5
Hardtop DL	96.9	167.3	62.4	53.1	2,110	37.7	39.3	52.8	53	H04	1.6/97.3	2V	9	69@4,800	86@2,800	15.8	5.6	3.8	3.7	M5	F	13	31.5
Hardtop GL Turbo	96.7	167.9	63.8	55.1	2,445	37.7	39.3	53.1	53.9	H04	1.8/109	F.I.	7.7	95@4,800	123@2,000	14.5	5.8	4.2	3.5/3.7	A3	2/4	13	31.6
Hatchback GL	93.7	157.9	63.6	53.7	2,120	38.2	39.3	52.4	53	H04	1.8/109	2V	8.7	73@4,400	94@2,400	13.2	5.6	3.8	3.7	M5	F	13	30.7
Hatchback GL 4WD	93.3	156.7	63.8	55.7	2,235	38.2	39.3	52.6	53.9	H04	1.8/109	2V	8.7	73@4,400	94@2,400	11.9	5.6	3.8	3.89	M4	4	13	30.7
Wagon GL	96.7	169.3	63.6	54.7	2,310	38.2	39.3	52.5	53	H04	1.8/109	2V	8.7	73@4,400	94@2,400	15.8	5.6	3.8	3.7	M5	F	13	31.5
Wagon DL 4WD	96.3	168.3	63.8	56.9	2,365	38.2	39.3	52.6	53.7	H04	1.8/109	2V	8.7	73@4,400	94@2,400	14.5	5.6	3.8	3.89	M4	4	13	31.5
BRAT DL 4WD	96.3	169.3	64.4	56.5	2,175	37.6	38.7	52.6	53.7	H04	1.8/109	2V	8.7	73@4,400	94@2,400	14.5	5.6	3.8	3.89	M4	4	13	31.5
BRAT GL Turbo	96.7	174.2	64.4	56.3	2,405	38.7	39.9	53.1	53.9	H04	1.8/109	F.I.	7.7	95@4,800	123@2,000	14.5	5.8	4.2	3.5/3.7	A3	4	13	31.6
TOYOTA Tercel 3-dr. Liftback	95.7	158.7	63.6	54.5	1,985	38.1	42.1	54.5	53.9	4	1.5/88.6	2V	9	62@4,800	76@2,800	11.9	5.6	3.9	3.15	M4	F	13	31.8
Tercel 5-dr. Liftback	95.7	158.7	63.6	54.5	1,985	38.1	42.1	54.5	53.9	4	1.5/88.6	2V	9	62@4,800	76@2,800	11.9	5.6	3.9	3.58	M5	F	13	31.8
Tercel Wagon 4WD	95.7	169.7	63.6	59	2,280	40.2	42.1	54.3	53.1	4	1.5/88.6	2V	9	62@4,800	76@2,800	13.2	5.6	3.9	3.73	M6	4	13	31.8
Corolla Sedan Diesel	95.7	166.3	64.4	53	2,112	38.3	42.4	56.1	55.3	4	1.8/112.2	F.I.	27.5	56@4,500	76@3,000	13.2	7.5	3.7	3.72	M5	F	13	33.5
Corolla 5-dr. Liftback	95.7	166.3	64.4	52.8	2,110	37.9	42.4	56.1	55.3	4	1.6/96.8	2V	9	70@4,800	85@2,800	13.2	5.6	3.9	3.74	M5	F	13	33.5
Corolla 2-dr. S/C	94.5	168.7	64	52.6	2,169	37.6	43.5	52.6	53.0	4	1.6/96.8	2V	9	70@4,800	85@2,800	13.2	5.6	3.9	3.91	M5	R	13	33.5
Corolla 3-dr. S/L/B	94.5	168.7	64	52.6	2,205	37.6	43.5	52.6	53.0	4	1.6/96.8	2V	9	70@4,800	85@2,800	13.2	5.6	3.9	3.91	M5	R	13	33.5
Camry 4-dr. Sedan	102.4	175.6	66.5	54.9	2,326	38.6	42.4	57.7	55.9	4	2.0/121.7	F.I.	8.71	92@4,200	113@2,400	13.8	N.A.	N.A.	3.4	M5	F	13	N.A.
Camry 5-dr. Liftback	102.4	175.6	66.5	54.9	2,458	37.6	42.4	57.7	55.9	4	2.0/121.7	F.I.	8.71	92@4,200	113@2,400	13.8	N.A.	N.A.	3.4	M5	F	13	N.A.
Celica ST Sport Coupe	98.4	176.2	65.5	52	2,496	37.4	43	54.9	53.7	4	2.4/144.4	2V	9	105@4,800	137@2,800	16.1	8.9	4	3.42	M5	R	14	32.8
Celica GT Liftback	98.4	176.6	65.5	52	2,566	37.4	43	54.9	53.7	4	2.4/144.4	2V	9	105@4,800	137@2,800	16.1	8.9	4	3.42	M5	R	14	32.8
Celica Supra	103	183.5	67.7	52	2,970	37.4	43	57.9	56.7	6	2.8/168.4	F.I.	8.8	150@5,000	159@4,400	16.1	8.5	6	4.1	M5	R	14	35.4
Cressida Sedan	104.1	186.2	66.5	54.3	3,020	38.3	42.7	54.7	54.9	6	2.8/168.4	F.I.	8.8	143@5,200	154@4,400	17.2	9.5	6	4.1	A4	R	14	34.8
Cressida Wagon	104.1	186.6	66.5	55.5	3,007	37.9	42.7	54.7	54.5	6	2.8/168.4	F.I.	8.8	143@5,200	154@4,400	17.2	9.5	6	4.1	A4	R	14	34.8
VOLKSWAGEN Rabbit Convertible	94.5	155.3	63.4	55.6	2,214	N.A.	41.8	54.7	53.1	4	1.8/109	F.I.	8.5	90@5,500	100@3,000	10.6	7.3	4.7	3.94	M5	F	13	31.2
Scirocco	94.5	165.7	64	51.4	2,181	N.A.	N.A.	54.7	53.5	4	1.8/109	F.I.	8.5	90@5,500	100@3,000	10.6	7.3	4.7	3.94	M5	F	13	31.2
Jetta (turbo-diesel)	94.5	167.8	63.4	55.5	2,026	N.A.	N.A.	54.7	53.1	4	1.6/97	F.I.	23	68@4,500	98@2,800	10.6	7.3	4.7	3.89	M5	F	13	31.2
Quantum Coupe	100.4	178.1	66.9	55.1	2,422	N.A.	N.A.	55.7	56	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	15.8	7.3	4.7	4.11	M5	F	13	31.5
Quantum Sedan GL5	100.4	180.2	66.9	55.1	2,554	N.A.	N.A.	55.7	56	5	2.1/131	F.I.	8.2	100@5,100	112.4@3,000	15.8	7.5	5.3	4.11	A3	F	13	31.5
Quantum Wagon (turbo-diesel)	100.4	183.1	66.9	55.1	2,601	N.A.	N.A.	55.7	56	4	1.6/97	F.I.	23	68@4,500	98@2,800	15.8	6.5	4.7	4.11	M5	F	13	31.5
VOLVO DL Sedan	104.3	188.8	67.3	56.2	2,919	37.4	39.8	56.3	53.5	4	2.3/141	F.I.	9.5	111@5,400	136@2,750	15.8	11.5	4	3.31	M5	R	14	32.2
GL Wagon (diesel)	104.3	188.5	67.3	57.5	3,188	37.4	39.8	56.3	53.5	6	2.4/145	F.I.	23	80@4,800	103@2,800	15.8	10	7.4	3.54	M5	R	14	32.2
Turbo 2-door	104.3	188.5	67.3	57.5	2,999	37.4	39.8	56.3	53.5	4	2.1/130	F.I.	7.5	162@5,100	181@3,900	15.8	11.5	4.7	3.73	M5	R	15	32.2
760 GLE Turbo	109.1	188.4	68.9	55.5	3,038	38.2	40.5	57.5	57.5	4	2.3/141	F.I.	8.3	157@5,300	184@2,900	15.8	10.5	6.8	3.54	A4	R	15	32.2
760 GLE Sedan	109.1	188.4	68.9	55.5	2,979	38.2	40.5	57.5	57.5	V-6	2.8/173	F.I.	8.8	134@5,500	159@2,750	15.8	10.5	6.8	3.54	A4	R	15	32.2
760 GLE Sedan (turbo-diesel)	109.1	188.4	68.9	55.5	3,221	38.2	40.5	57.5	57.5	6	2.4/145	F.I.	23	106@4,800	140@2,400	21.6	11.5	7.4	3.54	M5	R	15	32.2

NOTE: This table has been compiled from information supplied by factories, distributors and other direct sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

List of abbreviations:
N.A.—Information not available.

F.I.—Fuel injection.
H.O.—Horizontally opposed.

Import 1984 model light-duty truck specifications

Make and Model	Dimensions and Capacities										Standard Engine					Available Engines
	Wheelbase (In.) Standard	Wheelbase (In.) Maximum	Overall Length (In.) Standard	Overall Length (In.) Maximum	Width (In.)	Height (In.)	Gross Vehicle Weight Range (lbs.)	Payload (lbs.) Range	Wheel diameter (In.)	Fuel Tank (U.S. gals.)	Type	Displacement (liters/cu. in.)	Carburetion	Horsepower	4 WD Availability	
DATSUN—Pickup	101.4	110.8	172.8	187	63.4	62	3,700 - 4,330	1,000 - 2,050	14	13.2	4	2.4/146	2V	103	X	2.0/120, 2.5/152 (diesel)
King Cab Pickup	110.8	—	187	—	63.4	61.2	4,330 - 4,660	1,460 -	14	13.2	4	2.4/146	2V	103	X	2.0/120, 2.5/152 (diesel)
DODGE—Ram 50	109.4	—	184.6	—	65	60.6	4,045 - 4,130	1,520 - 1,630	14	15.1	4	2.0/121	2V	90	X	2.6/156, 2.3/143 (turbo-diesel)
ISUZU—P'up	104.3	117.9	174.4	191.5	63	59.3	3,715 - 4,398	1,100 - 1,689	14	13.2	4	2.0/118	2V	82	X	2.2/136.5 (diesel)
Trooper	104.3	—	174.2	—	65	70.1	4,300 -	1,222 -	15	13.2	4	2.0/118.9	2V	82	X	None
MAZDA—B2000	107	113	180	191	63	61	3,925 - 4,215	1,400 -	14	14.8	4	2.0/120	2V	77		2.2/134.8 (diesel)
MITSUBISHI—Pickup	109.4	—	184.4	—	65	59.8	3,589 - 4,545	1,150 - 1,640	15	15	4	2.0/121	2V	90	X	2.6/156, 2.3/143 (turbo-diesel)
Montero	92.5	—	157.3	—	66.1	74	4,210 -	1,050 -	15	15.9	4	2.6/155	2V	105	X	None
TOYOTA—Pickup	101.8	110.2	171.1	186.2	63.4	58.9	4,250 - 4,650	1,400 - 1,800	14	13.5	4	2.4/144	2V	100	X	2.2/133.5 (diesel)
Van Wagon	88	—	175.4	—	65.7	70.1	4,500 -	1,500 -	14	15.9	4	2.0/122	F.I.	90		None
Cargo Van	88	—	175.4	—	65.7	70.1	4,480 - 4,520	1,660 - 1,680	14	15.9	4	2.0/122	F.I.	90		None
VOLKSWAGEN—Vanagon	96.9	—	179.9	—	72.6	77.2	5,093 -	1,797 -	14	15.9	4	2.0/117	F.I.	82		None

Import truck share drops

But Japanese sales hit all-time high

Imported compact trucks have suffered a dramatic decline in market share in the U. S. since the introduction of the domestic vehicles, but sales of Japanese-built trucks still hit an all-time high in 1983 and further gains are expected this year.

In the big-truck market, two Japanese makes became available for the first time in the U. S. and more are expected. Distributors of European models which have been in the domestic market for some time also look for increased sales in 1984.

U. S. dealers retailed a record 420,085 compact Japanese trucks last year, a 34.5 percent gain over the previous high of 312,309 units set in 1982. The total in 1984 will top 500,000 in the opinion of Duane Bowen, marketing vice president, Mazda Motors of America (Central), Inc.

In spite of the compact imports' record sales in the last two years, however, their share of the small-truck market in the U. S. has plunged from almost 100 percent of the total before Ford and General Motors introduced their domestic models to 38.3 percent of the 1,096,621 units retailed in 1983.

Hino and Isuzu medium diesels are Japanese trucks now offered in the U. S. Nissan Diesel Motor Co. Ltd., Japan, is planning to import and sell medium trucks here in 1985, and there are reports that Mitsubishi, another Japanese producer, is taking a close look at the U. S. market.

European mid-range diesels—Mercedes-Benz, Volvo, IVECO/Magirus and the Mack Mid-Liner by Renault — have been on the scene since the 1970s.

Hino trucks are shipped in knocked-down kits to the U. S. and assembly is completed in a Jacksonville (Fla.) plant operated by Hino America Distributors, Inc.

The Isuzu low-cab forward models provide Chevrolet and GMC dealers with a vehicle in a market segment where there has been no GM representation. The trucks, which are imported completely assembled, are sold and serviced as the Chevrolet Tiltmaster and GMC Forward through an initial network of about 250 dealerships.

Nissan Diesel plans to set up a company incorporated in Delaware which will be independent of Nissan's other U. S. operations — Nissan Motor Mfg. Corp., USA, which builds compact pickups in Smyrna, Tenn., and Nissan Motor Corp., USA, which markets the small trucks and cars in the U. S.

The "old man" in the imported big-truck field is Mercedes-Benz, which has been around since the late 1960s. It made little significant progress, however, until the oil crisis of the early 1970s which triggered a steady switch from gasoline power in medium trucks to diesel, the only Mercedes-Benz powerplant.

M-B's 1984 objective is 4,100 deliveries. In 1983, Mercedes-Benz dealers retailed 3,101 units.

Trucks produced by IVECO, a European subsidiary of Fiat of Italy, have been in the U. S. truck market since the late 1970s. Initially, the Netherlands-based company—through its U. S. subsidiary, IVECO Trucks of North America, Inc. — sold only Classes 6 and 7 vehicles carrying the Magirus nameplate.

Sales of the Renault-built Classes 6 and 7 Mack Mid-Liner mid-range diesels rose 17 percent in 1983 to 3,487 units, and similar gains are anticipated for 1984.

A number of new models have been added by distributors of Japanese compact trucks in their bids to boost retail sales and market shares in 1984.

Four new models have been added to the 1984 Nissan line, which has been upgraded in styling, function and performance. They are a long-bed standard truck, a King Cab standard pickup and a pair of long-bed Sports Trucks (4x2 and 4x4). There are now 20 models.

Nissan dealers retailed a record 137,355 trucks during 1983, and an increase of almost 10 percent to 150,000 is projected in 1984.

Toyota dealers sold a record 171,052 small trucks in the U. S. in 1983, highest for any imported truck and topped only by the Chevrolet and Ford compact entries.

The distributor, Toyota Motor Sales, U.S.A., Inc., expects sales in 1984 to rise 17 percent to approximately 200,000 units.

Mazda's 1984 objective is 90,000 sales, up 18 percent over last year's 76,150 units. Sales of Mazda's compact pickup have been growing steadily since 1980, when only 8,775 were retailed.

Isuzu compacts have been in the U. S. market only since 1981, but they, too, have made steady gains. In 1983, dealers sold 26,211 units, up 48 percent over the year-earlier 17,669. With new entries due in 1984, further sales gains are anticipated. New entries in 1984 include the Trooper II sports/utility four-wheel-drive vehicle available in the spring.

Top to bottom: Nissan regular-bed pickup; Dodge Ram 50 pickup; Isuzu P'up pickup.

Top to bottom: Mazda B2000 pickup; Mitsubishi Montero; Toyota long-bed pickup.

PRODUCTS/SPECIFICATIONS

1984 U. S. MODELS BY MAKE

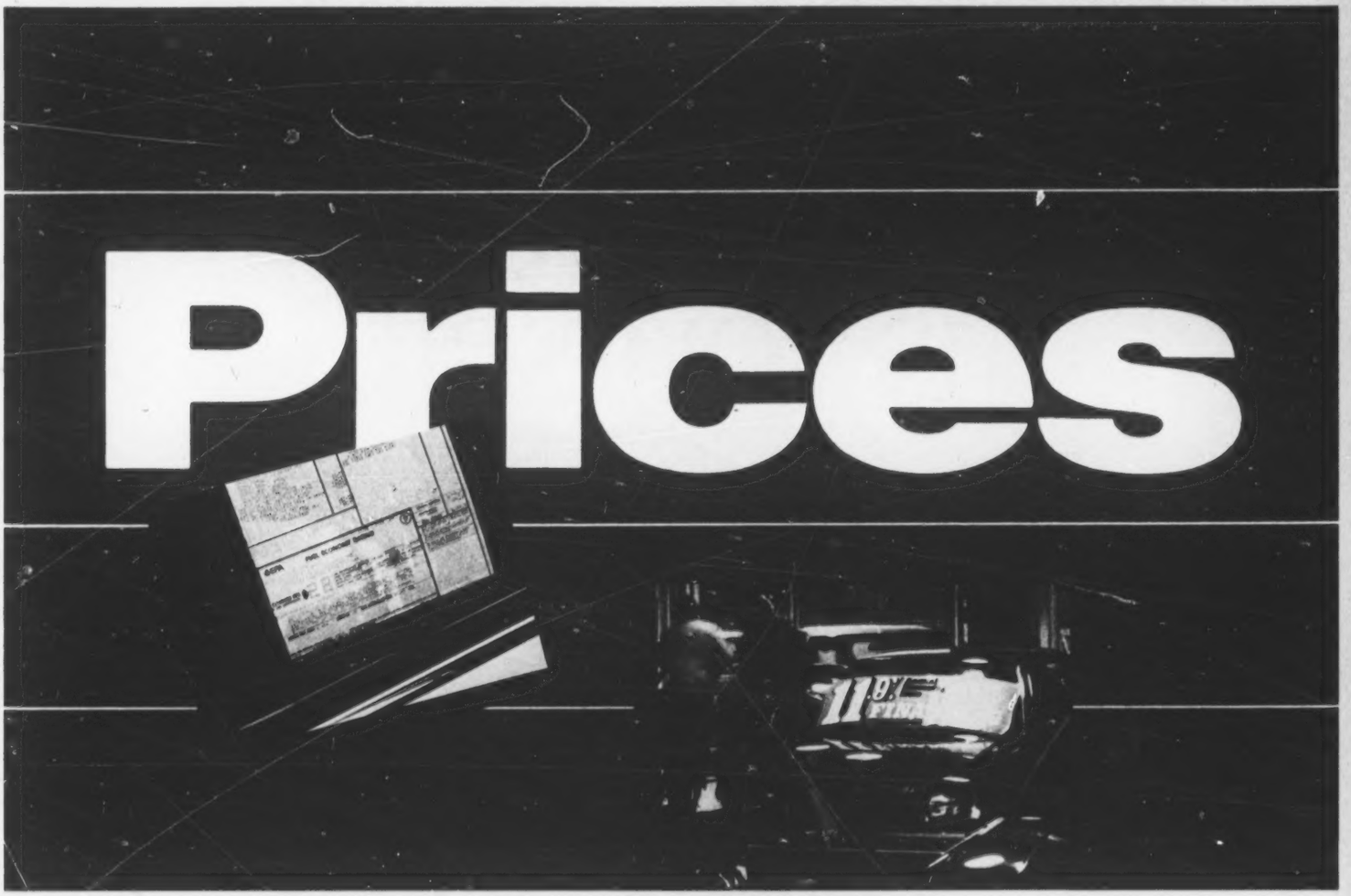
	4-Door Models	2-Door Models*	Convert-ibles	4-Door Wagons	1984 Totals	(Final 1983 Totals)
AMERICAN MOTORS-RENAULT**	6	7	0	2	15	(16)
AMC Concord	0	0	0	0	0	(3)
AMC Eagle	1	0	0	2	3	(3)
AMC Eagle SX-4	0	0	0	0	0	(2)
AMC Spirit	0	0	0	0	0	(2)
Renault Alliance	3	3	0	0	6	(6)
Renault Encore	2	4	0	0	6	(0)
CHRYSLER CORP.	20	15	5	5	45	(43)
Chrysler Fifth Avenue	1	0	0	0	1	(1)
New Yorker/E Class	2	0	0	0	2	(2)
Executive Sedan/Limousine	2	0	0	0	2	(2)
Cordoba	0	0	0	0	0	(1)
Laser	0	2	0	0	2	(0)
LeBaron	1	1	3	1	6	(6)
Dodge Diplomat	2	0	0	0	2	(2)
Aries	2	2	0	2	6	(6)
Charger	0	3	0	0	3	(3)
Daytona	0	2	0	0	2	(0)
Dodge 400	0	0	0	0	0	(3)
Dodge 600	2	1	2	0	5	(2)
Mirada	0	0	0	0	0	(1)
Omni	3	0	0	0	3	(2)
Imperial	0	0	0	0	0	(1)
Plymouth Gran Fury	1	0	0	0	1	(1)
Horizon	2	0	0	0	2	(2)
Reliant	2	2	0	2	6	(6)
Turismo	0	2	0	0	2	(2)
FORD MOTOR CO.	26	42	3	11	82	(93)
Ford LTD Crown Victoria	1	1	0	2	4	(3)
Escort	4	5	0	3	12	(10)
EXP	0	3	0	0	3	(5)
Fairmont Futura	0	0	0	0	0	(3)
LTD (Int.)	2	0	0	1	3	(3)
Mustang	0	7	3	0	10	(8)
Tempo	3	3	0	0	6	(6)
Thunderbird	0	4	0	0	4	(3)
Lincoln	3	0	0	0	3	(3)
Continental	3	0	0	0	3	(3)
Continental Mark VII/VI	0	4	0	0	4	(7)
Mercury Grand Marquis	2	2	0	1	5	(5)
Capri	0	3	0	0	3	(5)
Cougar	0	3	0	0	3	(2)
LN7	0	0	0	0	0	(4)
Lynx	4	5	0	2	11	(11)
Marquis (Int.)	2	0	0	2	4	(4)
Topaz	2	2	0	0	4	(4)
Zephyr	0	0	0	0	0	(4)
GENERAL MOTORS	60	74	4	19	157	(137)
Buick LeSabre	2	2	0	0	4	(5)
Electra (Rear-wheel-drive)	2	2	0	1	5	(5)
Electra (Front-wheel-drive)	3	3	0	0	6	(0)
Century	3	3	0	2	8	(6)
Regal	2	3	0	0	5	(6)
Riviera	0	2	1	0	3	(3)
Skyhawk	2	3	0	2	7	(7)
Skylark	2	3	0	0	5	(5)
Cadillac (Rear-wheel-drive)	4	2	0	0	6	(6)
Cadillac (Front-wheel-drive)	2	1	0	0	3	(0)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	1	0	2	(1)
Seville	1	0	0	0	1	(1)
Chevrolet Impala-Caprice	2	1	0	1	4	(3)
Camaro	0	3	0	0	3	(3)
Cavalier	2	2	1	2	7	(8)
Celebrity	1	1	0	2	4	(2)
Chevette	2	2	0	0	4	(4)
Citation	1	2	0	0	3	(3)
Corvette	0	1	0	0	1	(1)
Malibu	0	0	0	0	0	(2)
Monte Carlo	0	2	0	0	2	(1)
Oldsmobile 88	2	2	0	1	5	(6)
Olds 98 (Rear-wheel-drive)	2	1	0	0	3	(3)
Olds 98 (Front-wheel-drive)	2	2	0	0	4	(0)
Cutlass Ciera	2	2	0	1	5	(4)
Cutlass Supreme	2	3	0	0	5	(6)
Firenza	2	2	0	2	6	(6)
Omega	2	2	0	0	4	(4)
Toronado	0	1	0	0	1	(1)
Pontiac Parisienne	2	0	0	1	3	(3)
Bonneville	3	0	0	0	3	(3)
Fiero	0	3	0	0	3	(0)
Firebird	0	3	0	0	3	(3)
Grand Prix	0	3	0	0	3	(3)
Phoenix	2	3	0	0	5	(6)
Pontiac 1000	1	1	0	0	2	(2)
Pontiac 2000 Sunbird	3	5	1	2	11	(9)
Pontiac 6000	3	2	0	2	7	(5)
VOLKSWAGEN**	2	2	0	0	4	(7)
Rabbit	2	2	0	0	4	(7)
HONDA**	2	0	0	0	2	(0)
Accord	2	0	0	0	2	(0)
1984 TOTALS	116	140	12	37	305	
1983 TOTALS (end of model year)	115	137	9	37		(298)

*—Two-door total includes hatchbacks, which some makers list as three-door models.
**—Renault, Volkswagen and Honda totals include only U. S.-built models.

1984 U. S. MODELS BY MARKET CLASS

	4-Door Models	2-Door Models*	Convert-ibles	4-Door Wagons	1984 Totals	(Final 1983 Totals)
SUBCOMPACTS**	25	37	0	5	67	(64)
Accord (Honda)	2	0	0	0	2	(2)
Alliance	3	3	0	0	6	(6)
Charger	0	3	0	0	3	(3)
Chevette	2	2	0	0	4	(4)
Daytona	0	2	0	0	2	(0)
Eagle SX-4	0	0	0	0	0	(2)
Encore	2	4	0	0	6	(0)
Escort	4	5	0	3	12	(10)
EXP	0	3	0	0	3	(5)
Fiero	0	3	0	0	3	(0)
Horizon	2	0	0	0	2	(2)
Laser	0	2	0	0	2	(0)
LN7	0	0	0	0	0	(4)
Lynx	4	5	0	2	11	(11)
Omni	3	0	0	0	3	(2)
Pontiac 1000	1	1	0	0	2	(2)
Rabbit	2	2	0	0	4	(7)
Spirit	0	0	0	0	0	(2)
Turismo	0	2	0	0	2	(2)
COMPACTS	20	38	8	13	79	(88)
Aries	2	2	0	2	6	(6)
Camaro	0	3	0	0	3	(3)
Capri	0	3	0	0	3	(5)
Cavalier	2	2	1	2	7	(8)
Cimarron	1	0	0	0	1	(1)
Dodge 400	0	0	0	0	0	(3)
Fairmont Futura	0	0	0	0	0	(3)
Firebird	0	3	0	0	3	(3)
Firenza	2	2	0	2	6	(6)
LeBaron	1	1	3	1	6	(6)
Mustang	0	7	3	0	10	(8)
Pontiac 2000 Sunbird	3	5	1	2	11	(9)
Reliant	2	2	0	2	6	(6)
Skyhawk	2	3	0	2	7	(7)
Tempo	3	3	0	0	6	(6)
Topaz	2	2	0	0	4	(4)
Zephyr	0	0	0	0	0	(4)
INTERMEDIATES	32	37	2	12	83	(78)
Bonneville	3	0	0	0	3	(3)
Celebirty	1	1	0	2	4	(2)
Century	3	3	0	2	8	(6)
Citation	1	2	0	0	3	(3)
Concord	0	0	0	0	0	(3)
Cougar	0	3	0	0	3	(2)
Cutlass Ciera	2	2	0	1	5	(4)
Cutlass Supreme	2	3	0	0	5	(6)
Dodge 600	2	1	2	0	5	(2)
Eagle	1	0	0	2	3	(3)
Grand Prix	0	3	0	0	3	(3)
LTD	2	0	0	1	3	(3)
Malibu	0	0	0	0	0	(2)
Marquis	2	0	0	2	4	(4)
Monte Carlo	0	2	0	0	2	(2)
New Yorker/E Class	2	0	0	0	2	(1)
Omega	2	2	0	0	4	(4)
Phoenix	2	3	0	0	5	(6)
Pontiac 6000	3	2	0	2	7	(5)
Regal	2	3	0	0	5	(6)
Skylark	2	3	0	0	5	(5)
Thunderbird	0	4	0	0	4	(3)
STANDARD SIZE	14	8	0	6	28	(30)
Buick LeSabre	2	2	0	0	4	(5)
Chevrolet Impala-Caprice	2	1	0	1	4	(3)
Chrysler Cordoba	0	0	0	0	0	(1)
Dodge Diplomat	2	0	0	0	2	(2)
Dodge Mirada	0	0	0	0	0	(1)
Ford LTD Crown Victoria	1	1	0	2	4	(3)
Mercury Grand Marquis	2	2	0	1	5	(5)
Oldsmobile 88	2	2	0	1	5	(6)
Plymouth Gran Fury	1	0	0	0	1	(1)
Pontiac Parisenne	2	0	0	1	3	(3)
LUXURY	25	20	2	1	48	(38)
Buick Electra (Rear-wheel-drive)	2	2	0	1	5	(5)
Buick Electra (Front-wheel-drive)	3	3	0	0	6	(0)
Cadillac (Rear-wheel-drive)	4	2	0	0	6	(6)
Cadillac (Front-wheel-drive)	2	1	0	0	3	(0)
Chrysler Executive Sedan/Limousine	2	0	0	0	2	(2)
Chrysler Fifth Avenue	1	0	0	0	1	(1)
Continental	3	0	0	0	3	(3)
Continental Mark VII	0	4	0	0	4	(7)
Corvette	0	1	0	0	1	(1)
Eldorado	0	1	1	0	2	(1)
Imperial	0	0	0	0	0	(1)
Lincoln	3	0	0	0	3	(3)
Oldsmobile 98 (Rear-wheel-drive)	2	1	0	0	3	(3)
Oldsmobile 98 (Front-wheel-drive)	2	2	0	0	4	(0)
Riviera	0	2	1	0	3	(3)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
1984 TOTALS	116	140	12	37	305	
1983 TOTALS (end of model year)	115	137	9	37		(298)

*—Two-door total includes hatchbacks, which some makers list as three-door models.
**—In the subcompact listing, totals for Honda Accord, Renault Alliance and Encore and Volkswagen Rabbit include only U.S.-built models.



Prices

'Modest' price increases on domestic makes

The domestic auto makers entered 1983 looking for signs of an upturn in sales after three long years of recession. The Big Four, led by General Motors Corp., the industry pricing leader, set out on a course to hold the line on retail sticker prices.

Price increases were fewer and far between in 1983 than in previous years when "sticker shock" prevailed. In spring, Chrysler Corp. even lowered the base sticker price on some models, mostly convertibles. Chrysler executives labeled the cut a savings in production efficiencies that they decided to pass on directly to the consumer.

At the start of the 1984 model year, General Motors announced an average price increase of $232, up 2 percent, on passenger cars. Following, Ford Motor Co. reported an increase of $254, up 2.3 percent on the average equipped car.

Both increases were considered rather modest compared to introductory day prices of 1982 and 1983 models. Both General Motors and Ford utilized a new method of adjusting prices of the 1983 models to reflect equipment additions or deletions on the new 1984 models.

Also at the start of 1984 General Motors factored in an item it called "product improvement" through which it gives itself price credit for such things as improved corrosion resistance across the board and all-weather steel-belted radial tires.

Since more equipment is added than deleted as a general rule, a straight sticker-to-sticker comparison would show a greater increase than the one reported by the manufacturer. Example: The sticker on an Oldsmobile Cutlass Ciera Brougham four-door sedan rose $335 for '84. GM said the increase was $142 after equipment adjustments.

American Motors posted its 1984 model prices with an average boost of $232, or 2.5 percent, on Renault Alliance and AMC Eagle cars. Chrysler Corp. set opening day stickers with an increase averaging $191 or 1.9 percent on its full range of 1984 autos. Following the lead of GM and Ford, AMC and Chrysler factored in comparable equipment on the new models.

Chrysler Corp. increased destination charges an average of $28 per car while General Motors and Ford made no change in those fees. Destination charges on Chrysler models range from $308 to $475 on domestic cars. Destination charges are not included in the manufacturers suggested retail price but they are an important part of the cost to the dealer and the price to the customer.

Chrysler Corp. also changed the dealer discount on some cars, improving the dealers' profit potential. From the customers' standpoint the discount revisions mitigate some of the 1984 price hike on Chrysler models because dealers are able to slice a few extra dollars off stickers in writing deals.

While the Big Four auto makers attempted to hold the line on prices, they did take advantage of increasing consumer demand for big cars. While the price increases cited are an average, it was the full-size models that received the biggest bumps at the start of the 1984 model year. The compact and subcompact models received increases less than the average.

AVERAGE NEW-CAR SELLING PRICE

Year	Sales Price Ave. Retail
1969	$3,400
1970	$3,430
1971	$3,730
1972	$3,690
1973	$3,930
1974	$4,390
1975	$4,750
1976	$5,470
1977	$6,120
1978	$6,470
1979	$6,950
1980	$7,340
1981	$8,850
1982	$9,910
1983	$10,725

SOURCE: NADA

COMPARING PRICES: 1984 vs. 1983

	April 1 1984	Final Price, 1983 Model
SUBCOMPACTS		
Chevette Scooter 2-dr.	$ 4,990	$ 4,997
Chevette Scooter 4-dr.	5,326	5,333
Chevette CS 2-dr.	5,482	5,469
Pontiac 1000 2-dr.	5,614	5,582
Escort 2-dr.	5,620	.....
Chevette CS 4-dr.	5,629	5,616
Lynx 2-dr.	5,750	.....
Encore 2-dr.	5,755	.....
Pontiac 1000 4-dr.	5,817	5,785
Omni 4-dr.	5,822	5,841
Horizon 4-dr.	5,822	5,841
Escort 4-dr.	5,827	.....
Escort 2-dr.	5,876	5,639
Lynx 4-dr.	5,957	.....
Alliance 2-dr.	5,959	5,695
Lynx L 2-dr.	6,011	5,751
Escort L 4-dr.	6,091	5,846
Omni SE 4-dr.	6,140	6,071
Horizon SE 4-dr.	6,140	6,071
Lynx L 4-dr.	6,225	5,958
Escort L wagon	6,305	6,052
Encore S 2-dr.	6,365	.....
Rabbit L 2-dr.	6,390	6,290
Lynx L wagon	6,440	6,196
Alliance L 2-dr.	6,465	6,220
Charger 2-dr.	6,486	6,379
Turismo 2-dr.	6,486	6,379
Rabbit L 4-dr.	6,600	6,500
Encore S 4-dr.	6,615	.....
EXP 2-dr.	6,645	6,426
Alliance L 4-dr.	6,715	6,470
Rabbit GL 4-dr.	7,130	7,700
Fiero 2-dr.	7,990	.....
Daytona 2-dr.	8,298	.....
Rabbit GTI 2-dr.	8,350	7,990
Fiero Sport Coupe	8,490	.....
Accord 4-dr.	8,541	8,345
Laser 2-dr.	8,638	.....
COMPACTS (2-Door Models, unless otherwise noted)		
Cavalier 4	$ 6,469	$ 5,888
2000 Sunbird 4	6,667	6,499
Aries 4	6,829	6,577
Reliant 4	6,829	6,577
Tempo 4	6,928	6,840
Mustang 4	7,059	6,727
Skyhawk 4	7,133	6,958
Firenza 4	7,206	7,007
Topaz 4	7,469	7,355
Capri 4	7,749	7,156
Camaro 4	7,985	8,036
Firebird 4	8,339	8,399
LeBaron 4	8,775	8,514
Eagle 4 (4-dr.)	9,495	9,162
Cimarron 4 (4-dr.)	12,605	12,215
COMPACT WAGONS (4-Door Models)		
Cavalier 4	$ 6,367	$ 6,141
2000 Sunbird 4	7,107	6,926
Firenza 4	7,513	7,314
Skyhawk 4	7,677	7,492
Aries 4	7,728	7,636
Reliant 4	7,728	7,636
LeBaron Town & Country 4	10,119	9,731
Eagle 4	10,225	9,882
INTERMEDIATES (2-Door Models, unless otherwise noted)		
Citation 4	$ 6,436	$ 6,333
Phoenix 4	7,081	6,942
Skylark 4	7,545	7,548
Omega 4	7,625	7,478
Celebrity 4	7,702	8,059
Dodge 600 4	8,368	8,014
LTD 4 (4-dr.)	8,596	7,777
Pontiac 6000 4	8,690	8,399
Marquis 4 (4-dr.)	8,718	7,893
Monte Carlo V-6	8,926	8,637
Cutlass Ciera 4	9,005	8,703
Century 4	9,110	8,841
Bonneville V-6 (4-dr.)	9,121	8,984
Grand Prix V-6	9,135	8,783

Continued on Page 60

RETAIL PRICES, U. S. 1984 MODELS

This table shows 1984 domestic prices in effect April 1, 1984, and rounded off to the nearest dollar. All prices are Manufacturer's Suggested Retail Prices. They do not include destination charges, state and local taxes, optional equipment or any other charges that may be passed on to the local buyer. In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned. On some models, the standard-equipment radio is a delete option.

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	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
AMERICAN MOTORS—Eagle DL 4	$ 9,695				$10,425	$452	Std.	Std.	$ 86	$750
Eagle Limited 4					10,895	452	Std.	Std.	86	750
Renault Alliance and Encore (See Renault)										
BUICK—Skyhawk Custom 4	7,345	$7,133			7,677	395	$204	Std.	Std.	630
Skyhawk Limited 4	7,837	7,641			8,127	395	204	Std.	Std.	630
Skyhawk T Type 4		8,152				320	204	Std.	Std.	630
Skylark 4	7,707	7,545				425	Std.	Std.	Std.	730
Skylark Limited 4	8,283	8,119				425	Std.	Std.	Std.	730
Skylark T Type V-6		9,557				425	Std.	Std.	Std.	730
Century Custom 4	9,274	9,110			9,660	Std.	Std.	Std.	Std.	730
Century Limited 4	9,729	9,562			10,087	Std.	Std.	Std.	Std.	730
Century T Type V-6	10,674	10,510				Std.	Std.	Std.	Std.	730
Regal V-6	9,671	9,487				Std.	Std.	Std.	112	730
Regal Limited V-6	10,263	10,125				Std.	Std.	Std.	112	730
Regal T Type V-6		12,118				Std.	Std.	Std.	112	Std.
LeSabre Custom V-6	10,129	9,984				Std.	Std.	Std.	112	730
LeSabre Limited V-6	10,940	10,780				Std.	Std.	Std.	112	730
Electra Limited V-6	13,332	13,155				Std.	Std.	Std.	238	Std.
Electra Park Avenue V-6	15,044	14,888				Std.	Std.	Std.	Std.	Std.
Electra Estate Wagon V-8					14,483	Std.	Std.	Std.	238	Std.
Electra 300 V-6 (FWD)	13,850	13,673				Std.	Std.	Std.	Std.	Std.
Electra T Type V-6 (FWD)	15,053	14,876				Std.	Std.	Std.	Std.	Std.
Electra Park Avenue V-6 (FWD)	15,752	15,596				Std.	Std.	Std.	Std.	Std.
Riviera V-6		17,050				Std.	Std.	Std.	Std.	Std.
Riviera T Type V-6		15,967		$25,832		Std.	Std.	Std.	Std.	Std.
CADILLAC—Cimarron 4	12,605					320	Std.	Std.	Std.	Std.
DeVille V-8	17,613	17,128				Std.	Std.	Std.	Std.	Std.
Fleetwood Brougham V-8	20,439	19,930				Std.	Std.	Std.	Std.	Std.
DeVille V-8 (FWD)	17,957	17,472				Std.	Std.	Std.	Std.	Std.
Fleetwood V-8 (FWD)	20,402					Std.	Std.	Std.	Std.	Std.
Eldorado V-8		20,330		31,274		Std.	Std.	Std.	Std.	Std.
Seville V-8	22,456					Std.	Std.	Std.	Std.	Std.
Limousine V-8-6-4	30,439					Std.	Std.	Std.	Std.	Std.
Formal Limousine V-8-6-4	31,497					Std.	Std.	Std.	Std.	Std.
CHEVROLET—Chevette 4	5,326		$4,990			395	204	$ 95	83	630
Chevette CS 4	5,629		5,482			395	204	95	Std.	630
Cavalier 4	6,214				6,367	395	204	Std.	112	630
Cavalier Convertible 4				11,291		395	Std.	Std.	Std.	630
Cavalier Type 10 4		6,469	6,646			395	204	Std.	Std.	630
Cavalier CS 4	6,658				6,813	395	204	Std.	Std.	630
Citation II Notchback 4		6,436				425	215	100	83	730
Citation II 4	7,037		6,891			425	215	100	Std.	730
Camaro 4		7,985				525	Std.	Std.	112	730
Camaro Berlinetta V-6		10,885				295	Std.	Std.	Std.	730
Camaro Z-28 V-8		10,608				295	Std.	Std.	112	730
Celebrity 4	7,881	7,702				425	Std.	100	Std.	730
Celebrity 2-seat wagon 4					8,205	425	Std.	Std.	Std.	730
Celebrity 3-seat wagon 4					8,420	425	Std.	Std.	Std.	730
Monte Carlo V-6		8,926				Std.	Std.	Std.	112	730
Monte Carlo SS V-6		10,688				Std.	Std.	Std.	112	730
Impala V-6	8,884					Std.	Std.	Std.	112	730
Caprice Classic V-6	9,388	9,242				Std.	Std.	Std.	112	730
Caprice Classic 3-seat wgn. V-8					10,198	Std.	Std.	Std.	112	730
Corvette V-8		23,346				Std.	Std.	Std.	Std.	Std.
CHRYSLER—LeBaron 4		8,775				439	Std.	Std.	Std.	737
LeBaron Sedan 4	9,059					Std.	Std.	Std.	Std.	737
LeBaron Town & Country 4					10,119	Std.	Std.	Std.	Std.	737
LeBaron Convertible 4				11,587		Std.	Std.	Std.	Std.	737
LeBaron Mark Cross 4				15,487		Std.	Std.	Std.	Std.	Std.
LeBaron Town & Country Conv. 4				16,487		Std.	Std.	Std.	Std.	Std.
Laser 4			8,638			439	Std.	Std.	Std.	737
Laser XE 4			10,536			439	Std.	Std.	Std.	737
E Class 4	9,557					Std.	Std.	Std.	Std.	737
New Yorker 4	12,442					Std.	Std.	Std.	Std.	737
Fifth Avenue V-8	13,978					Std.	Std.	Std.	Std.	Std.
Executive Sedan 4	18,967					Std.	Std.	Std.	Std.	Std.
Limousine 4	21,967					Std.	Std.	Std.	Std.	Std.
DODGE—Omni 4	5,822					439	219	Std.	113	643
Omni SE 4	6,140					439	219	Std.	Std.	643
Omni GLH 4	7,350					439	Std.	Std.	Std.	643
Charger 4			6,486			439	219	Std.	113	643
Charger 2.2 4			7,280			439	219	Std.	Std.	643
Shelby Charger 4			8,533			439	Std.	Std.	Std.	643
Aries 4	6,941	6,829				439	219	Std.	113	737
Aries Custom 4					7,728	439	219	Std.	Std.	737
Aries Special Edition 4	7,581	7,455				439	219	Std.	Std.	737
Aries SE Wagon 4					8,187	439	Std.	Std.	Std.	737

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RETAIL PRICES, U. S. 1984 MODELS

Continued from Page 59

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
Dodge 600 4		8,368				439	Std.	Std.	Std.	737
Dodge 600 Sedan 4	8,895					Std.	Std.	Std.	Std.	737
Dodge 600 Convertible 4				10,587		Std.	219	Std.	Std.	737
Dodge 600-ES 4	9,517					439	Std.	Std.	Std.	737
Dodge 600-ES Turbo Conv. 4				12,985		Std.	Std.	Std.	Std.	737
Daytona 4			8,298			439	Std.	Std.	Std.	737
Daytona Turbo 4			10,217			439	Std.	Std.	Std.	737
Diplomat Salon V-8	9,169					Std.	Std.	Std.	Std.	792
Diplomat SE V-8	10,165					Std.	Std.	Std.	Std.	792
FORD—Escort 4	5,827		5,620			N.A.	N.A.	95	39	N.A.
Escort L 4	6,091		5,876			439	215	95	39	643
Escort L Wagon 4					6,305	439	215	Std.	39	643
Escort GL 4	6,588		6,374			439	215	95	Std.	643
Escort GL Wagon 4					6,765	439	215	Std.	Std.	643
Escort LX 4	7,840				7,931	363	215	Std.	Std.	643
Escort GT 4			7,585			363	215	Std.	Std.	643
Escort Turbo GT 4			8,680			363	Std.	Std.	Std.	643
EXP 4			6,645			363	215	Std.	Std.	643
EXP Luxury Coupe 4			7,531			363	215	Std.	Std.	643
EXP Turbo Coupe 4			9,934			363	215	Std.	Std.	643
Mustang L 4		7,089	7,260			439	202	93	Std.	743
Mustang LX 4		7,281	7,487			439	202	93	Std.	743
Mustang LX Convertible V-6					11,840	Std.	202	Std.	Std.	743
Mustang GT V-8			9,774	13,247		439	Std.	Std.	Std.	743
Mustang Turbo GT 4			9,958	13,441		439	Std.	Std.	Std.	743
Mustang SVO 4			15,585			439	Std.	Std.	Std.	743
Tempo L 4	6,928	6,928				439	223	Std.	Std.	N.A.
Tempo GL 4	7,151	7,151				439	223	Std.	Std.	743
Tempo GLX 4	7,613	7,613				439	223	Std.	Std.	743
LTD 4	8,596					Std.	Std.	Std.	Std.	743
LTD Wagon V-6					9,093	Std.	Std.	Std.	Std.	743
LTD Brougham 4	8,984					Std.	Std.	Std.	Std.	743
Thunderbird V-6	9,623					Std.	Std.	Std.	Std.	743
Thunderbird Turbo Coupe 4	12,354					315	Std.	Std.	Std.	743
Thunderbird Elan V-6	12,651					Std.	Std.	Std.	Std.	743
Thunderbird Fila V-6	14,046					Std.	Std.	Std.	Std.	743
LTD Crown Victoria V-8	10,943	10,943			10,849	Std.	Std.	Std.	Std.	743
LTD Country Squire V-8					11,099	Std.	Std.	Std.	Std.	743
HONDA—(U.S.-built models)										
Accord	8,541					350	Std.	Std.	*60	*580
Accord LX	9,941					350	Std.	Std.	Std.	Std.
*—Price does not include dealer installation fee.										
LINCOLN—Town Car V-8	18,059					Std.	Std.	Std.	Std.	Std.
Lincoln Signature V-8	20,028					Std.	Std.	Std.	Std.	Std.
Lincoln Cartier V-8	21,694					Std.	Std.	Std.	Std.	Std.
Continental Mark VII V-8		21,695				Std.	Std.	Std.	Std.	Std.
Continental Mk. VII Bill Blass V-8		24,795				Std.	Std.	Std.	Std.	Std.
Continental Mark VII Versace V-8		24,394				Std.	Std.	Std.	Std.	Std.
Continental Mark VII LSC V-8		23,694				Std.	Std.	Std.	Std.	Std.
Continental V-8	21,757					Std.	Std.	Std.	Std.	Std.
Continental Valentino V-8	24,205					Std.	Std.	Std.	Std.	Std.
Continental Givenchy V-8	24,230					Std.	Std.	Std.	Std.	Std.
MERCURY—Lynx 4	5,957		5,750			N.A.	N.A.	95	39	N.A.
Lynx L 4	6,225		6,011			439	215	95	39	643
Lynx L Wagon 4					6,440	439	215	Std.	39	643
Lynx GS 4	6,701		6,487			439	215	95	Std.	643
Lynx GS Wagon 4					6,879	439	215	Std.	Std.	643
Lynx LTS 4	7,871					363	215	Std.	Std.	643
Lynx RS 4			7,633			363	215	Std.	Std.	643
Lynx Turbo RS 4			8,728			363	215	Std.	Std.	643
Capri GS 4			7,749			439	202	Std.	Std.	743
Capri RS V-8			9,628			551	Std.	Std.	Std.	743
Capri Turbo RS 4			9,812			N.A.	Std.	Std.	Std.	743
Topaz GS 4	7,469	7,469				439	223	Std.	Std.	743
Topaz LS 4	7,872	7,872				439	223	Std.	Std.	743
Marquis 4	8,718					Std.	Std.	Std.	Std.	743
Marquis Wagon V-6					9,215	Std.	Std.	Std.	Std.	743
Marquis Brougham 4	9,021					Std.	Std.	Std.	Std.	743
Marquis Brougham Wagon V-6					9,489	Std.	Std.	Std.	Std.	743
Cougar V-6		9,968				Std.	Std.	Std.	Std.	743
Cougar LS V-6		11,255				Std.	Std.	Std.	Std.	743
Cougar XR-7 4 (Turbo)		13,090				Std.	Std.	Std.	Std.	743
Grand Marquis V-8	11,629	11,565				Std.	Std.	Std.	Std.	743
Grand Marquis LS V-8	12,184	12,120				Std.	Std.	Std.	Std.	743
Colony Park V-8					11,804	Std.	Std.	Std.	Std.	743
OLDSMOBILE—Firenza S 4			7,206			395	204	Std.	Std.	630
Firenza 4	7,293				7,513	395	204	Std.	Std.	630
Firenza SX Coupe 4			7,949			395	Std.	Std.	Std.	630
Firenza LX 4	7,845				8,065	395	Std.	Std.	Std.	630
Omega 4	7,823	7,625				425	Std.	Std.	Std.	730

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COMPARING PRICES 1984 vs. 1983

Continued from Page 59

	April 1, 1984	Final Price, 1983 Model
Cutlass Supreme V-6	9,366	9,035
Regal V-6	9,487	9,185
Chrysler E Class 4 (4-dr.)	9,557	9,441
Thunderbird V-6	9,623	9,197
Cougar V-6	9,968	9,521
New Yorker E 4 (4-dr.)	12,442	11,200
INTERMEDIATE WAGONS (4-Door Models)		
Celebrity 4	$ 8,205	.....
LTD V-6	9,093	$ 8,577
Pontiac 6000 4	9,212	.....
Marquis V-6	9,215	8,693
Cutlass Ciera 4	9,542	.....
Century 4	9,660	.....
STANDARD SIZE (4-Door Models)		
Chevrolet Impala V-6	$ 8,884	$ 8,496
Dodge Diplomat V-8	9,169	8,248
Plymouth Gran Fury V-8	9,169	8,248
Chevrolet Caprice V-6	9,388	8,967
Pontiac Parisienne V-6	9,870	9,609
Olds Delta Royale V-6	10,040	9,528
Buick LeSabre V-6	10,129	9,559
Ford LTD Crn. Victoria V-8	10,943	10,259
Mercury Grand Marquis V-8	11,629	10,883
STANDARD-SIZE WAGONS (4-Door, V-8)		
Chevrolet Caprice	$10,198	$ 9,683
Pontiac Parisienne	10,382	9,927
Olds Custom Cruiser	10,827	10,248
Ford LTD Crown Victoria	10,849	.....
Ford LTD Country Squire	11,099	10,418
Mercury Colony Park	11,804	11,061
Buick Electra Estate Wgn.	14,483	13,803
LUXURY CARS		
Electra 4-dr. (Rear-wheel-drive)	$13,332	$12,828
Electra 4-dr. (FWD)	13,850	
Chrysler Fifth Ave. 4-dr.	13,978	13,192
Ninety-Eight 4-dr. (Rear-wheel-drive)	14,139	13,362
Ninety-Eight 4-dr. (FWD)	14,209	
Riviera 2-dr.	15,967	15,480
Toronado 2-dr.	16,096	15,494
DeVille 4-dr. (Rear-wheel-drive)	17,613	16,683
DeVille 4-dr. (FWD)	17,957	
Lincoln Town Car 4-dr.	18,059	17,139
Chrysler Exec. Sedan	18,967	18,900
Eldorado 2-dr.	20,330	19,576
Continental Mark VII 2-dr.	21,695	20,445
Chrysler Limousine 4-dr.	21,967	21,900
Continental 4-dr.	21,757	21,201
Seville 4-dr.	22,456	21,682
Corvette 2-dr.	23,346	21,800
Cadillac Limousine	30,439	29,565
Cadillac Formal Limousine	31,497	30,591
CONVERTIBLES		
Dodge 600 4	$10,587	$ 9,995
Cavalier 4	11,291	10,990
2000 Sunbird LE 4	11,741	11,299
LeBaron 4	11,587	10,995
Mustang LX V-6	11,840	12,467
Dodge 600-ES Turbo 4	12,895	.....
Mustang GT V-8	13,247	13,479
Mustang GT Turbo 4	13,441	.....
LeBaron Mark Cross 4	15,487	14,595
LeBaron Town & Country 4	16,487	15,595
Riviera V-6	25,832	25,202
Eldorado V-8	31,274	.....

Comparison of selected 1984 and 1983 domestic models by market class. Prices are Manufacturer's Suggested Retail Prices. The 1984 prices are those in effect April 1, 1984. The 1983 prices are those in effect at the end of the model year.

No adjustment has been made for year-to-year equipment changes or dealer-discount changes or standard equipment variations among competing models. If there is no entry in the 1983 column, it means that the 1984 model is new or had no direct counterpart in 1983.

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AVERAGE SELLING PRICE OF USED CARS RETAILED BY FRANCHISED NEW CAR DEALERS

1972	$1,600
1973	1,710
1974	1,850
1975	2,200
1976	2,400
1977	2,690
1978	2,930
1979	3,200
1980	3,380
1981	3,970
1982	4,440
1983	4,650

Source: NADA Industry Analysis Department.

Imported car retail prices

Prices in effect March 20, 1984

The following prices are Manufacturer's Suggested Retail Prices. They include ocean freight and import duty. They do not include state or local taxes, optional equipment or special equipment required by state laws. Mercedes-Benz prices include inland shipping fees; others do not. Where East Coast and West Coast prices differ, East Coast prices are used, unless otherwise indicated. Prices are for 1984 models, unless otherwise noted.

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ALFA ROMEO—GTV-6 coupe (5-speed), $19,000; Spider convertible (5-speed), $16,000. **(Power disk brakes** standard on both models.) (Prices do not include dealer prep fee.)

ASTON MARTIN—V-8 Coupe, $96,000; Volante convertible, $115,000; Lagonda 4-door sedan, $150,-000. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models. **5-speed manual transmission** is $2,000 extra on Coupe and Volante.) (Prices include dealer prep fee.)

AUDI—4000-S—2-door sedan (5-speed), $12,390; 4-door sedan (5-speed), $12,980; 4-door sedan (automatic), $13,405. **4000-S Quattro**—4-door sedan (5-speed), $16,500. **Audi Coupe GT**—Coupe (5-speed), $14,500; coupe (automatic), $14,925. **500-S**—4-door sedan (5-speed), $16,480; 4-door sedan (automatic), $16,905; 4-door wagon (5-speed), $17,480; 4-door wagon (automatic), $17,-905. **5000-S Turbo**—4-door sedan (automatic), $22,250. **Audi Quattro**—Coupe (5-speed), $35,000. **(Power steering and air conditioning** standard on all models. **Power disk brakes** standard on all models except Audi Coupe. **Radio** standard on 4000-S Quattro, 500-S Turbo and Audi Quattro.) (Prices do not include dealer prep fee.)

BENTLEY—Mulsanne—4-door sedan, $97,950; L 4-door sedan, $108,390. **Corniche**—Convertible, $155,470. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

BERTONE—X 1/9 Targa convertible (5-speed), $13,990. **(Radio, air conditioning** are standard.) (Price does not include dealer prep fee of $179.)

BMW—318i—2-door sedan (5-speed), $16,430. **528e**—4-door sedan (5-speed), $24,565. **533i**—4-door sedan (5-speed), $30,305. **733i**—4-door sedan (5-speed), $36,335. **633CSi**— Coupe (5-speed), $40,705. **(Power steering, power disk brakes, air conditioning** standard on all models. **Radio** standard on all models except 318i. **Automatic transmission** is $495 on 318i, $795 on other models.) (Prices do not include dealer prep fee of $90 on 318i, $100 on 528e and $110 on other models.)

DATSUN—See Nissan.

DODGE COLT—E 3-door hatchback (4-speed), $4,995; DL 3-door hatchback (4x2 Twinstick), $5,893; E 5-door hatchback (4x2 Twinstick), $5,-639; DL 5-door hatchback (4x2 Twinstick), $6,029. **(Power disk brakes** standard on all models. **Automatic transmission** is $314, not available on E 3-door hatchback.)

DODGE COLT VISTA—Van Wagon (4x2 Twinstick), $8,115. **Power disk brakes** are standard. **Automatic transmission** is $388.)

DODGE CONQUEST—2-door Liftback (5-speed), $12,149. **(Power disk brakes, power steering, radio** are standard. **Automatic transmission** is $524.)

DODGE RAM 50—Pickup Trucks (2-wheel drive)—Custom, $5,684; Royal, $6,290; Sport, $7,018. **Pickup Trucks (4-wheel drive)**—Custom, $7,870; Royal, $8,670; Sport, $9,143. **(Power disk brakes** standard on all models. **Automatic transmission** is $444 on Custom and Royal 2WD, $342 on Sport 2 WD, $563 on Custom 4WD, $399 on Royal 4WD, $342 on Sport 4WD.)

FERRARI—308 Series—Quattrovalvole Berlinetta coupe (5-speed), $54,300; Quattrovalvole Spider convertible (5-speed), $59,500. **Mondial**—Cabriolet (5-speed), $65,000. **(Power disk brakes, air conditioning** standard on all models.) (Prices include gas-guzzler tax of $1,450 but do not include delivery fee of $495.)

HONDA—Civic CRX—1.3 coupe (5-speed), $6,142; 1.5 coupe (5-speed), $6,592; 1.5 coupe (automatic), $6,892. Civic—1.3 3-door hatchback (4-speed), $5,242; 1.5 DX 3-door hatchback (5-speed), $6,292; 1.5 DX 3-door hatchback (automatic), $6,592; 1.5 S 3-door hatchback (5-speed), $6,842; 1.5 4-door sedan (5-speed), $7,092; 1.5 4-door sedan (automatic), $7,392; 1.5 4-door wagon (5-speed), $6,-992; 1.5 4-door wagon (automatic), $7,292. **Accord**—1.8 3-door hatchback (5-speed), $7,691; 1.8 3-door hatchback (automatic), $8,241; 1.8 4-door sedan (5-speed), $8,541; 1.8 4-door sedan (automatic), $8,891. **Accord LX**—1.8 3-door hatchback (5-speed), $8,841; 1.8 3-door hatchback (automatic), $9,191; 1.8 4-door sedan (5-speed), $9,941; 1.8 4-door sedan (automatic), $10,291. **Prelude**—1.8 coupe (5-speed), $9,967; 1.8 coupe (automatic), $10,337. **(Power disk brakes** standard on all models. **Power steering** standard on Accord 4-door sedan, both Accord LX and Prelude. **Radio** standard on Accord LX hatchback and sedan and Prelude. **Air conditioning** standard on Accord LX 4-door sedan.) (Prices include dealer prep fee.)

ISUZU—I-Mark (gasoline engine)—Deluxe 4-door sedan (5-speed), $6,535; Deluxe 4-door sedan (automatic), $6,867. **I-Mark (diesel engine)**—Coupe (4-speed), $8,720; Deluxe 4-door sedan (5-speed), $7,385; Deluxe 4-door sedan (automatic), $7,717. **Impulse**—Coupe (5-speed), $10,498; coupe (automatic), $10,878. **(Power disk brakes** standard on all models. **Power steering, radio, air conditioning** standard on Impulse.) (Prices do not include dealer prep fee, but dealer is reimbursed for prep work by American Isuzu Motors.)

ISUZU P'UP PICKUP TRUCKS—4x2 models (gasoline engine)—Standard bed (4-speed), $5,775; Deluxe standard bed (5-speed), $6,519; Deluxe standard bed (automatic), $6,851; LS standard bed (5-speed), $7,296; long bed (4-speed), $5,930; Deluxe long bed (5-speed), $6,674; Deluxe long bed (automatic), $7,006; LS long bed (5-speed), $7,-450. **4x4 models (gasoline engine)**—Deluxe standard bed (4-speed), $8,189; LS standard bed (4-speed), $8,965; Deluxe long bed (4-speed), $8,344; LS long bed (4-speed), $9,120. **4x2 models (diesel engine)**—Standard bed, 4-speed, (not available in California), $6,540; standard bed, 4-speed (California only), $8,540; Deluxe standard bed (5-speed), $7,284; Deluxe standard bed (automatic), $7,616; long bed (5-speed), $6,995; Deluxe long bed (5-speed), $7,439; Deluxe long bed (automatic), $7,771; LS long bed (5-speed), $8,215. **4x4 models (diesel engine)**—Deluxe standard bed (4-speed), $8,954; LS standard bed (4-speed), $9,730; Deluxe long bed (4-speed), $9,109; LS long bed (4-speed), $9,885. **(Power disk brakes** standard on all models. **Radio** standard on LS models with 2-wheel drive.) (Prices do not include dealer prep fee, but dealer is reimbursed for prep work by American Isuzu Motors.)

JAGUAR—XJ-6 Series III—4-door sedan, $31,-100; Vanden Plas 4-door sedan, $34,200. **XJ-S (V-12)**—Sport coupe, $34,700. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee, which averages $350-$400.)

LAMBORGHINI — 5000-S Countach — Coupe (5-speed), $99,500. **P-350 Jalpa**—Targa coupe (5-speed), $53,125. **(Power disk brakes, radio, air conditioning** standard on both models.) (Prices do not include dealer prep fee.)

LOTUS—Turbo Esprit 2-seater coupe (5-speed), $47,984. Price is for 1983 model. **(Power disk brakes, air conditioning** are standard.)

MASERATI—Biturbo—Coupe (5-speed), $25,945. **Quattroporte V-8**—4-door sedan, $66,210. **(Power steering, power disk brakes** standard on Quattroporte. **Radio, air conditioning** standard on Biturbo and Quattroporte.) (Prices do not include dealer prep fee.)

MAZDA—GLC Series—3-door hatchback (4-speed), $4,995; Deluxe 3-door hatchback (5-speed), $5,895; Luxury 3-door hatchback (5-speed), $6,495; Deluxe 4-door sedan (5-speed), $6,445; Luxury 4-door sedan (5-speed), $7,095. **626 Series**—Deluxe coupe (5-speed), $8,495; Deluxe 4-door sedan (5-speed), $8,095; Luxury coupe (5-speed), $10,095; Luxury 4-door sedan (5-speed), $9,695; Luxury 4-door sedan (5-speed, diesel engine), $10,245; Luxury 5-door Touring Sedan (5-speed), $10,695; **RX-7**—S coupe (5-speed), $10,195; GS coupe (5-speed), $11,295; GSL coupe (5-speed), $13,095; GSL-SE coupe (5-speed), $15,095. **(Power disk brakes** standard on all models. **Power steering** standard on 626 Luxury models. **Radio** standard on 626 Luxury models and all RX-7 models except S coupe. **Air conditioning** standard on RX-7 GSL-SE coupe.) **Automatic transmission** is $290 on GLC models, not available on base hatchback; $360 on 626 models and $500 on RX-7 GS and GSL. (Car prices are the same for Mazda Central and Mazda East, the two importers.) (Prices include dealer prep fee.)

MAZDA PICKUP TRUCKS — B-2000 Sundowner (gasoline engine)—Short bed (5-speed), $5,795; long bed (5-speed), $6,095 for Mazda Central and $5,995 for Mazda East; SE short bed (5-speed), $5,995; SE long bed (5-speed), $6,295 for Mazda Central and $6,195 for Mazda East; Sport short bed (5-speed), $6,595; Sport long bed (5-speed), $6,795. **B-2200 (diesel engine)**—Short bed (5-speed), $6,545; long bed (5-speed), $6,745. **(Power disk brakes** standard on all models. **Automatic transmission** is $350 on gasoline-engine models for Mazda Central and $325 on gasoline-engine models for Mazda East.) (Mazda Central and Mazda East are the two importers of Mazda vehicles. Prices are the same except where noted.) (Prices include dealer prep fee.)

MERCEDES-BENZ—190 Series—190-E 4-door sedan (5-speed), $22,850; 190-E 4-door sedan (automatic), $23,430; 190-D 4-door sedan (diesel, 5-speed), $22,930; 190D 4-door sedan (diesel, automatic), $23,510. **300 Series (Turbodiesel)**—300-D 4-door sedan (automatic), $31,940; 300-TD 4-door wagon (automatic), $35,310; 300-CD coupe (automatic), $35,220; 300-SD 4-door sedan (automatic), $39,-500. **380 Series**—380-SE 4-door sedan (automatic), $42,730; 380-SL coupe-roadster (automatic), $43,-820. **500 Series**—500-SEL 4-door sedan (automatic), $51,200; 500-SEC coupe (automatic), $56,800. Prices of the 500-SEL sedan and 500-SEC coupe do not include a Gas-Guzzler Tax of $750. **(Power disk brakes, power steering, radio, air conditioning** standard on all models.) (Prices include dealer prep fee and inland shipping to dealer.)

MITSUBISHI—Tredia—4-door sedan (5-speed), $6,599; L 4-door sedan (4+4 manual), $7,579; L 4-door sedan (automatic), $7,949; LS 4-door sedan (4+4 manual), $8,649; LS 4-door sedan (automatic), $9,029; Turbo 4-door sedan (5-speed), $8,989. **Cordia**—2-door hatchback (5-speed), $6,989; L 2-door hatchback (5-speed), $7,889; L 2-door hatchback (automatic), $8,259; LS 2-door hatchback (5-speed), $9,059; LS 2-door hatchback (automatic), $9,439; Turbo 2-door hatchback (5-speed), $9,459. **Starion**—LS Turbo 2+2 coupe (5-speed), $12,509; LE Turbo 2+2 coupe (5-speed), $14,279; LE Turbo 2+2 coupe (automatic), $14,799; ES Turbo 2+2 coupe (5-speed), $14,559. **Montero Sport Utility Vehicle**—Montero 3-door (metal top, 5-speed), $9,439; Montero Sport 3-door (metal top, 5-speed), $10,159; Montero Sport 3-door (metal top, automatic), $10,499. **(Power disk brakes** standard on Tredia, Cordia and Montero. **Power steering** standard on all models except base Tredia and base Cordia. **Radio** standard on all models except base Tredia, base Cordia and base Montero. **Air conditioning** standard on Starion LE and Starion ES.) (Prices include dealer prep fee.)

MITSUBISHI PICKUP TRUCKS—Two-Wheel Drive—Mighty Max (4-speed), $5,749; SP pickup (5-speed), $6,849; SP pickup (automatic), $7,179; SP Turbo pickup (diesel, 5-speed), $7,769; SPX pickup (5-speed), $7,839; SPX Turbo pickup (diesel, 5-speed), $8,819. **Four-Wheel Drive**—SP pickup (5-speed), $9,089; SP Turbo pickup (diesel, 5-speed), $9,989; SPX pickup (5-speed), $9,669; SPX Turbo pickup (diesel, 5-speed), $10,639. **(Power disk brakes** standard on all models. **Power steering** standard on SPX 2WD and all 4WD. **Radio** standard on SPX 2WD and SPX 4WD.) (Prices include dealer prep fee.)

NISSAN—Sentra—2-door sedan (5-speed), $5,199; Deluxe 2-door sedan (5-speed), $6,349; Deluxe 2-door sedan (automatic), $6,949; MPG diesel 2-door sedan (4-speed), $6,749; Deluxe 4-door sedan (5-speed), $6,549; Deluxe 4-door sedan (automatic), $7,149; Deluxe 4-door wagon (5-speed), $7,049; Deluxe 4-door wagon (automatic), $7,649. **Sentra XE**—2-door sedan (5-speed), $6,949; 2-door sedan (automatic), $7,299; 4-door sedan (5-speed), $7,-149; 4-door sedan (automatic), $7,499; hatchback coupe (5-speed), $7,449; hatchback coupe (automatic), $7,799; 4-door wagon (5-speed, $7,649; 4-door wagon (automatic), $7,999. **Pulsar NX**—Coupe (5-speed), $7,749; coupe (automatic), $8,099. **Stanza**—XE 2-door hatchback (5-speed), $8,299; XE 2-door hatchback (automatic), $8,849; XE 4-door hatchback (5-speed), $8,499; XE 4-door hatchback (automatic), $8,849; GL 4-door sedan (5-speed), $9,099; GL 4-door sedan (automatic), $9,-449. **200-SX**—Deluxe notchback coupe (5-speed), $8,499; Deluxe hatchback coupe (5-speed), $8,699; XE notchback coupe (5-speed), $9,699; XE hatchback coupe (5-speed), $9,999; Turbo XE hatchback coupe (5-speed), $11,699. **Maxima**—4-door sedan (5-speed), $11,399; 4-door sedan (automatic), $11,899; 4-door wagon (automatic), $12,799. **300-ZX**—Coupe (5-speed), $15,799; coupe (automatic), $16,299; 2+2 coupe (5-speed), $16,-999; 2+2 coupe (automatic), $17,499; Turbo Coupe (5-speed), $18,199; Turbo Coupe (automatic), $18,699; Anniversary Edition Turbo Coupe (5-speed), $25,999; Anniversary Edition Turbo Coupe (automatic), $26,499. **(Power disk brakes** standard on all models. **Power steering and radio** standard on Sentra XE and all Pulsar, Stanza, 200-SX, Maxima and 300-ZX models. **Air conditioning** standard on Maxima and 300-ZX.) (Prices include dealer prep fee.)

NISSAN PICKUP TRUCKS—Pickup Trucks (2-Wheel Drive)—Base regular bed (5-speed), $5,999; MPG regular bed (5-speed), $5,999; Deluxe regular bed (automatic), $7,195; Deluxe regular bed (automatic), $7,545; Sport truck regular bed (5-speed), $8,145; Standard long bed (5-speed), $6,449; Deluxe long bed (5-speed), $7,345; Deluxe long bed (automatic), $7,695; Heavy-duty long bed (5-speed), $7,445; Sport Truck long bed (5-speed), $8,295; Cab and chassis dual wheel (5-speed), $7,495; King Cab MPG (5-speed), $6,-895; King Cab short bed (5-speed, California only), $7,245; King Cab short bed (automatic), $7,595; King Cab Deluxe (5-speed), $7,795; King Cab Deluxe (automatic), $8,145; King Cab Deluxe Diesel (5-speed), $8,635; King Cab XE (5-speed), $9,250; King Cab XE (automatic), $9,675. **Pickup Trucks (4-Wheel Drive)**—Deluxe regular bed (5-speed), $8,995; Sport Truck regular bed (5-speed), $8,995; Sport Truck regular bed (5-speed), $9,745; Deluxe long bed (5-speed), $9,145; Deluxe Sport Truck long bed (5-speed), $9,985; King Cab Deluxe (5-speed), $9, 595. **(Power disk brakes** standard on all models except base regular bed and long bed, MPG regular bed and King Cab MPG. **Radio** standard on King Cab XE and Sports Trucks.) (Prices include dealer prep fee.)

PEUGEOT—505 (gasoline engine; 5-speed)—GL 4-door sedan, $11,300; S 4-door sedan, $14,845; STI 4-door sedan, $15,800; GL 4-door wagon, $11,990; S 4-door wagon, $16,095. **505 (turbodiesel; 5-speed unless otherwise noted**—GL 4-door sedan, $12,800; S 4-door sedan, $16,345; STI 4-door sedan, $17,300; GL 4-door wagon (automatic), $13,860; S 4-door wagon (automatic), $17,965. **604**—4-door sedan (5-speed), $20,885; 4-door sedan (automatic), $21,285. **Power disk brakes and power steering** standard on all models. **Radio and air conditioning** standard on all models except 505 GL sedan and wagon. **Automatic transmission** is $370 on 505 models.) (Prices do not include dealer prep fee.)

PININFARINA — Azzurra convertible (5-speed), $16,995; Azzurra convertible (automatic), $17,490. **(Power disk brakes, radio, air conditioning** are standard.) (Price does not include dealer prep fee of $179.)

PLYMOUTH COLT—E 3-door hatchback (4-speed), $4,995; DL 3-door hatchback (4x2 Twinstick), $5,-

Continued on Page 64

RETAIL PRICES, U. S. 1984 MODELS

Continued from Page 60

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
Omega Brougham 4	8,095	7,914				425	Std.	Std.	Std.	730
Cutlass Ciera LS 4	9,194	9,005				Std.	Std.	Std.	Std.	730
Cutlass Cierra Wagon 4					9,542	Std.	Std.	Std.	Std.	730
Cutlass Ciera Brougham 4	9,712	9,510				Std.	Std.	Std.	Std.	730
Cutlass Supreme V-6	9,519	9,366				Std.	Std.	Std.	112	730
Cutlass Supreme Brougham V-6	10,135	10,005				Std.	Std.	Std.	112	730
Cutlass Calais V-6		10,264				Std.	Std.	Std.	112	730
Delta 88 Royale V-6	10,040	9,928				Std.	Std.	Std.	112	730
Delta 88 Royale Brougham V-6	10,488	10,397				Std.	Std.	Std.	112	730
Custom Cruiser V-8					10,827	Std.	Std.	Std.	112	730
98 Regency V-8	14,139	13,962				Std.	Std.	Std.	Std.	Std.
98 Regency Brougham V-8	15,189					Std.	Std.	Std.	Std.	Std.
98 Regency V-6 (FWD)	14,209	14,277				Std.	Std.	Std.	Std.	Std.
98 Regency Brough'm V-6 (FWD)	15,247	15,315				Std.	Std.	Std.	Std.	Std.
Toronado Brougham V-6		16,096				Std.	Std.	Std.	Std.	Std.
PLYMOUTH—Horizon 4	5,822					439	219	Std.	113	643
Horizon SE 4	6,140					439	219	Std.	Std.	643
Turismo 4			6,486			439	219	Std.	113	643
Turismo 2.2 4			7,280			439	219	Std.	Std.	643
Reliant 4	6,941	6,829				439	219	Std.	113	737
Reliant Custom 4					7,728	439	219	Std.	Std.	737
Reliant Special Edition 4	7,581	7,455				439	219	Std.	Std.	737
Reliant SE Wagon 4					8,187	439	Std.	Std.	Std.	737
Gran Fury Salon V-8	9,169					Std.	Std.	Std.	Std.	792
PONTIAC—1000 4	5,817		5,614			395	204	95	Std.	630
2000 Sunbird 4	6,791	6,667	6,987		7,107	320	204	Std.	112	630
2000 Sunbird LE 4	7,491	7,325			7,811	320	204	Std.	Std.	630
2000 Sunbird LE Convertible 4				11,741		320	204	Std.	Std.	630
2000 Sunbird S/E 4	9,175	9,009	9,479			395	Std.	Std.	Std.	630
Phoenix 4	7,156	7,081				425	215	100	Std.	730
Phoenix LE 4	7,807	7,674				425	215	100	Std.	730
Phoenix SE 4		9,062				425	Std.	Std.	Std.	730
Fiero 4		7,990				N.A.	N.A.	Std.	112	N.A.
Fiero Sport Coupe 4		8,490				425	N.A.	Std.	Std.	730
Fiero SE 4		9,587				425	N.A.	Std.	Std.	730
Firebird 4			8,339			525	Std.	Std.	112	730
Firebird S/E V-6			10,639			295	Std.	Std.	112	730
Firebird Trans Am V-8			10,689			295	Std.	Std.	112	730
Pontiac 6000 4	8,864	8,690			9,212	Std.	Std.	Std.	Std.	730
6000 LE 4	9,283	9,133			9,603	Std.	Std.	Std.	Std.	730
6000 STE V-6	14,428					Std.	Std.	Std.	Std.	Std.
Grand Prix V-6		9,135				Std.	Std.	Std.	112	730
Grand Prix LE V-6		9,614				Std.	Std.	Std.	112	730
Grand Prix Brougham V-6		10,289				Std.	Std.	Std.	112	730
Bonneville V-6	9,121					Std.	Std.	Std.	112	730
Bonneville LE V-6	9,348					Std.	Std.	Std.	112	730
Bonneville Brougham V-6	9,825					Std.	Std.	Std.	112	730
Parisienne V-6	9,870					Std.	Std.	Std.	112	730
Parisienne Wagon V-8					10,382	Std.	Std.	Std.	112	730
Parisienne Brougham V-6	10,270					Std.	Std.	Std.	112	730
RENAULT—(U.S.-built models)										
Encore 4			5,755			435	215	Std.	84	653
Encore S 4	6,615		6,365			435	215	Std.	Std.	653
Encore LS 4	7,195		6,995			338	215	Std.	Std.	653
Encore GS 4			7,547			338	215	Std.	Std.	653
Alliance 4		5,959				435	215	Std.	84	653
Alliance L 4	6,715	6,465				435	215	Std.	Std.	653
Alliance DL 4	7,365	7,065				338	215	Std.	Std.	653
Alliance Limited 4	8,027					338	215	Std.	Std.	653
VOLKSWAGEN—(U.S.-built models)										
Rabbit L 4 (diesel)	6,600		6,390			N.A.	220	Std.	165**	650
Rabbit L 4 (gasoline)	6,740		6,530			535*	220	Std.	165**	650
Rabbit GL 4 (gasoline)	7,130					535*	220	Std.	165**	650
Rabbit GTI 4 (gasoline)			8,350			N.A.	N.A.	Std.	165**	650

* Automatic transmission price includes fuel-injection engine.
** Radio price is for AM/FM unit.

PRICES

Price increase averages $163.25

'Popular-priced' class falls to 51.5 percent of import sales

By John K. Teahen Jr.
Managing Editor

Imported-car prices have risen in the past 12 months. The average increases on 1984 models were considerably higher than in the preceding year, but they were not nearly so large as those of earlier years.

The annual AUTOMOTIVE NEWS analysis found an average hike of $163.25 for the best-selling — or "popular-priced" — imports. It amounted to 2.52 percent.

It was nearly three times as much as the jump of $57.39, or 0.91 percent, recorded in the 1983 survey.

But that was an unusual year; the season-to-season hikes had been running much higher than that: $488.09 in the 1982 study, $812.60 in 1981, $187.89 in 1980, $690.02 in 1979 and $435.38 in 1978.

The boost of $163.25 is based on a comparison of 57 models offered by 10 makes. They are models that appear in both the current and the year-ago lineups of those nameplates.

The cutoff point was $8,000. Cars in that price class accounted for 51.5 percent of the imported autos sold in the U. S. last year.

The price limit and the share of market tell their own story of what has happened to auto prices through the years.

AUTOMOTIVE NEWS began its annual analysis of import prices in 1970. At that time, the cutoff point for the popular-priced class was $3,000 and 93.5 per cent of import-car sales were in that group. By 1978, the limit had risen to $5,000 and the market share was still an overpowering 79 percent.

In the last three surveys, the top of the popular-priced class has been $8,000. The market share was 69.8 percent in 1982. It dropped to 60.4 percent last year, and now it stands at 51.5.

Thus, nearly half of the import buyers are willing to pay more than $8,000 for their cars. Obviously, the person who selects a foreign auto is not looking for price alone.

In fairness to the imports, it must be noted that prices of domestic cars have risen as much or more than those of their foreign counterparts. In 1970 and for many years after that, it was possible to finance a new car, imported or domestic, by taking out an auto loan rather than a mortgage loan.

The 57 models in this year's under-$8,000 comparison are offered by Dodge Colt, Plymouth Colt, Honda, Isuzu, Mazda, Mitsubishi, Nissan, Subaru, Toyota and Volkswagen.

Only two of those makes were anywhere near the average increase of $163.25. Subaru was a bit under the norm at $160 and Mazda was a bit over at $170.

Elsewhere, there were wide variations. On the Jetta models, Volkswagen made a diesel the base engine for '84 and priced those models $600 less than '83s with gasoline engines.

Only VW's imported models are included in this analysis, and Jetta is the only line under $8,000. Rabbit is omitted because it is a domestic car. Likewise, the U. S.-built Renault Alliance and Encore are also excluded.

Isuzu I-Mark prices are unchanged from a year ago, and the hike averaged $17 on corresponding '84 and '83 units in the Dodge Colt and Plymouth Colt lines. Mitsubishi Tredia and Cordia models in this segment climbed an average of $80.

Above-average increases in this class were posted by the three-top-selling imports. Toyota was up $242, Nissan was up $357 and Honda was up $368.

The average increase for the top five Japanese lines in this market segment was $245.20. Those lines are Toyota, Nissan, Honda, Mazda and Subaru.

In the medium-priced field — $8,001 to $15,000 — the increase during the past year averaged $544.95, or 5.22 percent. As in the lower-priced group, it was greater than the hike of $374.16, or 3.53 percent in last year's study.

But is was less than the average boost of $898.79 in 1982 and $1,067.34 in 1981.

The comparison in this class embraced 54 models offered by 12 makes. Included are the Toyota Camry, Celica and Cressida; the Nissan Stanza, 200-SX and Maxima; the Honda Prelude and most Accords, and the Mazda 626 and RX-7.

The VW convertible, Scirocco and Quantum fall in this range, as do the Audi 4000 and Coupe, the Mitsubishi Starion and topline Tredia and Cordia, the Volvo DL, the Saab 900 and 900-S, most Peugeot 505s, the Renault Fuego and Sportwagon and the Isuzu Impulse.

There are other imports in this price class, but they are newcomers so there is no basis for year-to-year price comparison.

Four makers boosted their medium-priced models more than the $544.95 average for the class. They were Mazda, up $696; Volkswagen, $704; Volvo, $714, and Audi, $1,735. Audi added a good bit of standard equipment.

Price hikes below the average were posted by eight makes: Peugeot, $53; Mitsubishi, $175; Honda, $277; Saab, $345; Toyota, $413; Renault, $466; Nissan, $499, and Isuzu, $500.

The medium-priced segment accounted for 36.2 percent of the imported cars sold in the U. S. last year, a major jump from 30.1 percent in 1982 and 24.7 percent in 1981.

The more expensive the car, the bigger the year-to-year price increase. That seems to be a lesson the imports have learned from their domestic rivals.

As noted, the lower-priced imports rose $163.25 in the past year and the mediums climbed $544.95. In the luxury class, the average was $1,049.08, or 4.24 percent.

The luxury class ($15,000 and up) accounted for 12.3 percent of last year's import sales, up from 9.5 percent in 1982 and 5.5 percent in 1981.

This year's comparison included 36 models from 11 makers. All Mercedes-Benz, BMW, Porsche, Jaguar and Alfa Romeo offerings are in this segment, along with the Audi 5000 and Quattro, the Volvo GL wagon, Turbo and 760-GLE, the Peugeot 505-STI and 604, the Nissan 300-ZX, the Toyota Supra and the Saab 900 Turbo.

Four makes had increased higher than the $1,049.08 average. They were Audi, up $1,063; BMW, $1,086; Mercedes-Benz, $1,332, and Porsche, $1,892. The Audi average requires a word of explanation: The 5000 sedan rose $2,125 and the Quattro coupe was unchanged.

Price hikes below the class average were turned in by Toyota, up $326; Saab, $460; Jaguar, $667; Alfa Romeo, $755; Peugeot, $845; Volvo, $904, and Nissan, $933.

In each of the three classes — popular-priced, medium-priced and luxury — the AUTOMOTIVE NEWS analysis was based on comparable models, those that appear in the current and year-ago lineups of a particular make. In a few cases, models that occupy the same relative position in a maker's lineup were used.

Prices considered were Manufacturer's Suggested Retail Prices. Where prices differ by geographic areas, East Coast prices were used.

Data on changes were based on an arithmetical comparison of prices in effect on March 1 or this year with those in effect a year ago. For models introduced later in the '83 model year, introductory prices were used. There was no sales-weighting, and no adjustment was made for year-to-year equipment changes.

IMPORT PENETRATION INTO U.S. CAR MARKET
(Units in Thousands)

	Retail Sales				Share of U.S. Market		
Year Quarter	Domestic	Imports From Japan	Total Import	Grand Total	Japan	Total Import	Domestic Sponsored Imports
1970	7,119	313	1,280	8,399	3.7	15.2	123
1971	8,681	579	1,561	10,242	5.7	15.2	207
1972	9,327	629	1,614	10,940	5.7	14.7	212
1973	9,676	743	1,748	11,424	6.5	15.3	224
1974	7,454	592	1,399	8,853	6.7	15.8	179
1975	7,053	808	1,571	8,624	9.4	18.2	155
1976	8,611	942	1,499	10,110	9.3	14.8	119
1977	9,109	1,388	2,074	11,183	12.4	18.5	213
1978	9,312	1,357	2,002	11,314	12.0	17.7	203
1979	8,341	1,770	2,332	10,673	16.6	21.9	249
1980	6,581	1,906	2,398	8,979	21.2	26.7	223
1981	6,208	1,859	2,328	8,537	21.8	27.3	175
1982	5,759	1,802	2,223	7,982	22.6	27.9	140
1983	6,795	1,916	2,386	9,181	20.9	26.0	136

Source: MVMA

Average Transaction Price Per New Car

	Expenditure Per Car		
Year	Domestic	Import	Average
1960	$ 2,918	$ 2,062	$ 2,853
1961	2,897	2,027	2,841
1962	2,981	1,992	2,933
1963	3,018	2,017	2,968
1964	3,011	2,058	2,954
1965	3,074	2,120	3,016
1966	3,140	2,174	3,069
1967	3,310	2,272	3,212
1968	3,531	2,353	3,406
1969	3,697	2,496	3,557
1970	3,708	2,648	3,542
1971	3,919	2,769	3,742
1972	4,034	2,994	3,879
1973	4,180	3,343	4,051
1974	4,523	4,022	4,439
1975	5,083	4,376	4,948
1976	5,504	4,912	5,414
1977	5,985	5,057	5,811
1978	6,481	5,937	6,382
1979	6,906	6,705	6,861
1980	7,630	7,492	7,591
1981	8,940	8,894	8,929
1982	9,880	9,785	9,853
1983	10,484	10,664	10,530

Source: U. S. Bureau Economic Analysis

Imported-car retail prices

Continued from Page 62

893; E 5-door hatchback (4x2 Twinstick), $5,539; DL 5-door hatchback (4x2 Twinstick), $6,029. **(Power disk brakes** standard on all models. **Automatic transmission** is $314, not available on E 3-door hatchback.)

PLYMOUTH COLT VISTA—Van Wagon, (4x2 Twinstick), $8,115. **(Power disk brakes** are standard. **Automatic transmission** is $388.)

PLYMOUTH CONQUEST—2-door Liftback, $12,149. **(Power disk brakes, power steering, radio** are standard. **Automatic transmission** is $524.)

PORSCHE—944—Coupe (5-speed), $21,440; coupe (automatic), $21,940. **911 Carrera**—Coupe, $31,950; Targa Coupe, $33,450; Cabriolet, $36,450. **928-S**—Coupe (automatic), $44,000. **(Power disk brakes and power steering** standard on 944 and 928-S. **Air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

RENAULT—Alliance—2-door sedan (4-speed), $5,959; L 2-door sedan (4-speed), $6,465; L 4-door sedan (4-speed), $6,715; DL 2-door sedan (5-speed), $7,065; DL 4-door sedan (5-speed), $7,365; Limited 4-door sedan (5-speed), $8,027. **Encore**—3-door Liftback (4-speed), $5,755; S 3-door Liftback (4-speed), $6,365; S 5-door Liftback (4-speed), $6,515; LS 3-door Liftback (5-speed), $6,995; LS 5-door Liftback (5-speed), $7,195; GS 3-door Liftback (5-speed), $7,547. (All Alliance and Encore models are built in the U.S.) **Sportwagon**—4-door wagon (5-speed), $9,595; Touring Edition 4-door wagon (5-speed), $11,350. **Fuego**—Coupe (5-speed, fuel injection), $8,995; Turbo coupe (5-speed), $11,395. **(Power disk brakes** standard on all models. **Power steering** standard on both Sportwagon and both Fuego. **Radio** standard on all models except base Alliance and base Encore. **Air conditioning** standard on both Sportwagon and Fuego Turbo. **Automatic transmission** is $435 on base Alliance, Alliance L, base Encore and Encore S; $338 on Alliance DL and Limited and Encore LS and GS; $420 on Sportwagon and base Fuego.) (Prices include dealer prep fee.)

ROLLS ROYCE—Silver Spirit—4-door sedan, $98,500. **Silver Spur**—4-door sedan, $109,000. **Camargue**—2-door sedan, $150,800. **Corniche**—Convertible, $156,000. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

SAAB—900 Series—3-door hatchback, $11,100; 4-door sedan, $11,420. **900-S**—3-door hatchback, $13,850; 4-door sedan, $14,310. **900 Turbo**—3-door hatchback, $16,940; 4-door sedan, $17,400. **(Power disk brakes and power steering** standard on all models. **Radio** standard on 900 Turbo. **Air conditioning** standard on 900-S and 900 Turbo. **Automatic transmission** is $390 on all models, 5-speed manual is standard.) (Prices do not include dealer prep fee of $60.)

SUBARU—2-Door Hatchbacks — Standard hatchback (4-speed), $5,118; DL hatchback (5-speed), $6,123; GL hatchback (5-speed), $6,854; GL hatchback (automatic), $7,164; GL hatchback (4-wheel drive), $7,403. **4-Door Sedans**—DL sedan (5-speed), $6,860; GL sedan (5-speed), $7,259; GL sedan (automatic), $7,569; GL sedan (4-wheel drive, automatic), $8,680. **4-Door Wagons**—DL wagon (5-speed), $6,899; GL wagon (5-speed), $7,498; GL wagon (automatic), $7,808; DL wagon (4-wheel drive), $7,448; GL wagon (4-wheel drive), $8,047; GL wagon (4-wheel drive, automatic), $8,357; GL Turbo wagon (4-wheel drive, automatic), $10,303. **2-Door Hardtops**—DL hardtop (5-speed), $6,776; GL hardtop (5-speed), $7,452; GL hardtop (automatic), $7,762; GL Turbo hardtop (4-wheel drive, automatic), $11,063. **BRAT (4-wheel drive)**—GL, $7,723; GL (automatic), $7,723; GL Turbo (automatic), $10,108. **(Power disk brakes, radio** standard on all models. **Power steering** standard on GL sedan, GL wagon, GL hardtop and all BRAT models. **Air conditioning** standard on Turbo wagon, Turbo hardtop and turbo BRAT.) (Prices include dealer prep fee.)

TOYOTA—Starlet—3-door Liftback (4-speed), $5,898; 3-door Liftback (5-speed), $5,948. **Tercel**—Standard 3-door Liftback (4-speed), $5,098; Deluxe 3-door Liftback (5-speed), $5,998; Deluxe 3-door Liftback (automatic), $6,298; SR-5 3-door Liftback (5-speed), $6,818; Deluxe 5-door Liftback (5-speed), $6,183; Deluxe 5-door Liftback (automatic), $6,488; Deluxe 5-door wagon (5-speed), $6,588; Deluxe 5-door wagon (automatic), $6,888; Deluxe 4x4 wagon (6-speed), $7,458; SR-5 4x4 wagon (6-speed), $8,278. **Corolla**—Deluxe 4-door sedan (5-speed), $6,498; Deluxe 4-door sedan (automatic), $6,848; LE 4-door sedan (5-speed), $7,198; LE 4-door sedan (automatic), $7,548; Deluxe 5-door Liftback (5-speed), $6,748; Deluxe 5-door Liftback (automatic), $7,098; Deluxe diesel 4-door sedan (automatic), $7,398; Deluxe diesel 5-door Liftback (5-speed), $7,298. **Corolla Sport**—SR-5 hardtop coupe (5-speed), $7,598; SR-5 hardtop coupe (automatic), $8,098; SR-5 Liftback sport coupe (5-speed), $7,778. **Camry**—Deluxe 4-door sedan (5-speed), $8,148; Deluxe 4-door sedan (automatic), $8,848; LE 4-door sedan (automatic), $10,098; Deluxe 5-door Liftback (automatic), $9,098; LE 5-door Liftback (automatic), $10,448; Deluxe turbodiesel 4-door sedan (5-speed), $9,248. **Celica**—ST sport coupe (5-speed), $7,099; ST sport coupe (automatic), $8,139; GT sport coupe (5-speed), $8,799; GT sport coupe (automatic), $9,239; GT-S sport coupe (5-speed), $10,589; GT 3-door Liftback (5-speed), $9,149; GT 3-door Liftback (automatic), $9,589; GT-S 3-door Liftback (5-speed), $10,919. **Supra**—L-Type coupe (automatic), $15,074; Supra coupe (5-speed), $15,724; Supra coupe (automatic), $16,324. **Cressida**—4-door sedan (5-speed), $13,795; 4-door sedan (automatic), $14,195; 4-door wagon (automatic), $14,355. **Van Wagon**—Deluxe Van Wagon (5-speed), $8,998; Deluxe Van Wagon (automatic), $9,498; LE Van Wagon (5-speed), $10,498; LE Van Wagon (automatic), $10,998. **Land Cruiser**—4-door wagon (4-speed), $13,768. **(Power disk brakes** standard on all models. **Power steering** standard on Camry LE, Celica GT-S, all Supra, all Cressida, LE Van Wagons and Land Cruiser. **Radio** standard on Tercel SR-5, Corolla LE, all Corolla Sport, Camry LE, Celica GT and GT-S, all Supra, all Cressida, LE Van Wagons and Land Cruiser. **Air conditioning** standard on all Supra and all Cressida.) (Prices include dealer prep fee.)

TOYOTA PICKUP TRUCKS—Pickup Trucks (2-wheel drive)—Standard short bed (4-speed), $5,998; Standard long bed (5-speed), $6,298; Standard long bed (automatic), $6,708; Deluxe long bed (5-speed), $6,998; Deluxe long bed (automatic), $7,408; Deluxe Xtra Cab (5-speed), $7,238; Deluxe Xtra Cab (automatic), $7,648; SR-5 short bed (5-speed), $7,998; SR-5 long bed (5-speed), $8,168; SR-5 Xtra Cab (5-speed), $8,278; SR-5 Xtra Cab (automatic), $8,688; Deluxe long bed (diesel engine, 5-speed), $7,598; three-quarter ton (5-speed), $6,998; commercial cab/chassis (4-speed), $6,578; Camper cab/chassis (4-speed), $6,848. **Pickup Trucks (4-wheel drive)**—Standard short bed (5-speed), $8,298; Deluxe long bed (5-speed), $8,958; Deluxe Xtra Cab (5-speed), $9,198; SR-5 short bed (5-speed), $9,828; SR-5 long bed (5-speed), $9,998; SR-5 Xtra Cab (5-speed), $10,148; Deluxe long bed (diesel engine, 5-speed), $9,558. **(Power disk brakes** standard on all models. **Power steering** standard on SR-5 4-wheel-drive models. **Radio** standard on all SR-5 models.) (Prices include dealer prep fee.)

TVR — Coupe, $27,862; convertible, $27,862. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on both models.) (Prices do not include dealer prep fee of $200.)

VOLKSWAGEN—(In the Volkswagen listing, FI means Fuel Injection)—**Rabbit L**—Sparmeister 2-door hatchback (diesel, 4-speed), $6,390; 2-door hatchback (carburetor, 4-speed), $6,530; 2-door hatchback (diesel, 5-speed), $6,600; 2-door hatchback (5-speed, FI), $6,865; 2-door hatchback (automatic, FI), $7,065; Sparmeister 4-door hatchback (diesel, 4-speed), $6,800; 4-door hatchback (carburetor, 4-speed), $6,740; 4-door hatchback (diesel, 5-speed), $6,810; 4-door hatchback (FI, 5-speed), $7,075; 4-door hatchback (automatic, FI), $7,275. **Rabbit GL**—4-door hatchback (carburetor, 4-speed), $7,130; 4-door hatchback (5-speed, FI), $7,465; 4-door hatchback (automatic, FI), $7,665. **Rabbit GTI**—2-door hatchback (5-speed, FI), $8,350. **Rabbit Convertible**—Convertible (5-speed), $10,980; convertible (automatic), $11,405. (All Rabbit models except convertible are built in the U. S.) **Jetta**—2-door sedan (diesel, 4-speed, California only), $7,390; 2-door sedan (diesel, 5-speed), $7,390; 2-door sedan (5-speed, FI), $7,630; 2-door sedan (automatic, FI), $8,055; 4-door sedan (diesel, 4-speed, California only), $7,610; 4-door sedan (diesel, 5-speed), $7,610; 4-door sedan (5-speed, FI), $7,850; 4-door sedan (automatic, FI), $8,275. **Jetta GL**—4-door sedan (5-speed, FI), $8,210; 4-door sedan (automatic, FI), $8,635; 4-door sedan (turbodiesel, 5-speed), $9,210. **Jetta GLI**—4-door sedan (5-speed, FI), $8,690. **Scirocco**—Coupe (5-speed), $10,870; coupe (automatic), $11,295. **Quantum GLS**—4-door sedan (5-speed, FI), $12,980; 4-door sedan (automatic, FI), $13,405; 4-door wagon (5-speed, FI), $13,780; 4-door wagon (automatic, FI), $14,205. **Quantum GL**—4-door sedan (turbodiesel, 5-speed), $13,530; 4-door sedan (turbodiesel, automatic), $14,045; 4-door wagon (turbodiesel, 5-speed), $14,330; 4-door wagon (turbodiesel, automatic), $14,845. **Vanagon**—7-seater (4-speed), $11,675; 7-seater (automatic), $12,100; 9-seater (4-speed), $11,730; 9-seater (automatic), $12,155. **Vanagon GL**—7-seater (4-speed), $12,175; 7-seater (automatic), $12,600. **Vanagon Camper**—4-speed, $15,800; automatic, $16,225. **Power disk brakes** standard on all models. **Power steering** and **air conditioning** standard on Quantum. Radio standard on Rabbit convertible, Scirocco and Quantum.) (Prices do not include dealer prep fee.)

VOLVO—GL Series — 2-door sedan (overdrive), $11,330; 2-door sedan (automatic), $11,720; 4-door sedan (overdrive), $11,960; 4-door sedan (automatic), $12,350; 4-door wagon (overdrive), $12,385; 4-door wagon (automatic), $12,775. **GL Series**—4-door sedan (overdrive), $14,995; 4-door sedan (automatic), $15,385; 4-door wagon (overdrive), $15,550; 4-door wagon (automatic), $15,940. **Diesel** (not available in California)—4-door sedan (overdrive), $15,480; 4-door sedan (automatic), $15,770; 4-door wagon (overdrive), $16,035; 4-door wagon (automatic), $16,325. **Turbo**—2-door sedan (overdrive) $16,540; 2-door sedan (automatic), $16,930; 4-door sedan (overdrive), $16,850; 4-door sedan (automatic), $17,240; 4-door wagon (overdrive), $17,405; 4-door wagon (automatic), $17,795. **760-GLE**—4-door sedan (automatic), $21,225. **760-GLE Turbo Diesel** (not available in California)—4-door sedan (overdrive), $22,035; 4-door sedan (automatic), $22,470. **(Power disk brakes, power steering** standard on all models. **Air conditioning** standard on Diesel models, Turbo models and all 760-GLE models.)

Options/Equipment

The American consumer still loves to load up new cars with power, comfort and luxury items. Even with the trend toward smaller vehicles during the past decade, the demand for loaded interiors continues to grow. The 1983 model year was no exception. Along with the recovery in sales came a renewed demand for full-size luxury models, performance engines and new electronic options.

Power steering and brakes are pretty nearly standard equipment among domestic car models. Where they are optional, their popularity continues to grow. Other power equipment items like power side-windows and rear window defrosters, sometimes called defoggers, also continued gaining popularity on 1983 models.

The industry installed power steering in 90 percent of its domestic models. Power side-windows, which tend to fluctuate more or less with sales of more expensive and larger cars, increased to a 39 percent penetration from 30 percent penetration in the 1982 model year.

Rear window defrosters showed a 60 percent penetration, up from 55 percent in 1982. This option has been steadily growing in popularity over the years. It is still standard on only a few high-priced luxury lines.

Electronic componentry is one of the fastest-growing optional equipment areas. Digital clocks and electronic instrument panels, for example, have gained a lot of new ground in the options listing. Digital clocks in one form or another ended up on 43 percent of domestically produced cars in 1983, up from 34 percent the previous year.

Electronic components gain ground

Digital clocks are offered in various combinations by themselves or with various types of radios. General Motors, for example, offers digital clocks with AM pushbutton radios; AM/FM stereo electronically tuned radios (ETR), excluding seek/scan functions; and AM/FM stereo cassette with graphic equalizer ETR, excluding seek/scan. The use of AM-FM stereo radios reached 41 percent of domestic cars in 1983.

Electronic instrument panels went on 3 percent of domestic models last year, up from nearly 2 percent in 1982. They are still limited in availability, but have become standard on some models, like Pontiac 6000-STE.

Meanwhile, tilt and tilt/telescopic steering wheels continue to gain because of their convenience in smaller models. Tilt wheel was carried on 50 percent of industry production, up from 46 percent in 1982. Tilt/telescopic, confined to GM cars, was carried on 5 percent of production, up from 4.5 percent. Its an item GM still reserves for its high-priced lines, like Corvette, where it's standard.

The talking car made its debut at Chrysler in 1983. The talking car or EVA, Electronic Vehicle Alert, gives 11 messages concerning mechanical and safety functions. The voice, which is male, also says please and thank-you and cuts into the radio when it needs to speak.

For 1984, the EVA is part of the electronic instrument panel on the new Laser. Standard equipment includes a 22-feature electronic monitor, electronic navigator, electronically tuned radio with digital clock and a computer-controlled fuel-injected powerplant.

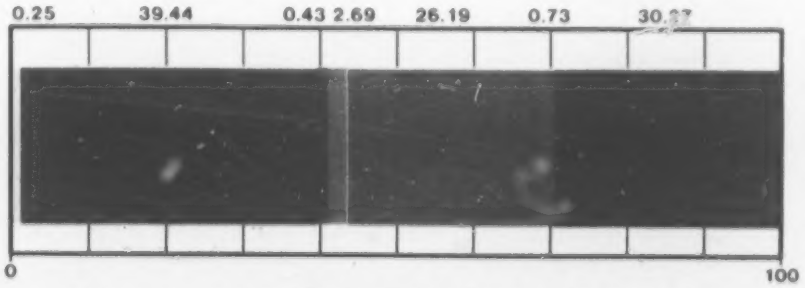
OPTIONS/EQUIPMENT

ENGINE OPTIONS ON 1983 U. S. MODELS

	V-8 Gasoline	Percent of Output	V-8 Diesel	Percent of Output	V-6 Gasoline	Percent of Output	6-Cylinder Gasoline	Percent of Output	6-Cylinder Diesel	Percent of Output	4-Cylinder Gasoline	Percent of Output	4-Cylinder Diesel	Percent of Output
AMERICAN MOTORS	17,464	7.50	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	142,471	92.50	N.A.	.....
Alliance	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	142,205	100.00	N.A.	.....
Eagle	17,464	98.50	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	266	1.50	N.A.	.....
CHRYSLER CORP	109,007	12.70	N.A.	.....	N.A.	.....	14,677	1.70	N.A.	.....	733,345	85.60	N.A.	.....
Chrysler-Plymouth Total	93,021	17.61	N.A.	.....	N.A.	.....	6,219	1 18	N.A.	.....	428,849	81.21	N.A.	.....
Turismo	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	37,628	100.00	N.A.	.....
Horizon	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	57,164	100.00	N.A.	.....
Reliant	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	174,170	100.00	N.A.	.....
Gran Fury	11,190	71.1	N.A.	.....	N.A.	.....	4,599	28.90	N.A.	.....	N.A.	.....	N.A.	.....
Fifth Avenue	81,831	98.00	N.A.	.....	N.A.	.....	1,670	20.00	N.A.	.....	N.A.	.....	N.A.	.....
E-Class	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	43,305	100.00	N.A.	.....
LeBaron	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	78,970	100.00	N.A.	.....
New Yorker	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	37,607	100.00	N.A.	.....
Dodge Total	15,786	4.91	N.A.	.....	N.A.	.....	8,468	2.60	N.A.	.....	304,501	92.61	N.A.	.....
Omni	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	34,009	100.00	N.A.	.....
Charger	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	47,542	100.00	N.A.	.....
Aries	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	136,440	100.00	N.A.	.....
600	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	38,097	100.00	N.A.	.....
Diplomat	15,986	65.40	N.A.	.....	N.A.	.....	8,458	34.60	N.A.	.....	N.A.	.....	N.A.	.....
Dodge 400	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	413	100.00	N.A.	.....
FORD MOTOR	361,440	27.98	N.A.	.....	317,036	24.54	146,401	10.00	N.A.	.....	489,342	37.48	.....	.....
Ford Division	132,279	15.80	N.A.	.....	210,768	24.00	127,608	15.00	N.A.	.....	385,278	45.20	N.A.	.....
Escort	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	244,700	100.00	N.A.	.....
EXP	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	19,291	100.00	N.A.	.....
Mustang/Mustang II	36,625	30.30	N.A.	.....	53,184	44.00	N.A.	.....	N.A.	.....	31,064	25.70	N.A.	.....
LTD	N.A.	.....	N.A.	.....	87,069	55.90	58,253	37.40	N.A.	.....	10,436	6.70	N.A.	.....
Thunderbird	38,918	31.90	N.A.	.....	70,515	57.80	N.A.	.....	N.A.	.....	12,566	100.00	N.A.	.....
Crown Victoria	56,736	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Fairmont	N.A.	.....	N.A.	.....	N.A.	.....	69,355	85.80	N.A.	.....	11,907	14.20	N.A.	.....
*Tempo	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	55,314	100.00	N.A.	.....
L-M Division	229,161	50.58	N.A.	.....	106,268	23.42	18,793	7.00	N.A.	.....	104,064	22.00	N.A.	.....
Lynx	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	75,108	100.00	N.A.	.....
Capri	6,319	26.40	N.A.	.....	10,912	43.00	N.A.	.....	N.A.	.....	7,765	30.60	N.A.	.....
Marquis	N.A.	.....	N.A.	.....	45,669	67.80	18,793	27.90	N.A.	.....	2,896	4.30	.....	.....
Cougar	26,056	34.40	N.A.	.....	49,687	65.60	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Grand Marquis	95,718	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
LN7	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	699	100.00	.....	.....
*Topaz	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	17,596	100.00	N.A.	.....
Continental	16,831	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Lincoln	53,381	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Mark VI	30,856	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
GENERAL MOTORS	1,322,206	36.99	43,945	1.22	1,249,162	34.72	N.A.	.....	26,113	0.72	950,402	26.42	.....	.....
Buick Division	242,066	31.14	6,042	0.07	406,944	50.30	N.A.	.....	4,853	0.06	143,690	18.43	N.A.	.....
Skylark	N.A.	.....	N.A.	.....	56,090	53.60	N.A.	.....	N.A.	.....	48,556	46.40	N.A.	.....
Skyhawk	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	63,152	100.00	N.A.	.....
Century	N.A.	.....	N.A.	.....	91,722	71.70	N.A.	.....	4,094	3.20	31,982	25.00	N.A.	.....
Regal	4,565	2.00	685	0.20	218,881	97.50	N.A.	.....	759	0.30	N.A.	.....	N.A.	.....
Buick	81,644	92.20	2,063	2.30	4,878	5.50	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
LeSabre	110,834	76.10	2,541	1.70	32,258	27.20	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Riviera	45,003	89.60	753	1.50	3,115	6.20	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Cadillac Division	268,338	91.00	5,181	2.50	N.A.	.....	N.A.	.....	N.A.	.....	19,294	6.50	.....	.....
Cimarron	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	19,294	100.00	N.A.	.....
Seville	21,791	97.90	639	2.10	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Eldorado	66,211	98.20	1,205	1.80	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Cadillac	172,336	98.10	3,337	1.90	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Chevrolet Division	367,820	31.80	5,550	0.04	325,773	27.33	N.A.	.....	2,330	0.02	486,405	40.81	1,940	.....
Chevette	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	167,697	98.90	1,940	1.10
Cavalier	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	218,588	100.00	N.A.	.....
Celebrity	N.A.	.....	N.A.	.....	65,884	62.20	N.A.	.....	2,330	2.20	37,709	35.60	N.A.	.....
Camaro	90,123	58.40	N.A.	.....	54,332	35.20	N.A.	.....	N.A.	.....	9,926	6.40	N.A.	.....
Citation	N.A.	.....	N.A.	.....	39,670	43.10	N.A.	.....	N.A.	.....	52,485	56.90	N.A.	.....
Malibu	32,160	27.40	N.A.	.....	84,279	71.80	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Monte Carlo	44,974	46.70	N.A.	.....	50,498	52.40	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Chevrolet	184,135	83.40	5,550	2.50	31,110	14.10	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
*Corvette	11,428	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Oldsmobile Division	348,714	37.46	23,079	2.50	383,615	42.50	N.A.	.....	17,083	1.80	144,304	15.74	N.A.	.....
Omega	N.A.	.....	N.A.	.....	22,121	41.00	N.A.	.....	N.A.	.....	31,816	59.00	N.A.	.....
Firenza	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	40,757	100.00	N.A.	.....
Cutlass	N.A.	.....	2,650	.90	267,542	98.40	N.A.	.....	1,903	0.70	N.A.	.....	N.A.	.....
Cutlass/Ciera	N.A.	.....	N.A.	.....	82,734	48.80	N.A.	.....	15,180	8.90	71,736	42.30	N.A.	.....
Oldsmobile	311,562	91.40	18,243	5.40	10,951	3.20	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Toronado	37,152	93.80	2,186	5.50	267	.70	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Pontiac Division	95,268	23.71	4,093	1.05	132,830	34.30	N.A.	.....	1,847	0.47	156,709	40.47	N.A.	.....
*6000	N.A.	.....	N.A.	.....	38,818	56.71	N.A.	.....	1,847	2.37	28,010	40.92	N.A.	.....
2000	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	78,329	100.00	N.A.	.....
1000	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	25,058	99.54	119	0.46
Firebird	39,928	53.32	N.A.	.....	27,333	36.50	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Phoenix	N.A.	.....	N.A.	.....	10,606	38.57	N.A.	.....	N.A.	.....	7,623	10.18	N.A.	.....
Grand Prix	16,448	40.95	129	0.32	23,589	58.73	N.A.	.....	N.A.	.....	16,889	61.43	N.A.	.....
Bonneville	22,223	40.84	3,863	7.10	31,801	58.45	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
*Parisienne	16,669	95.55	101	0.58	683	3.92	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
VOLKSWAGEN	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	59,344	81.90	13,293	18.10
Total Cars, U. S.	1,810,117	30.27	43,945	0.73	1,566,196	26.19	161,078	2.69	26,113	0.43	2,374,904	39.44	15,352	0.25

Note: *Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry ratios.

Engines on 83 Models



Sales of diesel-powered cars in the U. S.

	Calendar year 1983	Percent share of market	Calendar year 1982	Percent share of market
Cadillac	3,984	2.30	16,939	5.40
Buick	11,121	6.42	30,417	9.71
Pontiac	2,288	1.32	6,312	2.01
Chevrolet	4,877	2.81	27,549	8.79
Oldsmobile	33,174	19.14	75,482	24.08
GM total	55,444	32.00	156,699	49.99
VWoA	29,844	17.22	59,887	19.11
Audi	6,144	3.55	7,415	2.37
VW-Audi total	35,988	20.77	67,302	21.48
Mercedes-Benz	54,042	31.19	52,051	16.61
Peugeot	5,454	3.15	9,637	3.07
Volvo	7,436	4.29	7,405	2.37
Datsun	5,894	3.40	8,836	2.82
Isuzu	6,317	3.65	11,477	3.66
Ford Motor Co.	2,700*	1.56	.....	.....
TOTAL	173,275		313,407	

*Estimate

SOUND-EQUIPMENT OPTIONS INSTALLED ON 1983 U.S. MODELS

	AM Radio	Percent of Output	AM/FM Radio (Mono)	Percent of Output	AM/FM Stereo Radio	Percent of Output	AM/FM Stereo w/8-track	Percent of Output	AM/FM Stereo w/8-track and CB	Percent of Output	AM/FM Stereo w/Cassette	Percent of Output	AM/FM Stereo w/Cassette and CB	Percent of Output	AM/FM Stereo w/CB	Percent of Output
AMERICAN MOTORS	17,911	11.20	31,337	19.59	40,582	25.37	N.A.	—	N.A.	—	12,473	7.80	N.A.	—	N.A.	—
Alliance	15,074	10.60	28,677	18.90	33,845	23.80	N.A.	—	N.A.	—	10,523	7.40	N.A.	—	N.A.	—
Eagle	2,837	16.00	2,660	15.00	6,737	38.00	N.A.	—	N.A.	—	1,950	11.00	N.A.	—	N.A.	—
CHRYSLER CORP.	157,935	18.43	N.A.	—	410,518	47.90	N.A.	—	N.A.	—	115,570	13.48	N.A.	—	N.A.	—
Chrysler-Plymouth Total	85,647	16.22	N.A.	—	256,188	18.51	N.A.	—	N.A.	—	98,421	18.64	N.A.	—	N.A.	—
Horizon	13,319	23.30	N.A.	—	16,006	28.00	N.A.	—	N.A.	—	400	0.70	N.A.	—	N.A.	—
Reliant	53,644	30.80	N.A.	—	86,562	49.70	N.A.	—	N.A.	—	2,438	1.40	N.A.	—	N.A.	—
Turismo	4,967	13.20	N.A.	—	18,586	49.40	N.A.	—	N.A.	—	2,070	5.50	N.A.	—	N.A.	—
Gran Fury	4,989	31.70	N.A.	—	5,273	33.50	N.A.	—	N.A.	—	126	0.08	N.A.	—	N.A.	—
Fifth Avenue	1,587	1.90	N.A.	—	30,144	36.10	N.A.	—	N.A.	—	51,770	62.00	N.A.	—	N.A.	—
LeBaron	4,580	5.80	N.A.	—	51,094	64.70	N.A.	—	N.A.	—	15,873	20.10	N.A.	—	N.A.	—
E-Class	2,035	4.70	N.A.	—	31,786	73.40	N.A.	—	N.A.	—	6,452	14.90	N.A.	—	N.A.	—
New Yorker	526	1.40	N.A.	—	16,735	44.50	N.A.	—	N.A.	—	19,292	51.30	N.A.	—	N.A.	—
Dodge Total	72,288	21.97	N.A.	—	154,330	46.92	N.A.	—	N.A.	—	17,149	52.10	N.A.	—	N.A.	—
Omni	11,990	22.20	N.A.	—	14,042	26.00	N.A.	—	N.A.	—	378	0.70	N.A.	—	N.A.	—
Aries	36,975	27.10	N.A.	—	66,856	49.00	N.A.	—	N.A.	—	1,910	1.40	N.A.	—	N.A.	—
Charger	7,464	15.70	N.A.	—	24,439	51.40	N.A.	—	N.A.	—	3,423	7.20	N.A.	—	N.A.	—
Dodge 400	2,614	9.20	N.A.	—	17,730	62.40	N.A.	—	N.A.	—	3,893	13.70	N.A.	—	N.A.	—
Dodge 600	2,286	6.00	N.A.	—	25,030	65.70	N.A.	—	N.A.	—	6,934	18.20	N.A.	—	N.A.	—
Diplomat	10,951	44.80	N.A.	—	6,233	25.50	N.A.	—	N.A.	—	611	2.50	N.A.	—	N.A.	—
FORD MOTOR	206,966	16.02	34,972	2.71	441,438	34.18	10,211	0.79	511	0.04	326,092	25.25	41,371	3.20	5,547	0.43
Ford Division	172,364	20.91	27,471	3.28	268,580	32.03	3,054	0.36	511	0.06	103,998	12.40	41,371	4.93	5,547	0.66
Escort	81,240	33.20	13,459	5.50	49,919	20.40	489	0.20	N.A.	—	12,480	5.10	N.A.	—	N.A.	—
Fairmont	25,743	33.90	4,565	6.00	36,365	47.90	118	0.20	N.A.	—	1,268	1.70	N.A.	—	N.A.	—
Mustang/Mustang II	15,230	12.60	1,813	1.50	39,646	32.80	604	0.50	N.A.	—	45,811	37.90	N.A.	—	N.A.	—
LTD	26,675	18.50	5,677	3.90	82,083	56.80	574	0.40	N.A.	—	13,835	9.60	2,923	2.00	398	0.30
Thunderbird	6,965	6.10	N.A.	—	42,691	37.60	352	0.30	N.A.	—	16,114	14.20	35,183	31.00	4,764	4.20
Crown Victoria	5,787	10.20	N.A.	—	29,389	51.80	908	1.60	511	0.90	8,851	15.60	1,581	11.60	227	0.40
EXP	575	25.60	22	1.00	537	23.90	9	0.40	N.A.	—	660	29.40	N.A.	—	N.A.	—
*Tempo	10,149	18.40	1,935	3.50	30,641	55.40	N.A.	—	N.A.	—	4,979	9.00	1,684	3.00	158	0.30
L-M Division	34,602	7.64	7,501	1.66	172,858	38.15	7,157	1.58	N.A.	—	222,094	49.02	N.A.	—	N.A.	—
Lynx	18,695	26.90	4,656	6.70	17,861	25.70	139	0.20	N.A.	—	6,880	9.90	N.A.	—	N.A.	—
Capri	2,538	10.00	711	2.80	4,948	19.50	102	0.40	N.A.	—	15,327	60.40	N.A.	—	N.A.	—
Marquis	8,689	12.90	1,549	2.30	41,964	62.30	337	0.50	N.A.	—	13,202	19.60	N.A.	—	N.A.	—
Cougar	18.94	2.50	N.A.	—	32,418	42.80	530	0.70	N.A.	—	37,947	50.10	N.A.	—	N.A.	—
Grand Marquis	N.A.	—	N.A.	—	39,244	41.00	3,063	3.20	N.A.	—	52,071	54.40	N.A.	—	N.A.	—
LN7	41	5.90	4	0.60	161	23.00	5	0.70	N.A.	—	433	61.90	N.A.	—	N.A.	—
*Topaz	2,745	15.60	581	3.30	9,326	53.00	N.A.	—	N.A.	—	4,135	23.50	N.A.	—	N.A.	—
Continental	N.A.	—	N.A.	—	808	4.80	152	0.90	N.A.	—	15,872	94.30	N.A.	—	N.A.	—
Lincoln	N.A.	—	N.A.	—	23,968	44.90	107	1.70	N.A.	—	28,505	53.40	N.A.	—	N.A.	—
Mark VII	N.A.	—	N.A.	—	2,160	7.00	1,922	3.60	N.A.	—	47,722	89.40	N.A.	—	N.A.	—
GENERAL MOTORS	500,568	13.92	151,274	4.21	1,563,877	43.48	8,991	0.25	2,570	0.07	856,766	23.82	29,120	0.81	6,495	0.18
Buick Division	67,137	8.30	N.A.	—	440,045	54.43	3,369	4.17	N.A.	—	276,149	34.16	1,112	0.14	339	0.04
Skylark	25,825	24.70	N.A.	—	64,164	61.30	N.A.	—	N.A.	—	12,592	12.00	N.A.	—	N.A.	—
Skyhawk J	9,326	14.80	N.A.	—	41,475	65.70	N.A.	—	N.A.	—	10,950	17.30	N.A.	—	N.A.	—
Century	9,342	7.30	N.A.	—	80,853	63.20	N.A.	—	N.A.	—	35,717	27.90	N.A.	—	N.A.	—
Regal	15,714	6.90	N.A.	—	142,894	62.60	N.A.	—	N.A.	—	60,049	26.30	N.A.	—	N.A.	—
Buick	6,930	2.96	N.A.	—	102,126	43.60	3,646	1.56	N.A.	—	116,082	49.56	1,112	0.47	339	0.15
Riviera	N.A.	—	N.A.	—	8,533	17.00	723	1.40	N.A.	—	40,759	81.10	N.A.	—	N.A.	—
Cadillac Division	N.A.	—	N.A.	—	105,372	35.99	4,622	1.58	N.A.	—	136,894	46.75	23,483	8.02	N.A.	—
Cimarron	N.A.	—	N.A.	—	7,532	39.00	N.A.	—	N.A.	—	11,762	61.00	N.A.	—	N.A.	—
Seville	N.A.	—	N.A.	—	6,001	19.70	N.A.	—	N.A.	—	13,328	43.80	3,007	9.90	N.A.	—
Eldorado	N.A.	—	N.A.	—	16,299	24.20	933	1.40	N.A.	—	31,521	46.80	5,544	8.20	N.A.	—
Cadillac	N.A.	—	N.A.	—	75,540	43.00	3,689	2.10	N.A.	—	80,283	45.70	14,932	8.50	N.A.	—
Chevrolet Division	315,733	26.49	145,702	12.23	361,010	30.29	N.A.	—	N.A.	—	211,744	17.77	N.A.	—	N.A.	—
Chevette	104,482	61.60	23,217	13.70	12,253	7.20	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cavalier	57,886	26.50	44,721	20.50	65,805	30.10	N.A.	—	N.A.	—	21,591	9.90	N.A.	—	N.A.	—
Celebrity	19,172	18.10	25,739	24.30	44,911	42.40	N.A.	—	N.A.	—	11,016	10.40	N.A.	—	N.A.	—
Camaro	10,786	7.00	4,031	2.60	43,367	28.10	N.A.	—	N.A.	—	74,220	48.10	N.A.	—	N.A.	—
Citation	45,560	49.40	14,127	15.30	20,993	22.80	N.A.	—	N.A.	—	4,521	4.90	N.A.	—	N.A.	—
Malibu	37,977	32.30	11,545	9.80	38,635	32.90	N.A.	—	N.A.	—	7,010	6.00	N.A.	—	N.A.	—
Monte Carlo	10,637	11.00	4,782	5.00	42,214	43.80	N.A.	—	N.A.	—	24,383	25.30	N.A.	—	N.A.	—
Chevrolet	29,233	13.20	17,486	7.90	92,531	41.90	N.A.	—	N.A.	—	52,906	24.00	N.A.	—	N.A.	—
*Corvette	N.A.	—	N.A.	—	201	1.80	N.A.	—	N.A.	—	16,097	97.06	N.A.	—	N.A.	—
Oldsmobile Division	53,067	5.79	N.A.	—	493,191	52.72	N.A.	—	N.A.	—	342,563	37.37	4,525	0.49	6,156	0.67
Omega	14,037	2.60	N.A.	—	32,115	59.60	N.A.	—	N.A.	—	6,914	12.80	N.A.	—	N.A.	—
Firenza	9,867	24.20	N.A.	—	22,986	56.40	N.A.	—	N.A.	—	7,092	17.40	N.A.	—	N.A.	—
Cutlass	12,507	4.60	N.A.	—	163,951	60.30	N.A.	—	N.A.	—	85,102	31.30	N.A.	—	N.A.	—
Cutlass/Ciera	10,183	0.60	N.A.	—	135,090	61.90	N.A.	—	N.A.	—	52,080	30.70	N.A.	—	827	0.50
Oldsmobile	6,473	1.90	N.A.	—	159,049	46.70	N.A.	—	N.A.	—	161,346	47.30	4,525	1.30	4,055	1.20
Toronado	N.A.	—	N.A.	—	9,326	23.50	N.A.	—	N.A.	—	30,029	75.80	N.A.	—	1,274	3.20
Pontiac Division	64,631	16.69	5,572	1.44	164,259	42.43	N.A.	—	2,570	0.66	101,160	26.13	N.A.	—	N.A.	—
*6000	5,932	8.67	N.A.	—	39,754	58.08	N.A.	—	N.A.	—	20,540	30.01	N.A.	—	N.A.	—
2000	21,496	27.38	N.A.	—	13,567	17.32	N.A.	—	N.A.	—	8,754	11.18	N.A.	—	N.A.	—
1600	16,947	65.24	3,255	12.53	3,002	12.71	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Firebird	2,904	3.88	N.A.	—	29,570	39.49	N.A.	—	N.A.	—	34,064	45.49	N.A.	—	N.A.	—
Phoenix	9,327	33.92	2,317	8.43	11,939	43.42	N.A.	—	2,570	9.35	N.A.	—	N.A.	—	N.A.	—
Grand Prix	2,370	5.90	N.A.	—	22,351	55.65	N.A.	—	N.A.	—	22,511	56.05	N.A.	—	N.A.	—
*Parisienne	302	1.73	N.A.	—	10,263	58.83	N.A.	—	N.A.	—	6,106	35.00	N.A.	—	N.A.	—
Bonneville	5,403	9.93	N.A.	—	33,813	62.14	N.A.	—	N.A.	—	9,185	16.88	N.A.	—	N.A.	—
VOLKSWAGEN	N.A.	—	8,226	11.20	5,068	6.90	N.A.	—	N.A.	—	6,904	9.40	N.A.	—	N.A.	—
Total Cars, U.S.	883,380	14.78	225,809	3.78	2,431,483	40.67	19,202	0.32	3,081	0.05	1,317,805	22.04	70,497	1.18	12,042	0.20

*—Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

OPTIONS/EQUIPMENT

ENGINE ASSISTS ON 1983 U. S. MODELS

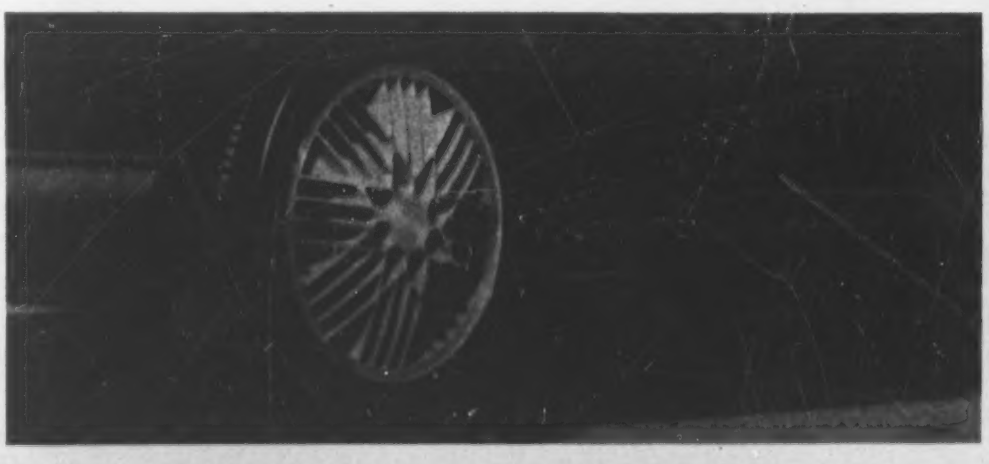
	Turbo Charging	Percent of Output	Fuel Injection	Percent of Output
AMERICAN MOTORS	N.A.	.....	142,205	88.91
Alliance	N.A.	.....	142,205	100.00
Eagle	N.A.	.....	N.A.	.....
CHRYSLER CORP.	N.A.	.....	N.A.	.....
Chrysler-Plymouth Total	N.A.	.....	N.A.	.....
Turismo	N.A.	.....	N.A.	.....
Horizon	N.A.	.....	N.A.	.....
Reliant	N.A.	.....	N.A.	.....
Gran Fury	N.A.	.....	N.A.	.....
Fifth Avenue	N.A.	.....	N.A.	.....
E-Class	N.A.	.....	N.A.	.....
LeBaron	N.A.	.....	N.A.	.....
New Yorker	N.A.	.....	N.A.	.....
Dodge Total	N.A.	.....	N.A.	.....
Omni	N.A.	.....	N.A.	.....
Charger	N.A.	.....	N.A.	.....
Aries	N.A.	.....	N.A.	.....
600	N.A.	.....	N.A.	.....
Diplomat	N.A.	.....	N.A.	.....
FORD MOTOR	13,551	1.04	338,326	26.19
Ford Division	13,170	1.57	111,587	13.31
Escort	N.A.	.....	9,057	3.70
EXP	N.A.	.....	231	10.27
Mustang/Mustang II	604	0.50	604	0.50
LTD	N.A.	.....	N.A.	.....
Thunderbird	12,566	10.30	15,484	42.20
Crown Victoria	N.A.	.....	50,211	88.50
Fairmont	N.A.	.....	N.A.	.....
Tempo	N.A.	.....	N.A.	.....
L-M Division	381	0.08	226,739	50.05
Lynx	N.A.	.....	3,405	4.90
Capri	381	1.50	381	1.50
Marquis	N.A.	.....	N.A.	.....
Cougar	N.A.	.....	26,056	34.40
Grand Marquis	N.A.	.....	95,718	100.00
LN7	N.A.	.....	111	15.90
Topaz	N.A.	.....	N.A.	.....
Continental	N.A.	.....	16,831	100.00
Lincoln	N.A.	.....	53,381	100.00
Mark VI	N.A.	.....	30,356	100.00
GENERAL MOTORS	4,986	0.01	1,034,910	28.77
Buick Division	4,986	0.62	143,725	17.78
Skylark	N.A.	.....	48,531	46.40
Skyhawk J	N.A.	.....	63,152	100.00
Century	N.A.	.....	32,042	25.01
Regal	3,652	1.60	N.A.	.....
Buick	N.A.	.....	N.A.	.....
Riviera	1,334	2.7	N.A.	.....
Cadillac Division	N.A.	.....	287,637	98.23
Cimarron	N.A.	.....	19,294	100.00
Seville	N.A.	.....	29,791	97.90
Eldorado	N.A.	.....	66,216	98.22
Cadillac	N.A.	.....	172,336	98.10
Chevrolet Division	N.A.	.....	336,889	28.27
Chevette	N.A.	.....	N.A.	.....
Cavalier	N.A.	.....	203,068	92.90
Celebrity	N.A.	.....	37,709	35.60
Camaro	N.A.	.....	29,641	19.20
Citation	N.A.	.....	49,886	54.10
Malibu	N.A.	.....	N.A.	.....
Monte Carlo	N.A.	.....	N.A.	.....
Chevrolet	N.A.	.....	N.A.	.....
Corvette	N.A.	.....	16,585	100.00
Oldsmobile Division	N.A.	.....	140,540	15.33
Omega	N.A.	.....	31,816	59.00
Firenza	N.A.	.....	36,962	90.70
Cutlass	N.A.	.....	N.A.	.....
Cutlass/Ciera	N.A.	.....	71,762	42.30
Oldsmobile	N.A.	.....	N.A.	.....
Toronado	N.A.	.....	N.A.	.....
Pontiac Division	N.A.	.....	126,119	32.58
6000	N.A.	.....	28,017	40.43
2000	N.A.	.....	66,474	84.87
1000	N.A.	.....	N.A.	.....
Firebird	N.A.	.....	16,748	22.37
Phoenix	N.A.	.....	14,880	54.12
Grand Prix	N.A.	.....	N.A.	.....
Bonneville	N.A.	.....	N.A.	.....
Parisienne	N.A.	.....	N.A.	.....
VOLKSWAGEN	807	1.10	62,870	85.60
Total Cars, U. S.	19,344	0.03	1,578,311	26.40

Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

TIRE OPTIONS ON 1983 U. S. MODELS

	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	White Sidewalls	Percent of Output	Styled Deluxe Wheels	Percent of Output
AMERICAN MOTORS	63,075	39.44	96,860	60.56	74,280	46.44	3,176	1.99
Alliance	58,731	41.30	83,474	58.70	58,873	41.40	995	0.70
Eagle	4,344	24.50	13,386	75.50	15,407	86.90	2,181	12.30
CHRYSLER CORP.	401,423	46.84	449,373	52.43	703,892	82.13	92,738	10.82
Chrysler-Plymouth Total	288,252	54.58	237,320	44.94	448,618	84.95	36,459	6.90
Turismo	13,057	34.70	24,571	65.30	26,904	71.50	12,530	33.30
Horizon	3,887	6.80	53,276	93.20	33,955	59.40	2,400	4.20
Reliant	27,170	15.60	145,954	83.80	137,420	78.90	17,417	10.00
Gran Fury	755	4.80	13,519	85.90	6,956	44.20	.....	.....
Fifth Avenue	83,501	100.00	.....	.....	83,501	100.00	.....	.....
E-Class	43,305	100.00	.....	.....	43,305	100.00	736	1.70
LeBaron	78,970	100.00	.....	.....	78,970	100.00	2,211	2.80
New Yorker	37,607	100.00	.....	.....	37,607	100.00	1,165	3.10
Dodge Total	113,171	34.40	212,053	64.46	255,274	77.60	56,279	17.11
Omni	2,808	5.20	51,200	94.80	30,029	55.60	2,268	4.20
Charger	23,628	49.70	23,913	50.30	31,520	66.30	23,105	48.60
Aries	21,011	15.40	115,428	84.60	117,474	86.10	15,417	11.30
600	38,097	100.00	.....	.....	23,963	62.90	14,438	37.90
Diplomat	635	2.60	20,092	82.20	24,444	100.00	.....	.....
Dodge 400	26,992	95.00	1,420	5.00	27,844	98.00	1,051	3.70
FORD MOTOR	1,291,594	100.00	N.A.	.....	875,501	67.78	281,329	21.78
Ford Division	838,539	100.00	N.A.	.....	508,865	60.68	151,789	18.10
Escort	244,780	100.00	N.A.	.....	52,872	21.60	11,749	4.80
EXP	2,246	100.00	N.A.	.....	N.A.	.....	557	24.80
Mustang/Mustang II	120,873	100.00	N.A.	.....	57,536	47.60	45,207	37.40
LTD	155,758	100.00	N.A.	.....	146,101	93.80	9,813	6.30
Thunderbird	121,999	100.00	N.A.	.....	102,235	83.80	56,632	45.60
Crown Victoria	56,736	100.00	N.A.	.....	48,055	84.70	7,205	12.70
Fairmont	80,833	100.00	N.A.	.....	72,750	90.00	12,610	15.60
*Tempo	55,314	100.00	N.A.	.....	29,316	53.00	9,016	16.30
L-M Division	453,055	100.00	N.A.	.....	366,636	80.93	129,540	28.59
Lynx	69,497	100.00	N.A.	.....	17,999	25.90	8,270	11.90
Capri	25,376	100.00	N.A.	.....	12,180	48.00	3,883	15.30
Marquis	67,358	100.00	N.A.	.....	65,943	97.90	3,907	5.80
Cougar	75,743	100.00	N.A.	.....	68,320	90.20	17,875	23.60
Grand Marquis	95,718	100.00	N.A.	.....	95,718	100.00	31,970	33.40
LN7	699	100.00	N.A.	.....	164	23.40	528	75.50
*Topaz	17,596	100.00	N.A.	.....	5,244	29.80	15,872	90.20
Continental	16,831	100.00	N.A.	.....	16,831	100.00	9,863	58.60
Lincoln	53,381	100.00	N.A.	.....	53,381	100.00	20,125	37.70
Mark VI	30,856	100.00	N.A.	.....	30,856	100.00	22,247	72.10
GENERAL MOTORS	2,541,992	70.67	1,054,759	29.33	2,911,466	80.95	1,168,661	32.49
Buick Division	644,131	79.68	164,285	20.32	666,994	82.51	120,482	14.90
Skylark	25,639	24.50	79,008	75.50	97,740	93.40	5,756	5.50
Skyhawk J	13,957	22.10	49,195	77.90	47,048	74.50	12,630	20.00
Century	93,898	73.40	34,028	26.60	11,565	90.40	13,816	10.80
Regal	226,185	99.10	2,054	0.90	226,641	99.30	44,278	19.40
Buick	234,218	100.00	N.A.	.....	234,218	100.00	40,988	17.50
Riviera	50,234	100.00	N.A.	.....	49,782	99.10	3,014	6.00
Cadillac Division	292,814	100.00	N.A.	.....	279,752	95.54	119,072	40.66
Cimarron	19,294	100.00	N.A.	.....	6,232	32.30	19,294	100.00
Seville	30,430	100.00	N.A.	.....	30,430	100.00	30,430	100.00
Eldorado	67,416	100.00	N.A.	.....	67,416	100.00	67,416	100.00
Cadillac	175,674	100.00	N.A.	.....	175,674	100.00	1,932	1.10
Chevrolet Division	660,284	55.40	531,501	44.60	851,440	71.44	646,381	54.24
Chevette	8,309	4.90	161,254	95.10	91,055	53.70	169,563	100.00
Cavalier	42,843	19.60	175,745	80.40	148,858	68.10	181,865	83.20
Celebrity	42,899	40.50	63,024	59.50	98,402	92.90	13,134	12.40
Camaro	146,353	94.80	8,028	5.20	51,409	33.30	147,897	95.80
Citation	21,485	23.30	70,726	76.70	66,484	72.10	49,886	54.10
Malibu	64,702	55.10	52,724	44.90	97,464	83.00	18,906	16.10
Monte Carlo	96,319	100.00	N.A.	.....	88,902	92.30	48,545	50.40
Chevrolet	220,789	100.00	N.A.	.....	208,866	94.60	N.A.	.....
*Corvette	16,585	100.00	N.A.	.....	N.A.	.....	16,585	100.00
Oldsmobile Division	722,175	78.79	194,408	21.21	872,170	95.15	175,334	19.13
Omega	13,428	24.90	40,498	75.10	48,965	90.80	10,839	20.10
Firenza	6,276	15.40	34,476	84.60	33,376	81.90	15,812	38.80
Cutlass	271,892	100.00	N.A.	.....	254,763	93.70	109,301	40.20
Cutlass/Ciera	50,216	29.60	119,434	70.40	158,792	93.60	33,930	20.00
Oldsmobile	340,758	100.00	N.A.	.....	336,669	98.80	5,452	1.60
Toronado	39,605	100.00	N.A.	.....	39,605	100.00	N.A.	.....
Pontiac Division	222,588	57.49	164,565	42.50	241,110	62.27	107,392	27.74
*6000	40,797	59.60	27,654	40.40	44,288	64.70	20,741	30.30
2000	18,721	23.90	59,608	76.10	41,828	53.40	9,634	12.30
1000	1,190	4.58	24,782	95.40	11,742	45.20	1,325	5.10
Firebird	60,057	80.20	14,827	19.80	12,955	17.30	55,339	73.90
Phoenix	10,585	38.50	16,908	61.50	20,812	75.70	1,650	6.00
Grand Prix	40,165	100.00	N.A.	.....	39,522	98.40	14,540	36.20
Bonneville	33,628	61.80	20,786	38.20	52,727	96.90	4,163	7.65
*Parisienne	17,445	100.00	N.A.	.....	17,236	98.80	N.A.	.....
VOLKSWAGEN	73,446	100.00	N.A.	.....	514	0.70	25,045	34.10
Total Cars, N. S.	4,371,530	73.12	1,600,992	26.78	4,565,653	76.36	1,570,949	26.28

Note: *Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.



TRANSMISSION OPTIONS on 1983 U. S. Models

	Automatic Transmission	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output
AMERICAN MOTORS	78,135	48.85	25,254	15.79	56,546	35.36
Alliance	62,855	44.20	24,459	17.20	54,891	38.60
Eagle	15,280	86.18	795	4.48	1,655	9.34
CHRYSLER CORP.	732,644	85.49	50,575	5.90	73,810	8.61
C-P Total	473,237	89.61	25,892	4.91	28,955	5.48
Turismo	18,212	48.40	5,306	14.10	14,110	37.50
Horizon	34,699	60.70	12,748	22.30	9,717	17.00
Reliant	162,152	93.10	7,838	4.50	4,180	2.40
Gran Fury	15,739	100.00	NA	.....	NA	.....
Fifth Avenue	83,501	100.00	NA	.....	NA	.....
E-Class	43,305	100.00	NA	.....	NA	.....
LeBaron	78,022	98.80	NA	.....	948	1.20
New Yorker	37,607	100.00	NA	.....	NA	.....
Dodge Total	259,407	78.86	24,683	7.50	44,855	13.64
Omni	30,407	56.30	12,152	22.50	11,450	21.20
Charger	16,735	35.20	4,754	10.00	26,053	54.80
Aries	125,115	91.70	7,777	5.70	3,548	2.60
400	27,390	96.40	NA	.....	1,023	3.60
600	35,316	92.70	NA	.....	2,781	7.30
Diplomat	24,444	100.00	NA	.....	NA	.....
FORD MOTOR	1,023,204	79.22	142,097	11.00	126,293	9.78
Ford Division	622,250	74.21	115,640	13.79	100,649	12.00
Escort	112,599	46.00	84,204	34.40	47,977	19.60
EXP	400	17.80	276	12.30	1,570	69.90
Mustang	67,689	56.00	29,251	24.20	23,933	19.80
LTD	155,291	99.70	467	0.30	NA	.....
Thunderbird	109,433	89.70	NA	.....	12,566	10.30
Crown Victoria	56,736	100.00	NA	.....	NA	.....
Fairmont	79,944	98.90	889	1.10	NA	.....
Tempo	40,158	72.60	553	1.00	14,603	26.40
L-M Division	400,954	88.50	26,457	5.84	25,644	5.66
Lynx	34,957	50.30	18,903	27.20	15,637	22.50
Capri	13,906	54.80	7,334	28.90	4,136	16.30
Marquis	67,156	99.70	202	0.30	NA	.....
Cougar	75,743	100.00	NA	.....	NA	.....
Grand Marquis	95,718	100.00	NA	.....	NA	.....
LN7	142	20.40	NA	.....	557	79.60
Topaz	12,264	69.70	18	1.10	5,314	30.20
Continental	16,831	100.00	NA	.....	NA	.....
Lincoln	53,381	100.00	NA	.....	NA	.....
Mark VII	30,856	100.00	NA	.....	NA	.....
GENERAL MOTORS	3,349,048	93.12	123,850	3.44	123,858	3.44
Buick Division	792,266	98.00	6,235	0.77	9,915	1.23
Skylark	102,138	97.60	2,509	2.40	NA	.....
Skyhawk	49,511	78.40	3,726	5.90	9,915	15.70
Century	127,926	100.00	NA	.....	NA	.....
Regal	228,239	100.00	NA	.....	NA	.....
Buick	234,218	100.00	NA	.....	NA	.....
Riviera	50,234	100.00	NA	.....	NA	.....
Cadillac Division	289,457	98.85	NA	.....	3,357	1.15
Cimarron	15,937	82.60	NA	.....	3,357	17.40
Seville	30,430	100.00	NA	.....	NA	.....
Eldorado	67,416	100.00	NA	.....	NA	.....
Cadillac	175,674	100.00	NA	.....	NA	.....
Chevrolet Division	1,022,781	85.82	102,349	8.59	66,655	5.59
Chevette	103,770	61.20	59,010	34.80	6,783	4.00
Cavalier	160,880	73.60	29,947	13.70	27,761	12.70
Celebrity	105,923	100.00	NA	.....	NA	.....
Camaro	118,409	76.70	3,861	2.50	32,111	20.80
Citation	82,713	89.70	9,498	10.30	NA	.....
Malibu	117,426	100.00	NA	.....	NA	.....
Monte Carlo	96,319	100.00	NA	.....	NA	.....
Chevrolet	220,789	100.00	NA	.....	NA	.....
Corvette	16,552	99.80	33	0.20	NA	.....
Oldsmobile Division	906,916	98.95	3,296	0.35	6,371	0.70
Omega	52,508	97.37	1,418	2.63	NA	.....
Firenza	32,503	79.76	1,678	4.61	6,371	15.63
Cutlass	271,892	100.00	NA	.....	NA	.....
Ciera	169,650	100.00	NA	.....	NA	.....
Oldsmobile	340,758	100.00	NA	.....	NA	.....
Toronado	39,605	100.00	NA	.....	NA	.....
Pontiac Division	337,628	87.21	11,970	3.09	37,560	9.70
6000	68,451	100.00	NA	.....	NA	.....
2000	54,125	69.10	3,211	4.10	20,993	26.80
1000	16,366	63.00	7,715	29.70	1,896	7.30
Firebird	60,956	81.40	NA	.....	13,928	18.60
Phoenix	25,706	93.50	1,044	3.80	743	2.70
Grand Prix	40,165	100.00	NA	.....	NA	.....
Bonneville	54,414	100.00	NA	.....	NA	.....
Parisienne	17,445	100.00	NA	.....	NA	.....
VOLKSWAGEN	14,836	20.20	19,096	26.00	39,514	53.80
Total cars, U. S.	5,197,867	86.94	360,872	6.03	420,021	7.03

Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

Transmission Installations on 83 Models

- Automatic
- 4-Speed Manual
- 5-Speed Manual

STEERING WHEEL, ELECTRONIC OPTIONS ON 1983 U. S. MODELS

	Digital Clocks	Percent of Output	Electronic Instrument Panel	Percent of Output	Tilt Wheel	Percent of Output	Tilt and Telescope	Percent of Output
AMERICAN MOTORS	95,599	59.77	N.A.	.....	12,411	7.76	N.A.	.....
Alliance	82,479	58.00	N.A.	.....	N.A.	.....	N.A.	.....
Eagle	13,120	74.00	N.A.	.....	12,411	70.00	N.A.	.....
CHRYSLER CORP.	416,960	48.89	N.A.	.....	271,814	31.72	N.A.	.....
Chrysler-Plymouth Total	294,295	55.73	N.A.	.....	209,904	39.75	N.A.	.....
Turismo	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Horizon	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Reliant	72,977	41.90	N.A.	.....	20,029	11.50	N.A.	.....
Gran Fury	1,904	12.10	N.A.	.....	4,674	29.70	N.A.	.....
Fifth Avenue	83,501	100.00	N.A.	.....	79,409	95.10	N.A.	.....
E-Class	41,053	94.80	N.A.	.....	25,680	59.30	N.A.	.....
LeBaron	57,253	72.50	N.A.	.....	46,040	58.30	N.A.	.....
New Yorker	37,607	100.00	N.A.	.....	34,072	90.60	N.A.	.....
Dodge Total	124,665	37.90	N.A.	.....	61,910	18.82	N.A.	.....
Omni	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Charger	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Aries	56,486	.....	N.A.	.....	16,782	12.30	N.A.	.....
600	35,812	94.00	N.A.	.....	21,944	57.60	N.A.	.....
Diplomat	4,693	19.20	N.A.	.....	8,580	35.10	N.A.	.....
Dodge 400	27,674	97.40	N.A.	.....	14,604	51.40	N.A.	.....
FORD MOTOR	548,698	42.48	106,956	8.28	622,110	48.17	N.A.	.....
Ford Division	311,424	37.14	34,145	4.07	306,336	36.53	N.A.	.....
Escort	41,857	17.10	N.A.	.....	N.A.	.....	N.A.	.....
EXP	2,246	100.00	N.A.	.....	N.A.	.....	N.A.	.....
Mustang/Mustang II	53,305	44.10	N.A.	.....	51,371	42.50	N.A.	.....
LTD	76,944	49.40	2,181	1.40	90,340	58.00	N.A.	.....
Thunderbird	61,731	50.60	31,964	26.20	99,186	81.30	N.A.	.....
Crown Victoria	25,304	44.60	N.A.	.....	38,864	68.50	N.A.	.....
Fairmont	808	1.00	N.A.	.....	11,640	14.40	N.A.	.....
Tempo	49,229	89.00	N.A.	.....	14,935	27.00	N.A.	.....
L-M Division	237,274	52.37	72,811	16.07	315,774	69.70	N.A.	.....
Lynx	14,525	20.90	9,174	13.20	N.A.	.....	N.A.	.....
Capri	23,397	92.20	N.A.	.....	8,856	34.90	N.A.	.....
Marquis	43,244	64.20	808	1.20	49,373	73.30	N.A.	.....
Cougar	45,749	60.40	11,664	15.40	58,701	77.50	N.A.	.....
Grand Marquis	55,038	57.50	6,221	6.50	91,889	96.00	N.A.	.....
LN7	699	100.00	N.A.	.....	N.A.	.....	N.A.	.....
Topaz	9,678	55.00	N.A.	.....	6,528	37.10	N.A.	.....
Continental	16,831	100.00	16,831	100.00	16,831	100.00	N.A.	.....
Lincoln	5,125	9.60	5,125	9.60	52,740	98.80	N.A.	.....
Mark VI	22,988	74.50	22,988	74.50	30,856	100.00	N.A.	.....
GENERAL MOTORS	1,512,842	42.06	79,700	2.22	2,103,331	58.49	305,444	8.49
Buick Division	153,163	18.94	6,221	0.80	568,939	70.38	15,910	1.97
Skylark	104	0.10	N.A.	.....	58,498	55.90	N.A.	.....
Skyhawk J	63	0.10	N.A.	.....	30,502	48.30	N.A.	.....
Century	128	0.10	2,303	1.80	99,399	77.70	N.A.	.....
Regal	N.A.	.....	N.A.	.....	178,711	78.30	N.A.	.....
Buick	102,634	43.82	N.A.	.....	201,779	86.15	11,992	5.12
Riviera	50,234	100.00	3,918	7.80	50	0.10	3,918	7.80
Cadillac Division	292,814	100.00	46,952	16.03	18,117	6.19	259,693	88.69
Cimarron	19,294	100.00	N.A.	.....	18,117	93.90	N.A.	.....
Seville	30,430	100.00	15,671	51.50	N.A.	.....	29,882	98.20
Eldorado	67,416	100.00	31,281	46.40	N.A.	.....	65,731	97.50
Cadillac	175,674	100.00	N.A.	.....	N.A.	.....	164,080	93.40
Chevrolet Division	329,692	27.66	16,585	1.39	542,544	45.52	16,585	1.39
Chevette	N.A.	.....	N.A.	.....	16,956	10.00	N.A.	.....
Cavalier	77,380	35.40	N.A.	.....	73,008	33.40	N.A.	.....
Celebrity	50,313	47.50	N.A.	.....	58,787	55.50	N.A.	.....
Camaro	113,470	73.50	N.A.	.....	113,007	73.20	N.A.	.....
Citation	N.A.	.....	N.A.	.....	22,315	24.20	N.A.	.....
Malibu	N.A.	.....	N.A.	.....	40,156	34.20	N.A.	.....
Monte Carlo	N.A.	.....	N.A.	.....	63,763	66.20	N.A.	.....
Chevrolet	71,977	32.60	N.A.	.....	154,552	70.00	N.A.	.....
Corvette	16,552	99.80	16,585	100.00	N.A.	.....	16,585	100.00
Oldsmobile Division	577,476	63.00	3,223	0.35	729,174	79.55	13,256	1.45
Omega	21,139	39.20	N.A.	.....	28,472	52.80	N.A.	.....
Firenza	21,680	53.20	N.A.	.....	23,636	58.00	N.A.	.....
Cutlass	128,605	47.30	N.A.	.....	208,813	76.80	N.A.	.....
Cutlass/Ciera	112,139	66.10	3,223	1.90	132,836	78.30	N.A.	.....
Oldsmobile	254,546	74.70	N.A.	.....	300,208	88.10	8,600	2.60
Toronado	39,367	99.40	N.A.	.....	35,209	88.90	4,396	11.10
Pontiac Division	159,697	41.25	6,719	1.74	244,557	63.17	N.A.	.....
6000	56,499	82.54	6,719	9.82	51,749	75.60	N.A.	.....
2000	38,585	49.26	N.A.	.....	33,995	43.40	N.A.	.....
1000	N.A.	.....	N.A.	.....	3,091	11.90	N.A.	.....
Firebird	60,476	80.76	N.A.	.....	55,542	71.50	N.A.	.....
Phoenix	N.A.	.....	N.A.	.....	11,465	41.70	N.A.	.....
Grand Prix	1,133	2.82	N.A.	.....	33,417	83.20	N.A.	.....
Bonneville	3,004	5.52	N.A.	.....	40,865	75.10	N.A.	.....
Parisienne	N.A.	.....	N.A.	.....	16,433	94.20	N.A.	.....
VOLKSWAGEN	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Total Cars, U. S.	2,576,099	43.09	186,656	3.12	3,009,666	50.34	305,444	5.11

Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada, are included to give an accurate picture of industry rates.

OPTIONS/EQUIPMENT

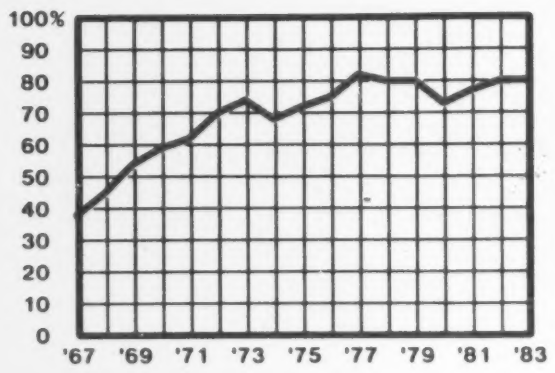
AIR CONDITIONING INSTALLATIONS

1983 VS. 1982 MODEL YEAR

	1983 Model Year			1982 Model Year		
	Unit Total	Percent of Output	Pct. of '83 Air Conditioner Installations	Unit Total	Percent of Output	Pct. of '82 Air Conditioner Installations
Spirit	1,536	44.00	0.03	8,880	44.00	0.19
Concord	4,585	86.50	0.09	26,314	78.10	0.57
Eagle	9,752	55.00	0.20	7,592	44.60	0.17
Alliance	68,258	48.00	1.40	.....	.....	.....
AMERICAN MOTORS	84,131	49.86	1.72	42,786	60.35	0.93
CHRYSLER CORP.	540,219	61.36	11.10	506,052	69.84	11.04
C-P Total	316,359	58.02	6.50	331,501	45.75	7.23
Horizon	22,465	39.30	0.46	15,834	37.10	0.35
Turismo	14,938	39.70	0.31	13,444	31.50	0.29
Reliant	13,307	76.40	0.27	113,969	70.10	2.49
Gran Fury	14,071	89.40	0.29	16,665	88.90	0.36
Imperial	1,427	100.00	0.02	2,717	100.00	0.06
Cordoba	15,272	97.20	0.31	18,400	96.10	0.40
LeBaron	73,205	92.70	1.50	93,909	90.90	2.05
New Yorker	36,817	97.90	0.76	56,563	100.00	1.23
Fifth Ave.	83,501	100.00	1.73	.....	.....	.....
E-Class	41,356	95.50	0.85	.....	.....	.....
Dodge Total	223,860	66.78	4.60	174,551	63.21	3.81
Charger	19,397	40.80	0.40	15,224	33.40	0.33
Omni	19,173	35.50	0.39	13,403	36.80	0.29
Aries	99,601	73.00	2.05	87,761	67.80	1.85
Diplomat	21,804	89.20	0.45	24,289	92.50	0.53
Dodge 400	23,640	83.20	0.49	28,949	84.30	0.63
Mirada	5,272	94.20	0.10	7,925	93.10	0.18
Dodge 600	34,973	91.80	0.72	.....	.....	.....
FORD MOTOR	1,005,773	77.87	20.67	970,487	74.17	21.16
Ford Division	599,694	71.52	12.33	617,357	69.73	13.46
Escort	105,010	42.90	2.16	137,238	43.10	3.00
EXP	937	41.70	0.02	12,548	55.40	0.27
Mustang	82,650	76.20	1.70	86,728	66.50	1.89
LTD (Granada)	135,671	93.90	2.79	110,577	91.90	2.41
T-Bird	109,647	96.50	2.25	44,194	97.90	0.96
Crn. Vict. (LTD)	55,828	98.40	1.15	118,005	97.80	2.57
Fairmont	66,917	88.20	1.37	108,067	84.60	2.36
Tempo	43,034	77.80	0.89	.....	.....	.....
L-M Division	406,079	89.63	8.34	353,130	83.45	7.70
LN7	421	60.30	0.01	7,986	69.20	0.17
Lynx	36,069	51.90	0.74	49,756	49.70	1.09
Capri	19,616	77.30	0.40	25,800	71.40	0.56
Zephyr	.....	.....	.....	35,691	91.30	0.78
Topaz	14,077	80.00	0.29	.....	.....	.....
Marquis	65,472	97.20	1.35	.....	.....	.....
Cougar (XR-7)	73,925	97.60	1.51	71,736	97.50	1.56
G. Marquis (Merc.)	95,431	99.70	1.96	76,848	99.60	1.68
Continental	16,831	100.00	0.35	23,908	100.00	0.52
Lincoln	53,381	100.00	1.10	35,069	100.00	0.77
Mark VII	30,856	100.00	0.63	26,336	100.00	0.57
GENERAL MOTORS	3,198,376	90.65	65.72	3,018,871	86.11	65.83
Buick Division	772,959	95.61	15.88	703,523	95.07	15.34
Skylark	93,450	89.30	1.92	129,526	89.60	2.82
Skyhawk	50,395	79.80	1.04	37,184	77.60	0.82
Century	123,065	96.20	2.53	98,332	95.50	2.14
Regal	222,534	97.50	4.57	220,233	97.70	4.80
Buick	233,281	99.60	4.79	174,177	99.50	3.80
Riviera	50,234	100.00	1.03	44,071	100.00	0.96
Cadillac Division	292,814	100.00	6.02	235,584	100.00	5.14
Cimarron	19,294	100.00	0.40	25,968	100.00	0.57
Seville	30,430	100.00	0.63	19,998	100.00	0.44
Eldorado	67,416	100.00	1.39	52,018	100.00	1.13
Cadillac	175,674	100.00	3.60	137,600	100.00	3.00
Chevrolet Division	922,594	77.41	18.96	970,013	74.77	21.15
Chevette	65,451	38.60	1.34	94,464	38.80	2.06
Cavalier	141,426	64.70	2.91	124,620	63.90	2.72
Celebrity	98,614	93.10	2.03	80,959	87.70	1.77
Camaro	128,753	83.40	2.65	150,378	84.10	3.28
Citation	69,803	75.70	1.43	121,751	73.50	2.66
Malibu	99,460	84.70	2.04	103,235	88.90	2.25
Monte Carlo	88,999	92.40	1.83	86,478	93.60	1.88
Chevrolet	213,503	96.70	4.39	182,721	97.10	3.98
Corvette	16,585	100.00	0.34	25,407	100.00	0.55
Oldsmobile Division	885,722	96.63	18.20	672,058	95.69	14.66
Omega	46,322	85.90	0.95	65,957	85.14	1.44
Firenza	31,868	78.20	0.65	22,686	75.35	0.49
Cutlass	267,540	98.40	5.51	191,092	98.33	4.17
Cutlass/Ciera	162,694	95.90	3.34	95,312	94.07	2.08
Oldsmobile	337,693	99.10	6.94	263,083	99.21	5.74
Toronado	39,605	100.00	0.81	33,928	100.00	0.74
Pontiac Division	324,287	83.76	6.66	437,693	82.52	9.54
2000	51,384	65.60	1.06	85,103	71.60	1.86
6000	66,397	97.00	1.36	38,315	94.70	0.83
1000	12,807	49.30	0.26	17,921	40.30	0.39
Firebird	63,726	85.10	1.31*	102,051	87.70	2.23
Phoenix	20,675	75.20	0.42	39,332	80.00	0.86
Grand Prix	39,322	97.90	0.81	78,231	97.00	1.70
Bonneville/LeMans	52,618	96.70	1.08	76,740	95.40	1.67
Parisienne	17,358	99.50	0.36	.....	.....	.....
VOLKSWAGEN	38,339	52.20	0.79	47,431	46.20	1.04
Total Industry	4,866,838	80.97	100.00	4,585,627	80.28	100.00

Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

Factory Installation of Air Conditioning

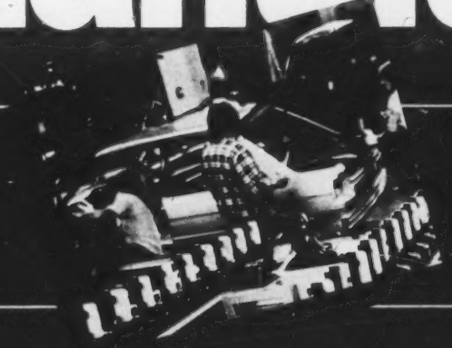


POWER EQUIPMENT OPTIONS ON 1983 U. S. MODELS

	Power Brakes	% of Output	Power Steering	% of Output	Power Side Windows	% of Output	Rear Window Defroster	% of Output
AMERICAN MOTORS	159,935	100.00	97,365	60.88	6,752	0.42	118,315	73.98
Alliance	142,205	100.00	79,635	56.00	5,688	4.00	102,358	64.00
Eagle	17,730	100.00	17,730	100.00	1,064	6.00	15,957	90.00
CHRYSLER CORP.	857,029	100.00	774,460	90.37	196,469	22.92	526,002	61.38
Chrysler-Plymouth Total	528,084	100.00	486,137	92.06	169,398	32.08	354,274	67.09
Turismo	37,628	100.00	25,625	68.10	N.A.	.....	22,238	59.10
Horizon	57,164	100.00	34,013	59.50	N.A.	.....	29,840	52.20
Reliant	174,170	100.00	167,377	96.10	2,090	1.20	97,535	56.00
Gran Fury	15,739	100.00	15,739	100.00	2,251	14.30	9,931	63.10
Fifth Avenue	83,501	100.00	83,501	100.00	83,501	100.00	83,501	100.00
E-Class	43,305	100.00	43,305	100.00	16,456	38.00	30,573	70.60
LeBaron	78,970	100.00	78,970	100.00	31,667	40.10	48,014	60.80
New Yorker	37,607	100.00	37,607	100.00	33,433	88.90	32,642	86.80
Dodge Total	328,945	100.00	288,323	87.65	27,071	8.23	171,728	52.21
Omni	54,009	100.00	31,433	58.20	N.A.	.....	25,006	46.30
Charger	47,542	100.00	35,181	74.00	N.A.	.....	25,102	52.80
Aries	136,440	100.00	130,982	96.00	2,865	2.10	65,082	47.70
600	38,097	100.00	38,097	100.00	12,572	33.00	27,163	71.30
Diplomat	24,444	100.00	24,444	100.00	3,593	14.70	14,373	58.80
Dodge 400	28,413	100.00	28,186	99.20	8,041	28.30	15,002	52.80
FORD MOTOR	1,168,709	90.49	1,135,503	87.91	471,682	36.52	761,323	58.94
Ford Division	738,380	88.06	708,759	84.52	185,482	22.12	444,860	53.05
Escort	173,059	70.70	149,910	59.20	N.A.	.....	87,876	35.90
EXP	2,246	100.00	1,426	63.50	N.A.	.....	1,920	85.50
Mustang/Mustang II	117,005	96.80	117,851	97.50	31,549	26.10	59,470	49.20
LTD	144,496	100.00	144,207	99.80	38,580	26.70	94,645	65.50
Thunderbird	113,676	100.00	113,676	100.00	76,390	67.20	91,509	80.50
Crown Victoria	56,736	100.00	56,736	100.00	34,666	61.10	42,722	75.30
Fairmont	75,848	100.00	75,469	99.50	1,365	1.80	31,704	41.80
Tempo	55,314	100.00	54,484	98.50	2,932	5.30	35,014	63.30
L-M Division	430,329	94.98	426,744	94.19	286,200	63.17	316,463	69.85
Lynx	46,771	67.30	46,771	67.30	N.A.	.....	30,162	43.40
Capri	25,376	100.00	22,204	87.50	3,020	11.90	19,387	76.40
Marquis	67,358	100.00	67,358	100.00	29,974	44.50	42,099	62.50
Cougar	75,743	100.00	75,743	100.00	55,065	72.70	50,748	67.00
Grand Marquis	95,718	100.00	95,718	100.00	95,718	100.00	75,234	78.60
LN7	699	100.00	462	66.10	N.A.	.....	699	100.00
Topaz	17,596	100.00	17,420	99.00	1,355	7.70	11,613	66.00
Continental	16,831	100.00	16,831	100.00	16,831	100.00	16,831	100.00
Lincoln	53,381	100.00	53,381	100.00	53,381	100.00	42,598	79.80
Mark VI	30,856	100.00	30,856	100.00	30,856	100.00	27,092	87.80
GENERAL MOTORS	3,424,165	95.20	3,404,632	94.66	1,642,100	45.66	2,119,725	58.93
Buick Division	808,416	100.00	806,711	99.79	412,372	51.01	485,828	60.10
Skylark	104,647	100.00	104,647	100.00	11,930	11.40	59,335	56.70
Skyhawk J	63,152	100.00	61,447	97.30	5,873	9.30	38,523	61.00
Century	127,926	100.00	127,926	100.00	52,833	41.30	87,757	68.60
Regal	228,239	100.00	228,239	100.00	108,414	47.50	114,120	50.00
Buick	234,218	100.00	234,218	100.00	183,088	78.17	148,166	63.26
Riviera	50,234	100.00	50,234	100.00	50,234	100.00	37,927	75.50
Cadillac Division	292,814	100.00	292,814	100.00	290,479	99.20	217,062	74.13
Cimarron	19,294	100.00	19,294	100.00	16,959	87.90	19,294	100.00
Seville	30,430	100.00	30,430	100.00	30,430	100.00	25,986	85.10
Eldorado	67,416	100.00	67,416	100.00	67,416	100.00	50,833	75.40
Cadillac	175,674	100.00	175,674	100.00	175,674	100.00	121,039	68.90
Chevrolet Division	1,041,734	87.41	1,027,642	86.23	295,626	24.81	641,061	53.79
Chevette	23,569	13.90	28,317	16.70	N.A.	.....	65,282	38.50
Cavalier	218,588	100.00	197,166	90.20	24,482	11.20	111,698	51.10
Celebrity	105,923	100.00	105,923	100.00	19,066	18.00	62,813	59.30
Camaro	154,381	100.00	154,381	100.00	69,626	45.10	98,186	63.60
Citation	88,154	95.60	90,736	98.40	2,674	2.90	49,241	53.40
Malibu	117,426	100.00	117,426	100.00	9,277	7.90	63,880	54.40
Monte Carlo	96,319	100.00	96,319	100.00	39,106	40.60	48,737	50.60
Chevrolet	220,789	100.00	220,789	100.00	114,810	52.00	125,850	57.00
Corvette	16,585	100.00	16,585	100.00	16,585	100.00	15,374	92.70
Oldsmobile Division	916,583	100.00	915,686	99.90	497,407	54.27	554,914	60.54
Omega	53,926	100.00	53,926	100.00	4,961	9.20	31,978	59.30
Firenza	40,752	100.00	39,855	97.80	2,853	7.00	24,573	60.30
Cutlass	271,892	100.00	271,892	100.00	114,467	42.10	132,955	48.90
Cutlass/Ciera	169,650	100.00	169,650	100.00	69,048	40.70	114,174	67.30
Oldsmobile	340,758	100.00	340,758	100.00	266,473	78.20	218,085	64.00
Toronado	39,605	100.00	39,605	100.00	39,605	100.00	33,149	83.70
Pontiac Division	364,618	94.18	361,779	93.44	146,216	37.77	220,860	57.05
6000	68,451	100.00	68,451	100.00	32,234	47.09	44,671	65.26
2000	78,329	100.00	72,963	93.15	5,005	6.39	44,561	56.89
1000	4,034	15.53	6,206	23.89	N.A.	.....	12,456	47.95
Firebird	74,884	100.00	74,884	100.00	42,227	56.39	48,330	64.54
Phoenix	26,896	97.83	27,251	99.12	1,430	5.20	16,900	61.50
Grand Prix	40,165	100.00	40,165	100.00	24,573	61.18	18,392	45.79
Bonneville	54,414	100.00	54,414	100.00	27,049	49.71	25,781	47.38
Parisienne	17,445	100.00	17,445	100.00	13,698	78.52	9,761	55.95
VOLKSWAGEN	N.A.	.....	5,949	8.10	N.A.	.....	73,446	100.00
Total Cars, U. S.	5,609,838	93.83	5,417,909	90.62	2,317,003	38.75	3,598,811	60.19

NOTE: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

Manufacturers



Domestic auto manufacturers have emerged from the long recession leaner, tougher and more competitive. Aggressive new-product programs were launched in 1983, a year marked by a dramatic improvement in sales and a return to profitability.

General Motors and Chrysler Corp. posted record earnings for the calendar year. Chrysler repaid $1.2 billion in loans guaranteed by the federal government — an action that was taken seven years early and will go down in business history books as a financial miracle.

GM in 1983 earned a record income of $3.7 billion on record sales sales of $74.6 billion. GM attributed its success to an improving economy, higher production volumes and the continuing spirit of cooperation between the company and its employes. GM's record allowed the company to pay about $640 to each eligible employe through a new profit sharing program.

Chrysler earned a record $927.4 million in 1983 compared with an operating loss of $68 million in 1982. Chrysler's financial turnaround became a reality after the company completely restructured its operations. Importantly, Chrysler kept its new-product programs on track during its struggle. At the start of the 1984 model year its new lineup included two new sports cars and the industry's first garageable mini-van/wagon.

Also on the upswing for 1983, Ford Motor Co. reported net income of $1,867 million compared with a loss of $658 million in 1982. Ford called the report the largest one-year turnaround from a loss position in U. S. corporate history.

A dramatic return to profitability

The turnaround was made possible by higher sales, a strong reception of Ford new cars and trucks, and the cumulative effect of several years of productivity improvements and restructuring actions.

Ford profits for 1983 substantially exceeded those earned in 1979—the last year of profitability before the recession—despite the fact that unit sales in 1983 were almost one million units lower than in 1979.

Outside the U. S., Ford earned a profit of $351 million in 1983. Its position in overseas markets remained strong. For the 19th consecutive year, Ford sold more vehicles overseas than any other U. S.-based manufacturer. In Europe, Ford's 12.6 percent car-market share was a record for the second consecutive year.

American Motors reported a net loss of $146.7 million last year compared with a net loss of $153.5 million the previous year. AMC ended 1983 on a positive note, however, reporting a profit of $7.4 million in the fourth quarter of the year. It was the company's first quarterly profit after 14 consecutive quarters of losses.

AMC attributed its improvement to the success of its Renault cars and new Jeep vehicles. It was a record year for the Renault nameplate in the U. S. — 179,419 sales compared with 91,981 in 1959, the prior record year.

In 1983 American Motors entered a joint agreement to build Jeep vehicles in the People's Republic of China. The aggressive effort gives AMC entry into the vast auto market in China and positions the company to expand in Asia.

1983-1982 FINANCIAL RESULTS

	Net Sales 1983	Net Sales 1982	Net Profit (Loss) 1983	Net Profit (Loss) 1982	Profit (Loss) 1983	Profit (Loss) 1982
American Motors	$ 3,271,720,000*	$ 2,392,957,000*	($ 146,730,000)	($153,474,000)	($ 2.11)	($2.85)*
Chrysler Corp.	$ 13,240,400,000	$ 10,044,900,000*	$ 700,900,000	$170,600,000	$ 5.79	$1.84
Ford Motor Co.	$ 44,454,600,000	$ 37,067,200,000	$1,866,900,000	($657,800,000)	$10.29	($3.64)*
General Motors	$ 74,581,600,000	$ 60,025,600,000	$3,730,200,000	$962,700,000	$11.84	$3.09
TOTAL	$135,548,320,000	$109,530,657,000	$6,151,270,000	($321,526,000)		

*Restated. AMC sales have been restated to reflect the 1983 sale of AM General. If AM General sales were included, AMC's 1983 sales would be $3,428,000,000; 1982 sales, $2,878,000,000. Chrysler sales have been restated to reflect the 1982 sale of Chrysler Defense. If Chrysler Defense sales were included, Chrysler's 1982 sales total would be $10,057,000,000. Ford's 1982 per-share loss was restated to reflect the three-for-two stock split that occurred in 1983. Actual per-share loss for 1982 was $5.46.

GENERAL MOTORS

Worldwide Factory Sales (Units in Thousands)

	CARS 1983	CARS 1982	CARS 1981	TRUCKS & BUSES 1983	TRUCKS & BUSES 1982	TRUCKS & BUSES 1981	TOTAL 1983	TOTAL 1982	TOTAL 1981
U.S.	3,996	3,147	3,894	1,123	895	717	5,119	4,042	4,611
Canada	539	335	432	263	230	243	802	565	675
Overseas†	1,606	1,388	1,174	242	249	302	1,848	1,637	1,476
TOTAL	6,141	4,870	5,500	1,628	1,374	1,262	7,769	6,244	6,762

†Includes units which are manufactured overseas by other companies and which are imported and sold by GM and affiliates.

Percentage of Net Income (Loss) Attributable to:

	1983	1982	1981
U.S.	93%	111%	208%
Canada	16	(3)	(10)
Overseas	(9)	(8)	(98)
TOTAL	100%	100%	100%
Automotive	102%	101%	(20%)
Nonautomotive	(2)	(1)	120
TOTAL	100%	100%	100%

Percentage of Worldwide Dollar Sales Attributable to:

	1983	1982	1981
U.S.	74%	72%	72%
Canada	13	11	12
Overseas	13	17	16
TOTAL	100%	100%	100%
Automotive	96%	94%	93%
Nonautomotive	4	6	7
TOTAL	100%	100%	100%

NEW PLANT AND EQUIPMENT EXPENDITURES BY MOTOR VEHICLE AND PARTS MANUFACTURERS

Year	Expenditure ($ Billions) Total U.S.	Total Manufacturing	Motor Vehicle & Parts Manuf.	Motor Vehicle and Equip. Mfg. Percent of Manufacturing	Motor Vehicle and Equip. Mfg. Percent of Total U.S.
1970	105.61	36.99	3.05	8.2	2.9
1971	106.53	33.60	2.42	7.2	2.2
1972	120.25	35.42	3.00	8.5	2.5
1973	137.70	42.37	3.83	9.0	2.8
1974	156.98	53.21	3.30	6.1	2.1
1975	157.71	54.92	3.35	6.1	2.1
1976	171.45	59.95	3.62	6.0	2.1
1977	198.08	69.22	5.82	8.4	2.9
1978	231.24	79.72	7.22	9.1	3.1
1979	270.46	98.68	8.30	8.4	3.1
1980	295.63	115.81	9.06	7.8	3.1
1981	321.49	126.79	10.08	8.0	3.1
1982	316.43	119.68	7.92	6.6	2.5
1983	303.20	111.18	7.31	6.6	2.4
1984*	333.32	125.98	9.77	7.8	2.9

Source: U.S. Department of Commerce, Bureau of Economic Analysis. *Projection.

GM income and sales soar

'Turnaround year we've been waiting for'

General Motors earned a record net income of $3.7 billion on record sales of $74.6 billion during 1983. Chairman Roger B. Smith and president F. James McDonald said the earnings provided a profit-sharing fund of $322 million to be distributed to some 531,000 U.S. employes—a payout unprecedented in American business history.

The net income and sales records established in 1983 surpass the previous record for net income of $3.5 billion set in 1978, and the prior sales high of $66.3 billion in 1979. Earnings per share of $11.84 were not a record. The record of $12.24 per share was set in 1978 when fewer shares were outstanding.

Net income for the fourth quarter of 1983 totaled $1,297 million, which was a record for any quarter, surpassing GM's previous record of $1,257 million earned in the first quarter of 1979.

Smith and McDonald noted that inflation was reflected in the gross dollars of sales and earnings and made the year seem even better than it was. "Inflation-adjusted data," they said, "show we have a long way to go to achieve meaningful records. Still, 1983 was a very good year for General Motors."

The two executives pointed out that GM's new profit-sharing plans would pay about $640 to each eligible employe who worked a normal schedule throughout 1983. Overtime could increase that amount for the hourly employe to about $700, and perhaps more. In reflecting on the inaugural payout, they stated, "No other company anywhere in the world, at any time in the past, has ever shared such a large amount of profit with its employes."

The 1983 earnings represented an increase of $2,767 million, or $8.75 per share, over 1982 results. The improving economy and higher production volumes contributed to this success. Much of the increase, however, is directly attributable to the continuing spirit of cooperation between GM and its employes which produced outstanding improvements in product quality and operating performance throughout the year, Smith and McDonald said. Earnings also benefited from increased income from General Motors Acceptance Corp.

Worldwide factory sales of cars and trucks to GM dealers increased 24 percent from the prior year, totaling 7.8 million units during 1983. Dollar sales also increased 24 percent compared with 1982, and GM's profit margin improved from 1.6 percent of sales in 1982 to 5.0 percent in 1983.

Smith and McDonald described 1983 as "the turnaround year we have been working for," and said the corporation made advances in a number of areas during its 75th anniversary year. They cited actions which streamlined GM's operations; the announcement of Project Saturn to develop a new process for building small cars; progress in forming a joint venture in the U.S. with Toyota; the start-up of two new U.S. assembly plants designed to produce a new series of luxury cars; and advancements in equal employment opportunity.

They were confident that GM's aggressive product programs, combined with continuing efforts to maintain superior financial strength and achieve international cost competitiveness, "will provide GM with the appropriate resources and flexibility to strengthen its competitive position for the longer term."

The two executives expressed concern about economic conditions in a number of countries vital to GM's overall success, but pointed to the corporation's record retail sales performance overseas in 1983 as "a demonstration of our ability to compete outside North America in today's economic climate."

Recognizing that "continued success is no certainty," Smith and McDonald expressed confidence that 1984 can be another good year for GM. They cited the highest level of consumer confidence in more than a decade, plus their expectation that the U.S. economy should continue to expand for five years or more, "given a national resolve to avoid a significant renewal of inflation and to ease worries about interest rates."

They reiterated their anticipation that the industry could sell 14 million new cars and trucks in the U.S. during 1984, and that worldwide car and truck sales should reach 60 million units a year some time in the 1990s.

Other highlights of GM's 1983 financial report include:

• Cash and marketable securities rose at year-end to $6,217 million, an increase of $3,091 million over 1982.

• Working capital at year-end stood at $5,891 million, an increase of $4,2.3 million above the December 1982 level of $1,658 million.

• Total debt decreased from $5,634 million at year-end 1982 to $4,392 million at year-end 1983. Over the same period, the ratio of total debt to capital (debt plus stockholders' equity) decreased from 23.6 percent to 17.5 percent.

• The income tax provision of $2,224 million reflects GM's increased profitability during 1983.

• Exchange and translation activity amounted to a loss of $52 million in 1983, compared with a gain of $348 million in 1982. This was primarily due to the required adoption of accounting standard No. 52 covering the translation of foreign currency financial statements.

• Capital spending during 1983 totaled $4,007 million, compared with $6,212 million in 1982. It is anticipated that capital spending will be approximately $6 billion in 1984.

• $180 million was provided for the GM bonus plan in 1983, following three consecutive years in which earnings were not sufficient to generate funds for bonuses.

• Equity in earnings of nonconsolidated subsidiaries and associates (primarily General Motors Acceptance Corp. and Motors Insurance Corp.) totaled $983 million, an increase of 43 percent above the 1982 level of $688 million. GM's 1983 annual report was mailed to stockholders in March.

Following is a comparison of GM's 1983 and 1982 financial reports:

(Dollars in millions except per share and hourly amounts.)

	1983	1982
Sales of all products	$74,582	$60,026
Net income	$ 3,730	$ 963
Net income as a percent of sales	5.0%	1.6%
Earnings per share of common stock	$11.84	$ 3.09
Dividends per share of common stock	$ 2.80	$ 2.40
U. S., foreign and other income taxes (Credit)	$ 2,224	($252)
Worldwide employment Average number of employes (in thousands)	691	657
Total payrolls	$19,283	$17,044
Payrolls as a percent of sales	25.9%	28.4%
Total cost of an hour worked—U.S. hourly employes	$21.80	$21.50

Worldwide factory sales, cars and trucks (units in thousands)

U.S.	1983	1982
Cars	3,996	3,147
Trucks and buses	1,123	895
Total U.S.	5,119	4,042
Canada	802	565
Overseas*	1,848	1,637
Total factory sales—all sources	7,769	6,244

*—Includes units manufactured overseas by other companies and which are imported and sold by GM & affiliates.

Strong comeback for Ford

'A leaner and more competitive company'

Ford Motor Co. net income in 1983 totaled $1,867 million compared with a loss of $658 million in 1982.

Commenting on the results, chairman Philip Caldwell said, "Ford's 1983 profit improvement of $2.5 billion represents the largest one-year turnaround from a loss position in U.S. corporate history. This achievement was made possible by a combination of higher industry sales, a strong reception of our new cars and trucks, and the cumulative effect of several years of productivity improvements and restructuring actions."

Ford's balance sheet was strengthened substantially during 1983. Stockholders' equity increased $1.5 billion to $7.5 billion at December 31, and worldwide debt was reduced by nearly $1 billion to $3.7 billion. Cash balances increased by $1.6 billion to $3.2 billion at December 31.

"Ford has emerged from one of the most challenging and difficult periods in its history," Caldwell said, "as a leaner and more competitive company. We have made major reductions in our cost structure. Profits for 1983 substantially exceeded those earned in 1979—the last year of profitability before the recession—despite the fact that our unit sales in 1983 were almost one million units lower than in 1979.

Worldwide dollar sales of Ford products totaled $44.5 billion in 1983, up 20 percent from 1982. Factory sales of Ford cars, trucks and tractors were 5,002,000 units, up 660,000 units or 15 percent from the prior year.

On a geographic basis, net income in the U.S. totaled $1,516 million in 1983, compared with a loss of $1,118 million in 1982. The improvement reflected higher car and truck industry volumes, continued achievement of operating efficiencies, lower marketing costs, a more profitable sales mix, and higher car and truck market shares. Material and labor cost increases in excess of vehicle price increases were partial offsets. Dollar sales in the U.S. were $28.4 billion in 1983; factory sales were 2,694,000 units, up 28 percent from 1982.

Ford's share of the U.S. car market was 17.2 percent in 1983, up 0.3 of a point from a year earlier. Ford's car share increased throughout 1983 to 18 percent in the fourth quarter, the highest quarterly share in three years, reflecting good sales results from the steady stream of all-new cars introduced during the year—Ford Thunderbird and Mercury Cougar, Ford Tempo and Mercury Topaz, and the new continental Mark VII.

In trucks, Ford was the top-selling name in the U.S. in 1983 with a market share of 31.3 percent, up 0.7 of a point from 1982. The new Bronco II, introduced in March 1983, provided a strong entry in the fast-growing compact utility vehicle market segment. Ranger, in its first full year of production, was the compact truck sales leader. In addition, the light conventional F-Series truck was the best-selling nameplate in the U.S.—car or truck—for the seventh consecutive year, and the Ford Econoline continued to be the best-selling van.

Outside the U.S., Ford earned a profit of $351 million in 1983. This was $109 million lower than in 1982, reflecting adverse foreign-exchange effects, principally in Europe and Latin America, higher costs associated with new-model introductions, and higher marketing costs in Europe. The decline also reflected one-time deactivation costs associated with the planned closing of noncompetitive

Continued on Page 76

UNIT SALES OF CARS AND TRUCKS
Chrysler Corp. and Consolidated Subsidiaries

BY AREA OF MANUFACTURE	1983	1982	1981	1980
United States				
Passenger Cars	908,093	598,796	755,315	644,208
Trucks	148,744	122,942	100,316	139,302
Canada				
Passenger Cars	104,349	149,906	70,083	72,736
Trucks	140,162	96,038	86,150	54,106
TOTAL U.S. and Canada	1,301,348	967,682	1,011,864	910,352
Japan	150,586	137,702	156,316	206,693
Mexico	41,712	76,342	114,833	106,380
Australia	.....	.....	.....	1,219
All Other Countries	315	.....	.....	279
TOTAL Outside U.S. & Canada	192,613	214,044	271,149	314,571
TOTAL Worldwide	1,493,961	1,181,726	1,283,013	1,224,923
BY AREA OF SALE	**1983**	**1982**	**1981**	**1980**
United States				
Passenger Cars	968,647	737,350	834,155	721,868
Truck	294,703	231,756	184,011	213,516
TOTAL United States	1,263,350	969,106	1,018,166	935,384
Canada				
Passenger Cars	149,242	105,264	103,031	112,692
Trucks	29,330	21,328	29,463	31,489
TOTAL U.S. and Canada	1,441,922	1,095,698	1,150,660	1,079,565
Outside U.S. & Canada				
Passenger Cars	32,560	46,231	69,172	82,285
Trucks	19,479	39,797	63,181	63,073
TOTAL Outside U.S. & Canada	52,039	86,028	132,353	145,358
TOTAL Worldwide	1,493,961	1,181,726	1,283,013	1,224,923

Chrysler record earnings

'Year of dramatic improvement'

Chrysler Corp. posted record operating earnings of $927.4 million in 1983 compared to an operating loss of $68 million in 1982.

Lee A. Iacocca, board chairman, said, "Chrysler made major gains in 1983. It was a year of dramatic improvement with revenues up 33 percent, profits up 312 percent, factory unit sales up 26 percent and hourly employment up 26 percent. Chrysler won its long battle for independence in 1983. With more cash on hand, we were able to repay the holders of our government-backed notes and put our financial house in order."

Chrysler settled with its lenders, issuing 35 million shares of new stock in the process. The company repurchased warrants from the government, paid the dividend arrearage on perferred stock and paid off a Delaware state loan.

"Most important," Iacocca said, "we kept our product plans on track during the hard times and, in the last quarter of 1983, we executed the most complex product launch in the company's history. We introduced the Chrysler Laser and Dodge Daytona sports cars and the Plymouth Voyager and Dodge Caravan mini wagons/vans.

In 1983 net income was $700.9 million, 312 percent better than in 1982. This produced earnings of $5.79 per common share in 1983 compared with $1.84 per common share in 1982. Chrysler's 1983 earnings were 66 percent better than the previous record profit, set in 1976, when Chrysler was a larger company.

The chairman said, "The operational restructuring undertaken over the last few years produced results extraordinary for any company, especially an automobile company. Our financial position improved dramatically during the year. At the end of 1982, total debt was 69.8 percent of the total of debt plus equity. At the end of 1983 it had fallen to 52.7 percent. Further improvement is anticipated."

Chrysler expects the industry to sell 10.5 million cars and 3.7 million trucks in the United States in 1984, for a 15 percent increase in U.S. car sales and an 18 percent increase in truck sales over 1983.

In this larger market, Chrysler is planning to sell more than a million cars, or 10.6 percent of the domestic market. With sales of the Voyager and Caravan, which are classified as trucks, Chrysler expects to sell more than 500,000 trucks, boosting its share of the truck market from 9 to 14 percent.

The 1983 results included four dramatic financial actions:

- The company repaid the $1.2 billion in loans guaranteed by the federal government. This action was taken seven years early, saving $302 million in interest and government fees. It strengthened Chrysler's balance sheet and helped facilitate its access to traditional credit markets.
- Chrysler cleaned its balance sheet by reclassifying $1.1 billion of preferred stock into common stock, and by exchanging common stock for lender warrants. Chrysler also accelerated the expiration date on 5 million warrants held by the public. These actions increased the number of shares outstanding, from 79,475,287 to 121,811,855. The market value of Chrysler stock rose during the year, with the aggregate market value of outstanding common stock increasing from $1,410.7 million to $3,365.1 million.
- Chrysler placed the winning bid of $311 million for the 14.4 million Chrysler warrants held by the U.S. government. Those warrants have been retired, and with them the uncertainty about their potential dilution and stock-price effect.
- In December, Chrysler resumed preferred dividend payments, and paid all arrearages on the 10 million shares of preferred stock held by the public.

Iacocca said, "The results of 1983 and prospects for 1984 underscore the success of our strategy for rebuilding Chrysler's profitability. During our turnaround we cut the company's size, closing some 20 plants and modernizing remaining facilities, trimming white collar personnel from over 40,000 in 1978 to 21,000 in 1983, and reducing our breakeven point from 2.4 million in 1979 to 1.1 million units in 1983. We cut fixed costs from $4.7 billion in 1979 to $3.54 billion in 1983.

"But we didn't trim budgets for future products. When the long-overdue upturn arrived, Chrysler was ready with a full line of high-value vehicles."

In 1983 Iacocca, after considering retiring, made a decision to stay with Chrysler and accepted a stock grant and stock option offer from the board of directors.

Chrysler's 1983 average worldwide employment figure was 81,478, up from the 1982 figure of 73,714. The total 1983 payroll was $2,446.9 million, up from $1,795.6 million in 1982.

Following is a comparison of Chrysler Corp.'s 1983 and 1982 financial results:

(Dollars in millions)	1983	1982
Net sales	$13,240.4	$10,044.9
Earnings (loss) from continuing operations	$ 301.9	$ (68.9)
Net earnings	$ 700.9	$ 170.1
Earnings (loss) per share from continuing operations	$ 2.35	$ (1.28)
Net earnings per share	$ 5.73	$ 1.84
Total payroll	$ 2,446.9	$ 1,795.6
Net current assets	$ (700.1)	$ 256.5
Property, plant, equipment and tools less accumulated depreciation	$ 3,055.0	$ 2,473.7
Total assets	$ 6,772.3	$ 6,263.5

Worldwide factory sales, cars and trucks (units in thousands)	1983	1982
Total U.S. and Canada	1,441,922	1,095,698
Outside the U.S. and Canada	52,039	86,028
Total Worldwide	1,493,961	1,181,726

AMC ends '83 on upswing

'It has been a long dry spell'

American Motors ended 1983 on a positive note, reporting a profit of $7.4 million for the fourth quarter of the year. It was the company's first quarterly profit after 14 consecutive quarters of losses.

For the full year, AMC reported a net loss of $146.7 million, or $2.11 a share, compared with a net loss of $153.5 million, or $2.85 a share, in 1982. The per-share loss in 1983 reflected the issuance of additional common stock in 1983.

Net sales for 1983 were $3.3 billion compared with $2.4 billion in 1982.

Combined worldwide automobile and Jeep vehicle wholesale sales for 1983 were 383,462 units, up 34 percent from 286,520 units in 1982. Automobile wholesale sales were 270,019 units compared with 195,791 in 1982, an increase of 38 percent. Jeep vehicle wholesale sales were 113,443 units, compared with 90,729 in 1982, an increase of 25 percent.

Paul Tippett, chairman and chief executive officer, and Jose J. Dedeurwaerder, president and chief operating officer, expressed delight over the fourth-quarter profit. "It has been a long dry spell. The positive results stem from our major success with the new Jeep Cherokee and Wagoneer and the continuing success of the Renault Alliance and its new companion, the Renault Encore. Although we did not earn a profit for the full year, 1983 was a year of significant achievement and turnaround for AMC," they said.

"Consumer response to the Alliance was so enthusiastic that the subcompact sedan broke all sales projections, reaching the first-year sales objective of 100,000 units in June

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AMERICAN MOTORS AND CONSOLIDATED SUBSIDIARIES SUMMARY FOR 1983 AND 1982 (Dollars in thousands)	1983	1982
Net sales	$3,271,720	$2,392,957
Earnings (loss) from continuing operations	(258,344)	(232,154)
Earnings from and gain on sale of discontinued operations	111,641	78,680
Net earnings (loss)	(146,730)	(153,474)
Per share earnings (loss) from continuing operations	(3.61)	(4.23)
Net earnings (loss)	(2.11)	(2.85)
Average number of shares (in thousands)	74,602	56,989

WORLDWIDE AUTOMOTIVE WHOLESALE UNIT SALES	1983	1982
U. S. and Canada		
Automobiles	265,999	186,957
Jeep vehicles	93,169	67,646
Total	359,168	254,603
International		
Automobiles	4,020	8,834
Jeep vehicles	20,274	23,083
Total	24,294	31,917
TOTAL	383,462	286,520

Ford

Continued from Page 75

manufacturing facilities outside the U.S. Partial offsets included a record car share in Europe, improved car and truck industry volumes in Europe and Canada, and a higher truck share in Canada. Dollar sales outside the U.S. were $16.1 billion in 1983; factory sales were 2,308,000 units, up 3 percent from 1982.

Ford's position in overseas markets remained strong in 1983. For the 19th consecutive year, Ford sold more vehicles overseas than any other U.S.-based manufacturer. In Europe, Ford's 12.6 percent car market share was a record for the second consecutive year, reflecting success of the new Sierra, Sierra XR4i and Orion, and strong industry sales in the United Kingdom, where Ford is market leader.

In Latin America, Ford maintained truck leadership in 1983 with a market share of 25.8 percent, an improvement of 3.1 percentage points from 1982, and Ford's car market share increased half a point to 19 percent in 1983. In the Asia-Pacific region, Ford maintained car and combined car and truck sales leadership in Australia for the second consecutive year.

Summing up, Caldwell said, "Results in 1983 demonstrated that success comes from attention to the basics of our business —getting our products and costs right, continuing our investment in quality improvements and advanced technology, and working together in an atmosphere of mutual confidence among our employes, our union, our suppliers and our dealers.

"Many more good years lie ahead. Their realization, however, will require a combination of public and private efforts. It will take continuing determination in the private sector to step up to our responsibility to be competitive. It will also require the pursuit of policies at the national level that both recognize and reinforce the importance of the automobile industry to the overall U.S. economy."

Following is a comparison of Ford's 1983 and 1982 financial reports:

(Dollars in millions except per share and hourly amounts.)	1983	1982
Sales of all products	$44,455	$37,067
Net Income (Loss)	$ 1,867	($658)
Net Income (Loss) per share	$ 10.29	($3.64)
Cash Dividend per share	$ 0.50	00
Average number of shares (in millions)	181	181
Average number of employes worldwide	380,000	379,000
Payroll (in thousands)	$ 9,125	$ 8,865
Total labor costs (in thousands)	$12,348	$11,757
Total cost of an hour worked—U.S. hourly employes	$ 22.67	$ 23.37

FORD MOTOR CO.

Employment of Minority-Group Personnel and Women at Year-End

	Company*		Minorities		Women	
	1983	1982	1983	1982	1983	1982
Hourly Employes	115,300	106,600	22.2%	21.9%	9.0%	6.8%
Salaried Employes	68,400	69,400	10.3	10.0	18.9	18.6
TOTAL	183,700	176,000	17.8%	17.2%	12.7%	11.5%

*Includes Ford-U.S. and its domestic subsidiaries.

Representation of Minority-Group Members and Women in EEO-1 Job Categories at Year-End

Job Categories*	Blacks		Hispanics		Other Minorities**		Women	
	1983	1982	1983	1982	1983	1982	1983	1982
Officials and Managers	6.3%	5.8%	1.1%	1.1%	1.2%	1.1%	2.9%	2.5%
Professionals	4.9	4.9	1.5	1.7	3.0	2.9	14.2	14.8
Technicians	6.4	5.6	3.6	2.0	3.1	3.1	14.2	10.5
Office and Clerical	13.1	13.2	2.3	2.8	0.8	1.0	49.4	49.2
Craft Workers (skilled)	6.7	6.2	1.0	1.0	0.7	0.4	0.6	0.4
Operatives (semiskilled)	24.4	23.7	1.8	2.6	0.4	0.4	12.4	9.4
Laborers (unskilled)	25.1	22.8	1.5	1.7	0.6	0.5	5.7	4.9
Service Workers	25.7	25.6	1.8	2.6	0.4	0.4	11.2	10.1
Percentage of work force	15.0%	14.1%	1.7%	2.0%	1.1%	1.1%	12.7%	11.5%

*Excludes Sales Workers (retail), a category that is not applicable to Ford.
**Includes Asians, Pacific Islanders, American Indians or Alaskan natives only.

MANUFACTURERS

U.S. AUTO/TRUCK OUTPUT & GNP

	Auto Output Billion Dollars	Auto Output % GNP	Truck Output Billion Dollars	Truck Output % GNP	Motor Vehicle Output Billion Dollars	Motor Vehicle Output % GNP	GNP Billion Dollars
1970	28.7	2.9	8.8	0.9	37.5	3.8	992.7
1971	39.1	2.6	11.1	1.0	50.2	4.7	1,077.6
1972	41.6	3.5	14.6	1.2	56.2	4.7	1,185.9
1973	46.2	3.5	18.0	1.4	64.2	4.8	1,326.4
1974	39.2	2.7	19.7	1.4	58.9	4.1	1,434.2
1975	40.7	2.6	17.6	1.1	58.3	3.8	1,549.2
1976	55.9	3.3	24.8	1.4	80.7	4.7	1,718.9
1977	65.1	3.4	32.9	1.7	98.0	5.1	1,918.3
1978	69.5	3.2	40.2	1.9	109.7	5.1	2,163.9
1979	68.0	2.8	39.2	1.6	107.2	4.4	2,417.8
1980	60.8	2.3	26.2	1.0	87.0	3.3	2,631.7
1981	70.4	2.4	29.3	1.0	99.7	3.4	2,954.1
1982	66.6	2.1	30.4	1.0	97.0	3.1	3,073.0
1983	88.6	2.7	36.7	1.1	125.3	3.8	3,309.5

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis; MVMA.

U.S. CORPORATE PROFITS

(dollars in billions)

Year Quarter	Profits Before Tax: Motor Vehicle & Equipment Manufacturers	Profits Before Tax: Total Manufacturers	Profits Before Tax: Total U.S. Profits	Motor Vehicle & Equipment % of: Total Manufacturer Profits	Motor Vehicle & Equipment % of: Total U.S. Profits
1970	1.2	26.6	68.9	4.5	1.7
1971	5.0	34.1	82.0	14.7	6.1
1972	5.9	40.7	94.0	14.4	6.3
1973	5.7	45.5	105.6	12.5	5.4
1974	0.1	39.0	96.7	0.3	0.1
1975	1.9	52.6	120.6	3.6	1.6
1976	7.2	69.2	151.6	10.4	4.7
1977	9.4	78.3	178.5	12.0	5.3
1978	8.9	86.9	205.1	10.2	4.3
1979	4.7	85.6	209.6	5.0	2.1
1980	−3.8	72.9	191.7	0.0	0.0
1981	−0.6	86.7	203.3	0.0	0.0
1982	0.4	59.0	165.9	0.7	0.0

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis; MVMA.

U.S. EMPLOYMENT IN MOTOR VEHICLE & EQUIPMENT MANUFACTURING INDUSTRY

Motor Vehicle and Equipment Manufacturing Employment

	Total (000)	Autos (000)	Trucks (000)	Parts (000)	Total as % of Manufacturing	Total as % of Non Agricultural
1970	799.0	382.1	66.0	351.3	4.1	1.1
1971	848.5	420.2	67.7	361.1	4.6	1.2
1972	874.8	415.2	76.6	383.0	4.6	1.2
1973	976.5	461.6	85.0	429.9	4.8	1.3
1974	907.7	416.2	88.9	402.7	4.5	1.2
1975	792.4	375.3	64.7	352.5	4.3	1.0
1976	881.0	415.9	66.0	399.0	4.6	1.1
1977	947.3	443.0	72.6	426.5	4.8	1.1
1978	1,004.9	469.8	77.6	451.9	4.9	1.2
1979	990.4	463.0	80.8	441.1	4.7	1.1
1980	788.8	368.1	66.8	349.5	3.9	0.9
1981	788.7	358.7	61.5	363.3	3.9	0.9
1982	704.8	321.3	51.4	325.4	3.7	0.8
1983	772.1	363.1	55.1	343.8	4.1	0.9

Definitions: Autos—motor vehicles and car bodies (SIC 3711); Trucks—truck and bus bodies (SIC 3713) and truck trailers and motor homes (SIC 3715,6); Parts—motor vehicle parts and accessories (SIC 3714).

Source: U.S. Dept. of Labor, Bureau of Labor Statistics; MVMA.

SALES PER OUTLET BY CORPORATION

Domestic new-car sales per U.S. dealership

	American Motors	Chrysler Corp	Ford Motor	General Motors	Studebaker	VW of America	All U.S. Industry*
1956	47	104	189	183	44		148
1957	56	130	194	169	30		154
1958	75	83	133	141	21		118
1959	127	97	199	169	53		158
1960	142	141	214	197	44		184
1961	125	104	208	193	34		172
1962	139	119	232	261	37		212
1963	139	163	243	283	33		233
1964	125	186	276	294	15		246
1965	115	213	318	351	8		299
1966	194	214	321	331			290
1967	100	212	258	321			270
1968	112	244	318	345			304
1969	104	233	332	351			307
1970	109	230	328	268			269
1971	114	240	343	361			320
1972	141	249	360	361			329
1973	205	284	399	421			380
1974	176	229	330	310			296
1975	177	201	298	318			286
1976	140	271	340	409			353
1977	112	254	384	442			374
1978	105	239	389	464			377
1979	97	202	322	426			333
1980	88	163	237	367			280
1981	85	193	236	349		241	280
1982	96	189	243	338		164	277
1983	125	226	289	402		177	330

* Average for all U.S. industry includes Studebaker for 1955-1964. 1973-1982 figures based on retail sales. Prior years based on R. L. Polk registrations.

U.S. INDUSTRIAL PRODUCTION INDEX AND CAPACITY UTILIZATION OF MOTOR VEHICLE AND PARTS MANUFACTURERS

Year Quarter	Industrial Production Index*: Index	Industrial Production Index*: Total % Change from Last Period	Motor Vehicle & Parts Manufacturer: Index	Motor Vehicle & Parts Manufacturer: % Change from Last Period	Capacity Utilization: All Manufacturing	Capacity Utilization: % Change from Last Period	Capacity Utilization: Motor Vehicles & Parts	Capacity Utilization: % Change from Last Period
1970	107.8	3.0	92.3	23.6	79.5	− 7.9	65.3	−24.1
1971	109.6	1.7	118.6	28.5	78.5	− 1.3	81.4	24.7
1972	119.7	9.2	135.8	14.5	83.5	6.4	90.7	11.4
1973	129.8	8.4	148.8	9.6	87.6	4.9	95.3	5.1
1974	129.3	− 0.4	128.2	−13.8	83.7	− 4.5	79.1	−17.0
1975	117.8	− 8.9	111.1	−13.3	72.9	−12.9	66.6	−15.8
1976	130.5	10.8	142.0	27.8	79.6	9.2	82.7	24.2
1977	138.2	5.9	161.1	13.5	82.2	3.3	89.2	7.9
1978	146.1	5.7	169.9	5.5	84.7	3.0	89.4	0.2
1979	152.5	4.4	159.9	− 5.9	86.0	1.5	82.1	N.A.
1980	147.0	− 3.6	119.0	−25.6	79.6	− 7.4	60.3	−26.6
1981	151.0	2.7	122.3	2.8	79.4	− 0.3	62.0	2.8
1982	138.6	− 8.2	109.8	−10.2	71.1	−10.4	56.2	− 9.4
1983	147.7	6.6	137.6	25.3	75.3	5.9	71.6	27.4

*Benchmarked to 1967 output equals 100.
Source: Board of Governors of Federal Reserve System, Federal Reserve Bulletin; unpublished data on computer printout (FRB); MVMA.

AMC

Continued from Page 76

and exceeding that objective for the year by 40,570 units.

"Due mainly to the Renault Alliance and Encore models, our 1983 passenger car sales in the U.S. reached 226,580 units—the highest level in seven years and up 51 percent from 1982," they said. "It also was a record year for the Renault nameplate in the U.S.—179,419 sales compared with 91,981 in 1958, the prior record year.

Sales of four-wheel-drive Jeep vehicles in 1983 were the best since 1979 and up 29 percent from the prior year.

The Jeep Cherokee and Wagoneer SportWagons were the first all-new Jeep line in 20 years.

American Motors achieved other important objectives during 1983. An all-new four-cylinder engine designed by AMC was launched with the new Jeep vehicles in the fall.

As a result of increased Jeep production, all laid-off employes were recalled at Toledo and the Jeep work force was increased by new hires. At Kenosha, only a few hundred employes remained on layoff as 1983 ended. Labor settlements were reached with represented hourly employes at AMC's Canadian facilities in Brampton and Stratford, Ont.

On the international front, a major 1983 development was the signing in May of a joint venture agreement to build Jeep vehicles in the People's Republic of China. Beijing Jeep Corp., the company created by the agreement, began operating in January, 1984. The joint venture gives AMC entry into the vast Chinese automotive market and a strategic manufacturing base for competing in the rapidly growing markets of the Asia-Pacific region. There also was some strengthening in the economies of AMC's important Latin American export markets during 1983.

"The outlook for 1984 is encouraging. We have set attainable goals that are consistent with our long-term strategy and these goals should result in profitable operations for the year," said Tippett and Dedeurwaerder. "Particularly encouraging is the fact that Jeep production at our Toledo plant is now higher than at any time since the plant was acquired from Kaiser in 1970.

"Our worldwide sales goal for 1984 is 450,000 units, an increase of 17 percent from last year. In the U.S., the passenger car market is increasing gradually and the four-wheel-drive market continues to improve dramatically," they said. "Against this backdrop, our strategy has been to launch a consistent stream of new products. So far, this strategy has been validated by the Renault Alliance and Encore and the Jeep Cherokee and Wagoneer. We now need to move forward with more ambitious goals, and plan to expand our passenger car coverage into the compact and intermediate market segments and also expand our coverage in the light truck market."

AMERICAN MOTORS

(Dollars in Millions)

	Years Ended December 31 1983	Change	1982	Change	1981
SALES	$ 3,271.7	37%	$ 2,392.9	3%	$ 2,313.3
(LOSS) FROM CONTINUING OPERATIONS	$(258.3)	$(26.1)	$(232.2)	$(71.3)	$(160.9)
NET (LOSS)	$(146.7)	$ 6.8	$(153.5)	$(16.9)	$(136.6)
WORLDWIDE WHOLESALE UNIT SALES					
Automobiles	270,019	38%	195,791	(5%)	206,741
Jeep Vehicles	113,443	25%	90,729	(13%)	104,628
Total	383,462	34%	286,520	(8%)	311,369
GENERAL EXPENSES					
Selling, advertising and administrative	$ 267.6	16%	$ 230.8	1%	$ 228.0
Research and development	60.9	(22%)	$ 77.9	15%	$ 67.6
Amoritization of tools and depreciation of facilities	87.0	66%	$ 52.4	9%	$ 48.0
Pension	50.5	(7%)	$ 54.3	18%	$ 46.2
Interest	85.5	66%	$ 51.5	58%	$ 32.5

American Motors operates solely in the General Automotive segment. Prior to September 1983, the company also operated in the Special Government Vehicles segment through its subsidiary AM General Corp., which was sold in September 1983.

WHERE FORD OF EUROPE ASSEMBLES VEHICLES*

Location	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983 (est.)
Amsterdam, NL	17,900	11,900	14,300	16,600	11,100	12,600	10,500	6,200	.....	.....
Cologne, Ger.	169,100	194,100	242,000	278,400	297,300	263,500	158,700	207,000	227,000	231,100
Cork, IRL	17,800	14,700	17,900	19,200	13,500	18,200	17,300	16,400	13,300	14,100
Dagenham, UK	161,100	126,200	145,100	192,600	150,700	152,200	167,200	143,200	122,600	166,200
Genk, Bel.	182,200	221,400	326,200	335,700	303,100	314,300	224,900	247,300	277,400	285,500
Halewood, UK	167,900	153,800	179,000	160,200	121,200	189,400	137,300	163,800	168,000	150,100
Langley, UK	27,900	25,500	26,200	28,000	20,200	32,500	23,000	11,500	14,900	12,200
Saarlouis, Ger.	116,300	218,900	244,500	263,000	239,600	280,000	259,400	278,100	289,800	314,300
Southampton, UK	45,400	43,000	52,700	54,900	37,800	56,400	55,100	37,700	44,700	47,300
Valencia, Spa.	.....	.....	17,500	213,900	268,000	232,400	265,800	253,800	229,400	227,800
Cars	787,500	899,700	1,142,800	1,427,500	1,359,000	1,392,600	1,179,000	1,263,700	1,281,300	1,354,600
Commercials	117,100	109,800	122,600	135,100	103,600	158,900	140,200	101,300	105,900	94,000
TOTAL VEH.	904,600	1,009,500	1,265,400	1,562,600	1,462,000	1,551,500	1,319,200	1,365,000	1,387,200	1,448,600

*Built-up units; does not include KD.

Dealers

For franchised new car and truck dealers in the United States, 1983 started on a new upbeat mood. There were scattered signs that good times were ahead. While dealers had been plagued in 1982 and 1981 by a constant battle for survival, the enthusiasm for 1983 spelled recovery.

At the 1983 National Automobile Dealers Assn. Convention and Exposition, optimists — dealers, factory officials, auto trade association representatives and exhibitors—filled the halls. Attendance was up substantially from the preceding year.

Dealers got down to business selling cars and trucks. By spring the much-heralded recovery was in full bloom. Rebates and other consumer incentives were no longer a necessity. Interest rates came down and sales went up. Factory rehiring was on the upswing and production lines were rolling.

By year-end sales were even better than predicted. Dealers sold 9.2 million cars and 3 million trucks. Reflecting that improvement, 1983 marked the first time since 1955 that there was an increase in the number of dealerships handling domestic makes.

At year-end there were 20,841 dealerships in operation in the United States, up 42 from the 20,799 counted a year earlier. In the 27 years, 1956 through 1982, the total plunged from 41,018 to 20,799, a drop of 49 percent. During 1983 there were moderate dips in the count during the first and second quarters and then a strong recovery that put the total on the plus side for the year.

Domestic dealer count up first time since 1955

Chrysler Corp. and Ford Motor Co. were the chief factors in last year's gain. Chrysler added 227 dealers, its biggest increase since 1965, and Ford went up 94. It was Ford's greatest upswing since 1957 when it was building a retail organization for a car called Edsel.

Elsewhere, there were dips last year of 120 outlets for General Motors, 63 for American Motors-Renault and 28 for Volkswagen of America. Industry wide there was an aggregate advance of 110. A change in the number of intercorporate duals cut the industry's gain to 42.

The number of dealers in the United States carrying imported cars rose by 85 in 1983, a gain of just one percent, to be sure, but the first full-year gain since 1977. It was the strength of the domestic dealers taking on import lines that made the import dealer number swell.

The number of dealers carrying only imports actually declined during the year. And that decline was more than enough to offset gains in the domestc dealer population in 1983. When everything was tallied, the census found eight fewer dealers at the end of 1983 than one year earlier. The totals were 24,721 compared with 24,729.

Breaking that down, 10,096 dealers carried import lines at year-end. Of those, 3,880 carried only imports. Another 20,841 were domestic dealers, with or without an import line. One year earlier, 10,011 dealers carried imports; 3,930 carried only imports, and 20,799 were domestic dealers.

The overall loss of eight dealerships was the smallest loss since record keeping of import and domestic dealer populations began. The only year to post a gain was 1964.

NADA presidents

1984—James P. Jennings
Chevrolet
Glenview, Ill.
1983—William C. Turnbull
GMC-International Harvester
Huntington, W. Va.
1982—George W. Lyles
Chevrolet and Rolls-Royce
High Point, N. C.
1981—Wendell H. Miller
Dodge-Honda
Lincoln-Mercury
Binghampton, N. Y.
1980—George S. Irvin
Chevrolet-Subaru, BMW and Mercedes-Benz
Denver, Colo.
1979—William C. Doenges
Ford-Toyota
Bartlesville, Okla.
1978—Robert P. Mallon
Ford
Tacoma, Wash.
1977—Reed T. Draper
Chevrolet
Saginaw, Mich.
1976—John J. Pohanka
Oldsmobile-Fiat-Honda
Marlow Heights, Md.
1975—William E. Hancock Jr.
Buick-Opel
Columbia, S. C.
1974—Hugh R. Gibson
Ford
Cleveland, O.
1973—John S. Hinckley
Dodge
Ogden, Utah
1972—Charles J. Whittey
Chrysler-Plymouth
Bismarck, N. D.
1971—Warren J. McEleney
Chevrolet-Oldsmobile-Cadillac
Clinton, Ia.
1970—Sam H. White
Oldsmobile
Houston, Tex.
1969—Lyman W. Slack
Chevrolet
Portland, Ore.
1968—T. A. Williams Sr.
Chevrolet
Greensboro, N. C.
1967—William E. Voyce Jr.
Ford
Baltimore, Md.
1966—S. E. Kossman
Buick-Cadillac-Pontiac-GMC-Rambler-Jeep
Cleveland, Miss.
1965—Peter Val Preda
Oldsmobile-Cadillac
Burlington, Vt.
1964—C. Ed Flandro
Ford, Lincoln-Mercury
Pocatello, Idaho
1963—John H. Lander
Rambler
Atlanta, Ga.
1962—Thomas F. Abbott Jr.
Pontiac-Rambler
Fort Worth, Tex.
1961—Walter B. Cooper
Chevrolet
Fort Collins, Colo.
1960—Birkett Williams
Ford
Cleveland
1959—H. L. Gaites
Chevrolet-Cadillac-Oldsmobile
Albuquerque, N. M.
1958—Dean Chaffin
Chevrolet-Buick
Bozeman, Mont.
1957—Frederick M. Sutter
Dodge-Plymouth
Columbus, Ind.
1956—Carl E. Fribley
Pontiac-Cadillac-GMC
Norwich, N. Y.
1955—Frank H. Yarnall
Chevrolet, Chicago
1954—Charles C. Freed
DeSoto-Plymouth
Salt Lake City
1953—Robert S. Armacost
Studebaker
Kansas City
1952—J. Saxton Lloyd
Buick-Cadillac
Daytona Beach, Fla.
1951—R. D. McKay
Chrysler-Plymouth
Wichita
1950—Fred L. Haller
Hudson, Washington
1949—George F. Ziesmer
Ford
Mankato, Minn.
1948—Ben T. Wright
Lincoln-Mercury
Chicago
1947—M. O. Anderson
Buick, Seattle
1945-46—W. L. Mallon
Pontiac
Newark, N. J.
1944—D. G. Kelly
Dodge-Plymouth
Grand Forks, N. D.
1942-43—O. E. Castles
Buick, St. Louis
1942—Harry Sommers
Chrysler-Plymouth, Atlanta
1941—L. Clare Cargile
Chevrolet, Texarkana, Ark.
1939-40—Stanley H. Horner
Buick, Washington
1938—J. W. Roby
Shreveport, La.
1936-37—E. M. Lied
Omaha
1933-35—F. W. A. Vesper
St. Louis
1932—Floris Nagelvoort
Seattle
1931—F. J. Edwards
Milwaukee
1930—J. R. Histed
Beverly Hills, Calif.
1929—W. E. Griffith
San Francisco
1928—C. C. Coddington
Charlotte, N. C.
1927—W. L. Hughson
San Francisco
1926—C. B. Warren
New York
1925—Charles E. Gambill
San Marino, Calif.
1924—John L. Butler
Los Angeles
1923—G. G. G. Peckham
Cleveland
1922—Thomas J. Hay
Chicago
1922—W. J. Brace
Kansas City
1921—Jesse A. Smith
Milwaukee
1920—H. B. Harper
Rosemont, Pa.
1918-19—F. W. A. Vesper
St. Louis
1917—George W. Browne
Milwaukee

AVERAGE OWNERSHIP/OPERATING COST

ITEM	1983	1982	'82-'83 % Change	1978	'78-'83 % Change
Purchase Price	$8,358	$8,102	+ 3.16%	$4,707	+ 63.8%
Depreciation	13.71*	13.29*	+ 3.16%	8.19*	+ 67.4%
Insurance, Licenses, Fees	9.98	9.80	+ 1.8	5.65	+ 76.6
Interest Paid and Lost	7.66	9.67	−20.8	3.59	+113.3
Maintenance and Repair	3.55	3.42	+ 3.8	2.09	+ 69.9
Gas and Other Service Station Charges	8.38	8.49	− 1.3	5.33	+ 57.2
TOTAL	43.28*	44.67*	− 3.1 %	24.85*	+ 74.2%

AVERAGE COST PER CAR SIZE

CAR SIZE	1983	1982	'82-'83 % Change	1978	'78-'83 % Rise
Subcompact	34.63*	34.18*	+1.3%	22.52*	+53.8%
Compact	43.28	44.67	−3.1	24.85	+74.2
Mid-Size	45.46	49.02	−7.3	26.73	+58.2
Intermediate	49.56	50.69	−2.2	28.91	+71.4
Standard	55.42	52.31	+5.9	32.33	+71.4
AVERAGE	45.67*	46.17*	−1.1%	27.47*	+66.3%

*—Cents.
Source: Hertz Corp.

RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS
1984 VS. 1983

	Jan. 1, 1984 Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers	Jan. 1, 1983 Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS-RENAULT	256	2,540	2,796	1,526	399	2,380	2,779	1,589
AMC	170	1,270	1,440		267	1,190	1,457	
Renault	86	1,270	1,356		132	1,190	1,322	
CHRYSLER CORP.	976	7,487	8,463	3,864	970	7,199	8,169	3,637
Chrysler	0	2,888	2,888		0	2,665	2,665	
Dodge	963	1,781	2,744		955	1,537	2,492	
Imperial	0	0	0		0	425	425	
Plymouth	13	2,818	2,831		15	2,572	2,587	
FORD MOTOR CO.	2,846	6,063	8,909	5,508	2,853	5,802	8,655	5,414
Ford	2,827	1,850	4,677		2,832	1,764	4,596	
Lincoln	0	1,552	1,552		0	1,478	1,478	
Mercury	19	2,661	2,680		21	2,560	2,581	
GENERAL MOTORS	5,310	10,540	15,850	10,040	5,500	10,260	15,760	10,160
Buick	745	2,200	2,945		780	2,130	2,910	
Cadillac	255	1,340	1,595		260	1,315	1,575	
Chevrolet	3,090	2,065	5,155		3,185	2,010	5,195	
Oldsmobile	640	2,535	3,175		660	2,475	3,135	
Pontiac	580	2,400	2,980		615	2,330	2,945	
VOLKSWAGEN	906	0	906	906	934	0	934	934
TOTALS	10,294	26,630	36,924	21,844	10,656	25,641	36,297	21,734
Minus Intercorporate Duals				1,003				935
NET DEALERS				20,841				20,799

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IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1984		Jan. 1, 1983	
Imported cars only				
Exclusives	2,750		2,643	
Duals	1,130		1,287	
		3,880		3,930
Import-domestic duals				
Domestics with captive imports	3,864		3,637	
Domestics with other imports	2,352		2,444	
		6,216		6,081
Tota imported-car dealers		10,096		10,011

Notes: Renault and Volkswagen are counted as domestics
Cagive imports are Dodge—Colt, Conquest (Challenger in 1983) and Vista; Plymouth—Colt, Conquest (Sapporo in 1983) and Vista.

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IMPORT FRANCHISES

	Jan. 1, 1984	Jan. 1, 1983
JAPAN	10,434	9,884
Plymouth captives	2,831	2,587
Dodge captives	2,744	2,492
Nissan	1,101	1,083
Toyota	1,081	1,093
Honda	822	806
Subaru	798	784
Mazda	757	766
Isuzu	217	206
Mitsubishi	83	67
WEST GERMANY	1,573	1,565
Mercedes-Benz	416	413
BMW	414	403
Audi	413	421
Porsche	330	328
SWEDEN	730	723
Volvo	405	404
Saab	325	319
ITALY	334	199
Bertone/Pininfarina	141	0
Alfa Romeo	106	117
Ferrari	46	48
Maserati	41	34
FRANCE	316	330
Peugeot	316	330
UK	305	536
Jaguar	189	205
Rolls-Royce	65	69
Lotus	25	0
Aston Martin Lagonda	14	12
TVR	12	0
DeLorean	0	250
MISCELLANEOUS	15	15
TOTAL	13,707	13,252

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RETAIL OUTLETS
U. S. CARS, 1947-1984

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.66
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79
Jan. 1, 1981	21,772	−6.87
Jan. 1, 1982	21,680*	−0.41
Jan. 1, 1983	20,799**	−4.06
Jan. 1, 1984	20,841**	+0.20

*—Jan. 1, 1982 and subsequent totals include Volkswagen.
**—Jan. 1, 1983, and subsequent totals include Renault.

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USED VEHICLE SALES BY FRANCHISED NEW CAR & TRUCK DEALERS

(In Thousands)

Year	Retail	Wholesale	Total
1972	10,295	2,260	12,555
1973	9,942	2,333	12,275
1974	8,625	2,023	10,648
1975	9,137	2,144	11,281
1976	10,035	2,478	12,513
1977	10,097	2,847	12,944
1978	9,903	3,127	13,030
1979	8,804	2,810	11,614
1980	7,818	2,469	10,287
1981	8,178	2,582	10,760
1982	7,959	2,500	10,459
1983	8,508	2,687	11,195

SOURCE: NADA Industry Analysis Department

REIMBURSEMENT RATES AND CHARGEBACKS BASED ON NAFA'S PERSONAL USE SURVEY

Personal Use Chargebacks for Fleets using a Straight Mileage Charge
U. S. Commercial Fleets Only

Amount	1978	1979	1980	1981	1982	1983
7c or less	47%	16%	14%	2%	3%	3%
8, 9 or 10c	35%	63%	44%	43%	45%	28%
11, 12, 13, 14c	18%	21%	42%	55%	51%	43%
15c or more	*	*	*	*	*	26%

Source: National Assn. of Fleet Administrators

ANNUAL COSTS TO OPERATE '83 WAGONS

Make/Model	Cyl./Liters	Average Annual Costs Operating	Ownership	Total
Honda Civic	4/1.5	$1,100	$2,409	$3,509
Toyota Corolla	4/1.6	1,100	2,513	3,613
Chevrolet Cavalier	4/2.0	1,310	2,563	3,873
Ford Escort L	4/1.6	1,260	2,018	3,878
Nissan Maxima	6/2.4	1,440	3,534	4,974
Dodge Aries	4/2.2	1,350	2,984	4,334
Chevrolet Malibu Classic	6/3.8	1,640	3,197	4,837
Volvo DL	4/2.3	1,430	3,687	5,117
Oldsmobile Custom Cruiser	8/5.0	1,890	3,888	5,778
Ford LTD Crown Victoria Country Squire	8/5.0	2,040	3,894	5,934

Basis: All costs based on three years/60,000 miles of ownership. Operating expenses include gasoline at $1.35 per gallon, oil, maintenance and tires. Ownership expenses include licensing, depreciation, financing, taxes and insurance.

Source: Runzheimer & Co.

CAPITAL EXPENDITURES AND LEASE FINANCING OF SELECTED TYPES OF EQUIPMENT, 1982

(Amounts in Billions of Dollars)

Category	Capital Expenditures	Lease Financing — Amount	Lease Financing — Percent of Capital Expenditures
Computers	34.0	5.0	14.7
Railroads—Class I	2.0	0.7	35.0
Motor Vehicles	30.1	9.3	30.9
Aircraft[1]	40.1	1.8	45.0
Shipping[2]	3.1	0.7	22.6
Agricultural Equipment[3]	13.3	0.7	5.3

1/ Capital leases plus tax benefit transfers.
2/ Capital expenditures consist of the value of newly produced non-military vessels.
3/ Farm gross capital expenditures ($12.6 billion) plus new leases of equipment ($0.7 billion), 1981.

Source: Estimates by Brimmer & Company

SALES PER OUTLET

1983 Position	Make	1982 Position
1—511	Toyota	484— 1
2—494	Honda	455— 2
3—479	Nissan	428— 3
4—435	Mitsubishi	59—24
5—320	Oldsmobile	254— 4
6—288	Buick	247— 5
7—261	Chevrolet	238— 6
8—230	Ford	197— 8
9—228	Mazda	213— 7
10—220	Volvo	185—10
11—198	Subaru	195— 9
12—189	Cadillac	157—14
13—187	Pontiac	162—12
14—177	Mercedes-Benz	161—13
14—177	Volkswagen	164—11
16—156	Mercury	125—16
17—145	BMW	132—15
18—135	Renault	51—26
19—120	Dodge	105—18
20—115	Audi	108—17
21— 99	Plymouth	98—19
22— 98	Isuzu	77—20
23— 94	Chrysler	66—21
24— 81	Saab	60—23
24— 81	Jaguar	49—27
26— 67	Lincoln	64—22
27— 66	Porsche	44—28
28— 47	Peugeot	43—29
29— 27	Alfa Romeo	17—31
30— 23	AMC	53—25
31— 15	Dodge Colt	16—32
32— 13	Plymouth Colt	15—33
33— 5	Challenger	6—35
34— 4	Sapporo	5—37
35— 2	Imperial	6—35

JAPAN'S TOP EXPORT MARKETS

1983 Pos.	Country	1983 units	1982 pos.
1	United States	2,234,375	1
2	Saudi Arabia	335,782	2
3	West Germany	274,436	4
4	Australia	256,883	3
5	United Kingdom	218,243	6
6	Canada	212,938	5
7	Malaysia	123,258	8
8	Holland	121,327	11
9	Indonesia	120,761	7
10	Thailand	116,480	15
11	Belgium	105,260	9
12	Switzerland	87,813	13
13	Austria	80,048	21
14	Puerto Rico	76,383	22
15	South Africa	72,741	12
16	Iran	71,153	39
17	France	66,351	17
18	Finland	64,324	20
19	New Zealand	58,765	10
20	Greece	50,581	14

Source: JAMA

BIG FOUR FINANCIAL RESULTS

(In millions)

	Sales* Year 1983	Sales* Year 1982	Net Income (Loss) Year 1983	Net Income (Loss) Year 1982
American Motors	$ 3,428	$ 2,878	($ 147)	($153)
Chrysler Corp.	13,240	10,057	701	170
Ford Motor Co.	44,455	37,067	1,867	(658)
General Motors	74,582	60,026	3,730	963
TOTAL	$135,705	$110,028	$6,151	$322

*AMC sales include AM General, which was sold in 1983. If sales were restated to eliminate AM General, 1983 total would be $3.272 billion; 1982, $2,393 billion. Chrysler 1982 sales include Chrysler Defense, which was sold in 1982. If sales were restated to eliminate Chrysler Defense, 1982 total would be $10.045 billion.

NEW-CAR OUTLETS

U. S. and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,138	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34,803	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.4%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	+0.2%
Jan. 1, 1966	33,114	−0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	27,744	−1.9%
Jan. 1, 1976	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,891	−2.2%
Jan. 1, 1981	26,333	−5.6%
Jan. 1, 1982	25,703	−2.4%
Jan. 1, 1983	24,729	−3.8%
Jan. 1, 1984	24,721	−0.0%

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IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1984

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	11,270**
Jan. 1, 1983	10,011***
Jan. 1, 1984	10,096

*—Alltime high
**—VW counted as domestic in 1982 and subsequent years.
***—Renault counted as domestic in 1983 and subsequent years.

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WHERE JAPAN EXPORTED VEHICLES

Region	1983 units	Percent	1982 units	Change From '82
Southeast Asia	539,851	9.5	520,783	+ 3.7
Middle East	623,313	11.0	710,084	−12.2
Europe	1,274,223	22.5	1,122,975	+13.5
EEC	916,187	16.2	777,096	+17.9
North America	2,447,313	43.2	2,297,022	+ 6.5
Central America	162,855	2.9	134,745	+20.9
South America	55,179	1.0	138,336	−49.1
Africa	208,551	3.7	289,422	−27.9
Oceania	346,656	6.1	395,395	−12.3
Others	11,569	0.2	11,751	− 1.5
TOTAL	5,669,510	100.0	5,590,513	+ 1.4

AVERAGE DEALERSHIP PROFILE

	1977	1978	1979	1980	1981	1982	1983	% Change 1982-83
Total Dealership Sales	4,195,628	4,665,445	4,886,515	4,677,885	5,245,277	5,755,637	7,244,815	25.87
Total Dealership Gross	591,584	669,025	705,056	718,991	775,776	798,882	994,713	24.51
As % of Total Sales	14.10	14.34	14.49	15.37	14.79	13.88	13.73	
Total Dealership Expense	509,769	577,582	646,486	690,456	714,931	724,059	839,674	15.97
As % of Total Sales	12.15	12.38	13.23	14.76	13.63	12.58	11.59	
Net Profit Before Taxes	81,815	91,443	61,570	28,535	60,845	74,823	155,039	107.21
As % of Total Sales	1.95	1.96	1.26	0.61	1.16	1.30	2.14	
(Net Pre-tax Profit in Constant '67 Dollars)	45,077	46,798	28,316	11,562	22,340	25,880	51,953	100.75
New Vehicle Department Sales	2,681,006	2,990,550	3,102,937	2,881,577	3,204,864	3,533,961	4,593,213	29.97
As % of Total Sales	63.90	64.10	63.50	61.60	61.10	61.40	63.40	
Used Vehicle Department Sales	876,886	975,078	991,963	982,356	1,201,168	1,312,285	1,630,083	24.22
As % of Total Sales	20.90	20.90	20.30	21.00	22.90	22.80	22.50	
Service and Parts Sales	637,735	699,817	791,615	813,952	839,244	909,391	1,021,519	12.33
As % of Total Sales	15.20	15.00	16.20	17.40	16.00	15.80	14.10	
New Vehicles Average Selling Price	6,120	6,470	6,950	7,530	8,650	9,910	10,725	8.22
Average Net Worth (As of 12/31)	325,495	349,210	388,127	372,443	365,525	395,305	523,091	32.33
Net Profit as % of Net Worth	25.14	26.19	15.86	7.66	16.65	18.93	29.64	

Source: NADA Industry Analysis Department

TRUCK OUTLETS

Retail Outlets*

	Jan. 1, 1984	Jan. 1, 1983
Chevrolet	5,155	5,192
Dodge	2,838	2,615
Ford	4,783	4,696
Freightliner	172	177
International	885	943
IVECO	230	201
Jeep	1,540	1,572
Kenworth**	125	120
Mack	205	209
Mercedes-Benz	171	170
Peterbilt	92	9
GMC	2,452	2,452
Plymouth***	2,831	2,587
Volvo	122	107
White	171	169
FWD	70	71
Miscellaneous	240	248
Private outlets	22,082	21,820
Factory outlets	143	147
TOTALS	22,255	21,767
Adjustment for multiple franchising	2,880	2,866
NET TOTALS	19,345	18,901

*—Retail outlets include dealerships, distributorships and factory-owned outlets.
**—Kenworth and Peterbilt totals are estimates.
***—Plymouth trucks are the Trail Duster sports/utility vehicles, Voyager window van and Scamp and Arrow compact pickups.
†—White includes Autocar.
‖—Revised.

Suppliers

The recovery in car and truck sales brought welcome business to the suppliers of the auto industry. The major suppliers of steel, plastics, rubber and aluminum all reported increased production in 1983.

Shipments of reinforced plastics composites in 1983 totaled an estimated 1.923 billion pounds, up 25.8 percent over 1982. Transportation continues to be the top market for reinforced plastics composites.

Metallic plated and coated plastics consumption is expected to double between 1980 and 1990. On a tonnage basis, production will improve from 95 million pounds to 190 million pounds in 1990, representing an average annual gain of 10 percent.

Rubber consumption in North America in 1983 recovered significantly from 1982's level but still was lower than the high level achieved in 1968.

The upturn in 1983 production allows North American steel producers to embark on a plan to upgrade facilities. The modernization projects include continuous annealing lines, continuous casters, hot strip mills and galvanized facilities.

U. S. die casting industry sales climbed 12 percent in 1983 to $5.5 billion, following a decline the previous year. The chemical industry, pulled down by several years of a sagging national economy, posted healthy gains during a much-improved 1983.

Automotive electronic devices represent an extremely high growth market. Non-entertainment automotive electronic devices will jump from $1.06 billion in 1982 to $4.6 billion in 1988. Further increases are expected in electronic fuel injection systems, instrument clusters, climate control, skid control, traction and braking, suspension and steering control.

Rise in output of components and materials

The domestic auto makers increased use of zinc and one-sided galvanized steel in 1983. The typical U. S.-built car contained 55 pounds of one-side galvanized steel, 120 pounds of two-sided and 98 pounds of Zincrometal. The zinc content per car of the three steel types tallied up as .90 pounds for one-side, 3.94 pounds for two-side and .61 pounds for Zincrometal.

The net zinc coating total amounted to 5.45 pounds per average car compared to the 1982 figure of 5.34, a 2.1 percent gain. The use of magnesium continues to gain popularity in the U. S. auto industry. While current use of magnesium is less than one pound per car, estimates run as high as two to three pounds by 1990.

The average U. S.-produced 1984 model car contains 137 pounds of aluminum, two pounds more than 1983 models. For the 1984 model year the auto makers began using aluminum radiators, replacing copper and brass radiators. The industry expects that half of the cars and trucks made in the U. S. will have aluminum radiators by 1986.

American machine tool orders rose 13 percent in 1983, according to the National Machine Tool Builders' Assn. Net new orders of cutting and forming machine tools totaled $1,696 million for the year compared to $1,498 million in the previous year.

In the two basic categories, metal cutting tools recorded an 8 percent order increase while metal forming machine tool orders rose 26 percent.

Zinc

9.6 pounds per car

America's four major automakers averaged a 2 percent increase in per vehicle use of zinc in 1983 models.

The typical U.S.-built car contained 55 pounds of one-side galvanized steel, 120 pounds of two-side and 98 pounds of Zincrometal. The zinc content per car of the three steel types tallied up as .90 pounds for one-side, 3.94 pounds for two-side and .61 pounds for Zincrometal. The net zinc coating total amounted to 5.45 pounds per average car compared to the 1982 figure of 5.34, a 2.1 percent gain.

Since the stamping of steel results in a 35 percent offal factor, the gross amount of zinc consumed to produce the typical 1983 American car actually totaled 8.38 pounds. Approximately 1.25 pounds of zinc was added to that to account for the zinc rich paint incorporated into the average auto, producing a cumulative consumption total of 9.63 pounds.

The 1983 figures revealed a trend toward utilization of heavier zinc coatings by U.S. car makers. Per vehicle use of one-side galvanized, which contains 32.8 pounds of zinc per ton, rose from 52 to 55 pounds, and deployment of two-side galvanized, containing 65.6 pounds of zinc per ton, increased from 116 to 120 pounds. Use of Zincrometal, which has a zinc content of 12.5 pounds per ton, dropped from 109 to 98 pounds.

General Motors achieved the highest per vehicle zinc coating usage of 5.89 pounds, while American Motors had the lowest with 4.22 pounds. Chrysler registered a 5.70 pound rate and Ford used 4.84 pounds.

The varying figures represented diverse zinc coatings philosophies among the manufacturers. For example, Chrysler led the industry in the use of one-side galvanized, incorporating 161 pounds into each average car, while GM and Ford relied more on two sided, utilizing 133 pounds and 122 pounds, respectively. American Motors, on the other hand, was the only carmaker which chose to use no Zincrometal in its 1983 autos, relying solely on one- and two-side galvanized.

ZINC COATINGS CONTENT
Typical U.S. Car—1983

Type	lbs./steel	lbs./zinc
One-side	55	.90
Two-side	120	3.94
Zincrometal	98	.61
Net total (in finished car)	273	5.45
Gross total (zinc consumed)	—	8.38
Zinc rich paint	—	1.25
Cumulative total of zinc consumed	—	9.63

Machine tools

Orders up 13 percent

American machine tool orders rose 13 percent in 1983, according to the National Machine Tool Builders' Assn. Net new orders of cutting and forming machine tools totaled $1,696,050,000 for the year compared to $1,497,750,000 in 1982. However, shipments were down steeply at $1,845,600,000, a 49 percent drop from 1982's total of $3,604,400,000.

In the two basic categories of machine tools, metal cutting tools recorded an 8 percent order increase in 1983 at $1,151,550,000 while metal forming machine tool orders rose 26 percent, totaling $544,500,000. Metal cutting shipments were off 53 percent at $1,372,050,000 and shipments of metal forming machine tools dropped 33 percent to $473,550,000 during 1983.

1983 QUARTERLY AND TOTAL SHIPMENTS AND NET NEW ORDERS OF MACHINE TOOLS
(Dollar figures in thousands)

Cutting and Forming

DATE	Shipments Total	Foreign	Net New Orders
1983-1	$ 487,450	$ 56,650	$ 314,850
2	469,650	58,300	399,100
3	357,050	42,900	468,150
(p)4	531,450	57,150	513,950
Total	$1,845,600	$215,000	$1,696,050

Cutting

DATE	Shipments Total	Foreign	Net New Orders
1983-1	$ 370,600	$ 40,800	$ 224,100
2	357,500	49,300	269,300
3	252,350	32,200	322,200
(p)4	391,600	49,600	335,950
Total	$1,372,050	$171,900	$1,151,550

Forming

DATE	Shipments Total	Foreign	Net New Orders
1983-1	116,850	$ 15,850	$ 90,750
2	112,150	9,000	129,800
3	104,700	10,700	145,950
(p)4	139,850	7,550	178,000
Total	$ 473,550	$ 43,100	$ 544,500

(p) Preliminary
Source: National Machine Tool Builders' Assn.

Magnesium

More applications

World magnesium production during the first half of 1983 dropped 11,400 metric tons from the same period of 1982. Predictions for increased production in the second half of 1983 were positive, as inventories built in 1981 and 1982 dwindled, according to the International Magnesium Assn.

Magnesium continues to gain popularity in the U.S. automobile industry.

While current use of magnesium is less than one pound per car, estimates from a University of Michigan study predict use will be two to three pounds by 1990. This prediction is backed by at least one U.S. auto manufacturer, Chrysler Corp., which expects to reach that poundage by the end of the 1980s.

Chrysler began using magnesium shift handles in 1983 Dodge Shelby Chargers.

Chevrolet Corvette uses die-cast magnesium for the air cleaner and two rocker-arm covers.

Pontiac Fiero utilizes a grille made of magnesium. It is an assembly of three die-cast sections with a center portion and two side panels. The grille is the largest magnesium component used in the U.S. auto industry.

MAGNESIUM PRODUCTION BY WORLD ZONE

Year	U.S. & Canada	Western Europe	Asia & Oceania	Total
1978	143,900	54,000	11,300	209,200
1979	156,400	58,700	11,400	226,500
1980	163,000	64,400	9,200	236,600
1981	138.400	64,400	5,700	208,500
1982	97,800	52,800	5,780	156,380
First-half 1983	45,800	20,400	2,900	69,100

Source: International Magnesium Assn.

Plastics

Reinforced climb

Shipments of reinforced-plastics composites in 1983 totaled an estimated 1.923 billion pounds, up 25.8 percent over 1982. For 1984 the industry is looking to top the two billion pound "good old days" of 1978 and 1979, according to the SPI Reinforced Plastics / Composites Institute. The '84 forecast is for record shipments of 2.155 billion pounds this year, an increase of 12 percent over the poundage estimate for 1983. The previous high was 2.046 billion in 1979.

For the eighth straight year, land transportation was the top market for reinforced-plastics composites, moving up 28 percent to 458 million pounds in 1983. Increased production of cars and trucks was the major factor in the advance, but new applications, improved materials and innovative production techniques also played a role in the upswing.

Car body panels are the major product in the market, accounting for 76 percent of the reinforced plastics going into cars. The next largest area is underhood applications, followed by passenger compartment parts, electrical applications, and suspension, chassis and frame.

REINFORCED-PLASTICS SHIPMENTS BY MARKET
(in millions of pounds)

MARKETS	1982	1983	1984
Aircraft	22	25 (+14%)	29 (+16%)
Appliances/Business Equipment	82	106 (+29%)	123 (+16%)
Construction	312	400 (+28%)	422 (+ 6%)
Consumer Products	84	128 (+52%)	143 (+12%)
Corrosion-Resistant Equipment	235	288 (+23%)	320 (+11%)
Electrical/Electronic	140	170 (+21%)	189 (+11%)
Marine	230	276 (+20%)	309 (+12%)
Transportation, Land	359	458 (+28%)	540 (+18%)
Other or Specialties	64	72 (+13%)	80 (+11%)
TOTAL	1,528	1,923 (+25.85%)	2,155 (+12%)

Source: SPI Reinforced Plastics/Composites Institute

Die castings

Decline ends

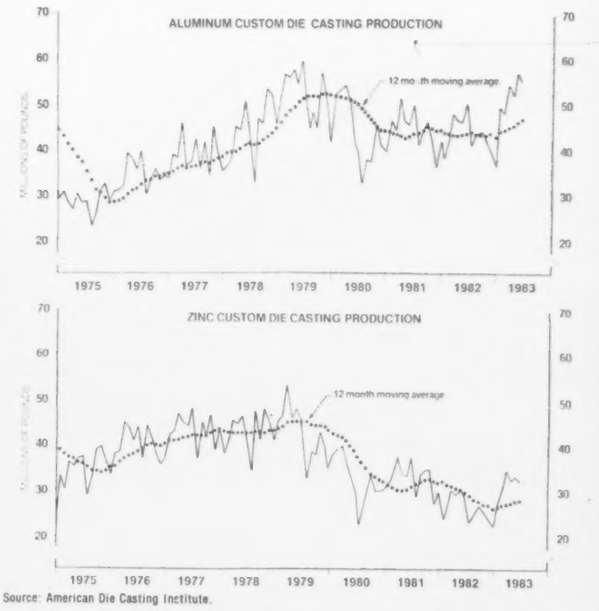
U.S. die casting industry sales climbed 12 percent in 1983 to $5.5 billion, erasing 1982's decline, according to the American Die Casting Institute.

Zinc custom die casting sales were up 10 percent and pounds shipped were up 13 percent. Aluminum custom die casting sales were up 13 percent with pounds shipped up 16 percent. Magnesium custom die castings also exhibited growth.

ADCI expects zinc die casting sales to increase somewhat and aluminum sales to rise significantly in 1984.

Industry trends in 1983 included moves by the U.S. auto industry — die casting's largest customer — to reduce costs and increase sales, and many customers pressured die casters to maintain or reduce prices.

Other die casting trends included increased foreign competition in subassemblies and parts for finished products; newer applications and product redesigns in traditional markets; and a decline in captive die casting facilities.



Source: American Die Casting Institute.

Tires, rubber

Rebound in 1983

The International Institute of Synthetic Rubber Producers Inc., said rubber consumption in North America in 1983 recovered significantly from 1982's level but still was lower than the level achieved in 1968.

Projections of rubber demand through 1988 show a compound annual growth rate of 2.3 percent, which is slightly below the generally accepted GNP projections of 3 to 4 percent annually.

Because of the development of longer wearing and smaller tires, the proportion of total rubber used in tires is projected to decline from 61.9 percent in 1983 to 61.4 percent in 1988. During this same time span, however, synthetic rubber is expected to increase from 72.3 percent to 72.7 percent of the total.

A large portion of this strength is expected to be in ethylene-propylene rubber in non-tire applications.

Meantime, the Rubber Manufacturers Assn. reported U.S. production and shipments of car, truck and bus, and mobile home tires increased in 1983.

NAS STATISTICAL COMMITTEE SYNTHETIC RUBBER FORECAST
North American New Rubber Consumption
(All Figures in M Metric Tons)

	1982 Actual	1983	1984	1985	1986	1987	1988
Styrene Butadiene-Dry	864	902	939	956	969	973	997
Styrene Butadiene-Latex	87	99	104	107	108	109	114
Polybutadiene	343	364	380	390	401	410	415
Ethylene-Propylene	117	139	151	160	169	173	180
Polychloroprene	76	86	92	94	96	98	98
Nitrile-Solid	48	51	56	58	60	61	63
Nitrile-Latex	6	7	7	7	8	8	8
Other Synthetic*	347	314	318	321	329	327	340
Total Synthetic	1,888	1,962	2,047	2,093	2,140	2,159	2,215
Natural Rubber	734	752	778	792	809	814	832
Total New Rubber	2,622	2,714	2,825	2,885	2,949	2,973	3,047
Tire Rubber	1,563	1,680	1,748	1,780	1,814	1,826	1,871
Non Tire Rubber	1,059	1,034	1,076	1,105	1,135	1,147	1,176
Percent Synthetic	72.0	72.3	72.5	72.5	72.6	72.6	72.7
Carboxylated SBR Latex	246	287	299	306	306	312	320

*Includes Butyl Rubber and Polyisoprene

U.S. TIRE SHIPMENTS & PRODUCTION
(Figures in thousands of units)

PASSENGER TIRES

	1983	1982	% Change
Shipments			
Orig. Equip.	43,845	33,981	+29.03
Radial	36,599	28,415	+28.80
Replacem't	133,964	130,539	+ 2.62
Radial	93,915	86,000	+ 9.20
Export	4,206	2,949	+42.62
Radial	2,899	1,521	+90.60
Total	182,015	167,469	+ 8.69
Radial	133,413	115,936	+15.07
Production	156,256	149,481	+ 4.53
Radial	109,796	102,322	+ 7.30
End. Inv.	27,953	33,125	−15.61
Radial	20,333	24,946	−18.49

TRUCK & BUS TIRES

	1983	1982	% Change
Shipments			
Orig. Equip.	5,519	4,652	+18.64
Radial	2,614	1,910	+36.86
Replacem't	30,301	28,149	+ 7.65
Radial	10,268	8,266	+24.22
Export	1,030	966	+ 6.63
Radial	483	273	+76.92
Total	36,850	33,767	+ 9.13
Radial	13,365	10,449	+27.91
Production	30,667	29,019	+ 5.68
Radial	9,740	7,634	+27.59
End. Inv.	5,387	6,830	−21.13
Radial	2,021	2,638	−23.39

MOBILE HOME TIRES

	1983	1982	% Change
Shipments			
Orig. Equip.	1,531	1,058	+44.71
Replacem't	57	53	+ 7.55
Export	13	1	+1200.00
Total	1,601	1,112	+43.97
Production	1,675	1,030	+62.62
End. Inv.	165	102	+61.76

Source: Rubber Manufacturers Assn.

SUPPLIERS

Chemicals

Healthy gains

The chemical industry, pulled down by several years of a sagging national economy, posted healthy business gains during a much-improved 1983, according to the Chemical Manufacturers Assn.

CMA said industry sales rose 9.6 percent during 1983 over the year before, to $189 billion. The sales gain, CMA said, was the result of an increase in the volume of products sold—and not the upward movement of prices.

Myron Foveaux, CMA assistant director of government relations for international trade and economics, said sales during 1984 are expected to rise 13 percent above last year.

CHEMICALS AND ALLIED PRODUCTS 1973-1983

		1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983 (P)	PERCENT OF CHANGE 1983 over 1982	5 Year growth rate*	10 Year growth rate*
1	Total Shipments (billion $)	65.0	83.7	89.2	104.1	118.2	129.4	147.7	162.5	180.5	172.8	189.4	9.61	7.92	11.29
2	Production Index (1967 100)	154.5	159.4	147.2	169.3	180.7	197.4	210.5	207.1	215.6	196.1	215.6	9.94	1.78	3.39
3	Corporation Sales (billion $)	83.6	84.9	88.2	101.8	112.4	126.0	142.8	157.7	188.8	186.4	199	6.76	9.57	9.06
4	Net Income (after taxes, billion $)	5.7	7.2	6.7	7.6	8.1	9.1	10.8	11.2	13.0	10.3	11.9	15.53	5.51	7.64
5	Net Income to Sales (%)	6.8	8.4	7.6	7.5	7.2	7.2	7.6	7.1	6.9	5.5	6.0			
6	Assets (average) (billion $)	68.0	67.8	78.2	88.5	97.2	109.3	125.5	137.0	165.9	181.1	184.4	1.82	11.03	10.43
7	Net Income to Assets (%)	8.3	10.6	8.6	8.6	8.3	8.4	8.6	8.2	7.8	5.7	6.5			
8	Capital Expenditures New Plant & Equipment (billion $)	4.20	6.40	7.63	8.10	8.12	8.42	10.69	12.60	13.60	13.82	13.75	−.43	10.32	12.60
9	Operating Rate (%)	88	85	74	80	78	80	83	79	75	69	73			
10	Producer Price Index (1967 100)	110.0	146.8	181.3	187.2	192.8	198.8	222.3	260.3	287.8	292.3	293.1	27	8.07	10.30
11	Total Employment (thousands)	1,033	1,057	1,013	1,034	1,074	1,096	1,109	1,107	1,109	1,079	1,058	−1.95	−0.70	0.24
12	Average Weekly Wage Production Workers ($)	188	202	220	245	268	294	318	344	379	407	435	6.88	8.15	8.75
13	Funds for Research and Development (billion $)	1.86	2.16	2.41	2.75	2.91	3.25	3.62	4.26	5.06(R)	5.99(R)	6.65d	10.83	15.40	13.59
14	Exports (billion $)b	5.75	8.82	8.70	9.96	10.81	12.62	17.31	20.74	21.19	19.89	19.82	−.35	9.45	13.17
15	Imports (billion $)c	2.47	4.02	3.70	4.77	4.97	6.43	7.49	8.58	9.32	9.49	10.33	8.85	9.95	15.38
16	Trade Balance (billion $)	3.28	4.80	5.00	5.19	5.84	6.19	9.82	12.16	11.87	10.47	9.49	−9.36	8.92	11.21

Sources: 1, 14-16: U.S. Department of Commerce, Bureau of the Census. 2: Federal Reserve Board. 3-7: Federal Trade Commission. 8-9: U.S. Department of Commerce, Bureau of Economic Analysis. 10-12: U.S. Department of Labor, Bureau of Labor Statistics. 13: National Science Foundation (industry generated funds only—excludes government sponsored).
FOOTNOTES: (P)—Preliminary data. (R)—Revised from previous data. b—F.A.S. Value. c—Imports for Consumption—Custom Value. d—NSF Projection. *—Compounded annually.

Steel

Making moves

North American steel producers are making moves to upgrade facilities.

The modernization move falls under four headings: Continuous annealing lines, continuous casters, hot strip mills and galvanizing facilities. In addition, companies are doing a great deal within their mills to improve steelmaking technologies.

Continuous annealing lines of Bethlehem Steel Corp. and Inland Steel Co. came on-stream at the end of 1983. Both facilities produce high-strength and ultra high-strength steels for automotive products. The lines allow for better control of heating and cooling treatments at much faster rates than previously possible.

Continuous casters, which convert liquid steel directly into solid basic forms ready for rolling into finished products, offer improvements in quality and advantages in energy and manpower over the traditional ignot casting - stripping - reheating-primary rolling technique. In a three-year period ending in 1984, domestic steelmakers will have installed 16 new continuous billet and slab casters.

New hot strip mills have computerized operating and quality control systems.

The big push for galvanized capacity is coming from Detroit as a result of car companies' emphasis on vehicles with long-lasting corrosion protection. While hot-dipped galvanizing accounts for the vast majority of production today, there is interest in utilizing electrolytic galvanizing among the North American steel producers. This is a cold process which does not alter the base material's mechanical properties. It produces steels with more uniform coatings, and can make galvanized steel with improved surface quality.

Meantime, further improvement in corrosion resistant cars is a major need perceived by both auto company engineers and steel producers, according to a survey taken by the Committee of Sheet Steel Producers, American Iron and Steel Institute (AISI).

When asked, "Do vehicle producers perceive a need for further improvement in corrosion resistance from today's cars?" with choices ranging from 6 (strongly agree) to 1 (strongly disagree), the car engineers responded with an average of 5.5.

Car company engineers forecast the use of galvanized and other coated steels in a typical car body in 1990 will increase to 413 pounds. A typical 1984 car is estimated to contain 300 pounds of galvanized and other coated steels. The net increase of 113 pounds translates into a 38 percent increase.

Plastics

Plated/coated rise

Metallic plated and coated plastics consumption for both industrial - functional and consumer - decorative purposes is expected to double between 1980 and 1990, according to Margolis Marketing Research Co. On a tonnage basis, total use of plated/coated plastics in the U.S. is forecast to increase from 95 million pounds in 1980 to 190 million pounds in 1990, representing an average annual gain of 10 percent.

The principal reasons for the increase are improved metallizable plastics, advanced equipment technology and larger market demand.

In the mid-1980s significant shifts are occurring. Chrome plating, which dominated the plating/coating on plastics business in the 1970s with more than 90 percent of the total market, is expected to decline to 75 percent.

Vacuum metallizing and sputtercoating are attracting greater attention, while improved basecoats and topcoats are expected to contribute to greater use of vacuum chamber processes. Hot-stamping foil compositions and equipment, especially special-function coats for higher mechanical properties (impact resistance) and higher-speed stampers, are expected to move closer to the limelight during the second half of the decade.

METALLIC PLATED & COATED PLASTICS CONSUMPTION IN U.S. (millions of pounds)

Plastics	1970	1975	1980	1985	1990
ABS	19	43	53	81	92
Polypropylene	6	7	10	12	17
Noryl PPO	2	4	6	15	25
Polyester (film)	10	12	14	17	20
PVC (film)	—	4	4	5	6
Others*	3	5	8	12	30
TOTALS	40	75	95	142	190

*Polysulfone, nylon, polyphenylene sulfide, styrene, acrylic, acetal, urethane, epoxy, polycarbonate, cellulose acetate.

METALLIC PLATED & COATED PLASTICS BY PROCESS IN U.S. (millions of pounds)

Process	1980	1985	1990
Chrome plating	85	120	140
Other plating/ coating processes*	10	22	50
TOTAL	95	142	190

*Vacuum metalizing, sputtercoating, hot stamping, zinc arc spraying, flame spraying, spray-applied nickel/urethane or nickel/acrylic coatings.

METALLIC PLATED & COATED PLASTICS CONSUMPTION BY INDUSTRY IN U.S. (millions of pounds)

Industry	1970	1975	1980	1985	1990
Automotive	18	36	44	57	65
Appliance	14	21	26	31	40
Marine and plumbing	5	12	15	21	28
Electrical and electronic	1	2	4	*23	45
Household products (other than appliance)	1	2	3	5	7
Other consumer and industrial products*	1	2	3	5	5
TOTAL	40	75	95	142	190

*Includes electromagnetic interference (EMI) and radio frequency interference (RFI) shielding including products that could be listed in automotive, appliance, and other products such as video games and personal computers.
Source: Margolis Marketing & Research Co.

Aluminum

Adding pounds

The average U.S.-produced 1984 model car contains 137 pounds of aluminum, two pounds more than in 1983 (see table, Page 92).

Major news for 1984 is that it marks the year when the aluminum radiator began replacing copper and brass in earnest. Ford Motor Co. uses aluminum radiators in its Escort/Lynx and Tempo/Topaz lines. General Motors puts them in its A-body line, its Pontiac Fiero, Pontiac Firebird and Chevrolet Corvette. The Aluminum Association Inc. predicts that half the cars and trucks made in the U.S. will have aluminum radiators by 1986.

Electronics

Rising high-tech

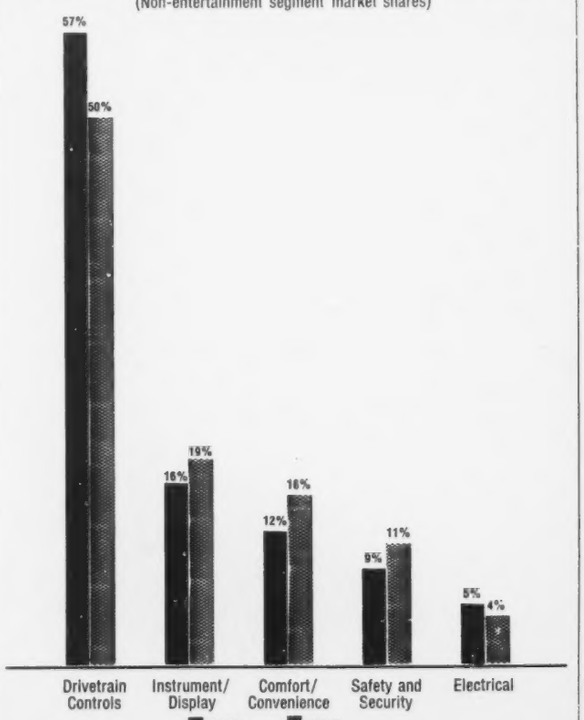
Detroit's emphasis on high-tech cars featuring computerized controls will jump the market for non-entertainment automotive electronic devices from $1.06 billion in 1982 to $4.6 billion in 1988 (in constant dollars), according to a study by Frost & Sullivan.

The rising use of electronic fuel injection systems — which allow for accurate and consistent fuel delivery, fuel economy, and increased power—will help the drivetrain control segment to dominate the auto electronics market, growing from $600 million in 1982 to a market worth some $2.3 billion in 1988, a 50 percent share of the total market. (All figures are for electronics used in U.S.-made cars only.)

With developments in instrument clusters and LCDs, and with new applications in road maps and large area displays, F&S predicts considerable growth in the instruments and displays category. Annual volume is projected to grow from $170 million in 1982 to $875 million in 1988. LEDs are already being used extensively.

Substantial growth in electronics for climate control, skid control, traction and braking, active suspension and load leveling, and steering control is predicted.

AUTOMOTIVE ELECTRONIC DEVICE MARKET
(Non-entertainment segment market shares)



Source: Frost & Sullivan.

SUPPLIERS

ESTIMATED AMOUNT OF ALUMINUM IN U.S. CARS—1960-1984

Model year	Average car weight lbs. (1)	Aluminum application lbs./car (2)	% Aluminum
1960	.....	54	....
1961	.....	63	....
1962	.....	67	....
1963	.....	70	....
1964	.....	72	....
1965	.....	71	....
1966	.....	73	....
1967	.....	71	....
1968	3,863	72	1.9
1969	3,942	73	1.9
1970	3,877	78	2.0
1971	3,887	77	2.0
1972	3,942	78	2.0
1973	3,969	81	2.0
1974	3,968	83	2.1
1975	4,058	84	2.1
1976	4,059	87	2.1
1977	3,944	100	2.5
1978	3,589	114	3.2
1979	3,485	118	3.4
1980	3,100	120	3.9
1981	3,073	130	4.2
1982	3,051	133	4.4
1983	3,115	135	4.3
1984	3,103	137	4.4

(1) "Passenger Car Fuel Economy Trends through 1984," J. D. Murrell et al, EPA.
(2) Alcoa (model years 1960-1971); Automotive & Truck Committee, Aluminum Assn. (model years 1972-present).

ALUMINUM PARTS ON 1984 CARS

BODY APPLICATIONS

Arm Rest Frame, Sheet—AMC, Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac some models.

Carpet Scuff Plate, Sheet — Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac, Ford, Lincoln, Mercury—some models; Chrysler, Dodge, Plymouth, AMC, VW Rabbit (all models).

Door Lock Spacers, Cast — Buick LeSabre, Cadillac de Ville, Chevrolet Caprice, Oldsmobile 88.

Fuel Tank Door and Bezel, Headlamp Opening Doors, Instrument Panel Reinforcement, Sheet—Chevrolet Corvette.

Head Rest Bar, Extruded — Buick, Cadillac, Chevrolet, Ford, Mercury, Oldsmobile, Pontiac—some models; Chrysler, Dodge, Plymouth—all models.

Hood - Inner and Outer, Sheet, Painted; Hinges, Sheet—Oldsmobile Cutlass, Toronado, 88, 98—some models.

Hood Latch Reinforcement, Sheet—Pontiac—some models.

Knee Bar—Extruded, Sheet—VW Rabbit.

Load Floor, Sheet—Buick, Oldsmobile, Pontiac (B-body) station wagon; Ford Mustang, LTD (station wagon); Mercury Capri, Marquis (station wagon).

Luggage Rack and Air Deflector, Sheet, Extruded—Buick, Chevrolet, Oldsmobile, Pontiac — some models; AMC; Ford LTD; Mercury Marquis; Chrysler, Dodge, Plymouth station wagons; AMC—most models; VW Rabbit.

Seat Backs, Sheet—Buick, Chevrolet, Oldsmobile, Pontiac; Ford, Mercury — station wagons; Cadillac Fleetwood.

Seat Frame, Extruded — Ford Mustang; Mercury Capri.

Seat, Front, Adjustment Spacer, Cast — Chrysler, Dodge, Plymouth—some models.

Seat-Power Adjustment Assembly, Forging, Sheet—Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac—some models.

Steering Wheel—Buick — some models; Ford Mustang; Mercury Capri; VW Rabbit.

Sun Roof Hatch Frame, Sheet, Extruded — AMC; Chevrolet; Chrysler, Dodge; Ford, Lincoln, Mercury; Plymouth; Pontiac; VW Rabbit—some models.

Tailgate Hinge, Extruded — AMC Jeep Cherokee and Wagoneer.

Tulip Panel, Sheet—Buick Skylark, Oldsmobile Omega.

BRAKE SYSTEM

Brake Drums, Cast Composite—Buick Regal; Cadillac — some models; Chevrolet—some models; Oldsmobile Cutlass; Pontiac Firebird; Ford LTD, Mustang; Mercury Capri.

Brake Silencer Pad, Cast — Dodge Omni; Plymouth Horizon.

Calipers and Mounting Plates, Cast—Chevrolet, Pontiac Fiero.

Master Cylinder, Cast — AMC, Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac — most models; Ford, Lincoln, Mercury; Chrysler, Dodge, Plymouth—all models.

Master Cylinder Primary and Secondary Piston Wheel Cylinder Piston, Cast—Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac; Ford, Lincoln, Mercury; Chrysler, Dodge, Plymouth —all models.

Pedal Bracket, Sheet—Chevrolet Corvette.

Power Brake Booster Plate, Sheet—Ford Escort, Mercury Lynx.

Proportioning Valve, Extruded —AMC Jeep; Cadillac DeVille; Pontiac Fiero; Ford Escort, LTD, Crown Victoria; Lincoln—all models; Mercury Lynx, Grand Marquis; Renault Alliance; VW Rabbit.

Splash Shield, Sheet — Chevrolet Corvette; Dodge Aries, Omni; Plymouth Horizon, Reliant.

BUMPER SYSTEMS

Bumper, Face Bars—Extruded, Anodized — Ford Tempo, LTD station wagon (rear), Escort; Mercury Topaz, Marquis station wagon (rear), Lynx; Dodge Omni, Rampage, Caravan T-115; Plymouth Horizon, Scamp, Voyager T-115; AMC Eagle, Jeep Cherokee, Jeep Wagon; VW Rabbit.

Bumper, Face Bars, Sheet, Chrome Plated — Lincoln Town Car.

Bumper, Face Bars, Sheet, Anodized—Buick Skylark, Oldsmobile Omega.

Bumper Reinforcements, Extruded—Mercury LN7 (front).

Bumper Reinforcements and Brackets—Sheet — Buick Century, Electra, LeSabre, Regal; Cadillac DeVille, Eldorado, Seville; Chevrolet Caprice, Corvette, Impala; Oldsmobile, Cutlass, 88, 98, Toronado; Pontiac—most models; Ford—most models; Lincoln—most models; Mercury—most models; Dodge Omni; Plymouth Horizon (2-door).

Override, Shield, Sheet—Chevrolet Corvette.

Skid Bar Plate, Sheet—Chevrolet Corvette.

CHASSIS, STEERING AND SUSPENSION

Frame Extension—Sheet, Spring Anchor Plate—Sheet, Spring Protectors — Sheet, Spring Seat — Sheet, Stabilizer Bracket — Sheet, Stabilizer Insulator — Sheet, Steering and Rear Knuckle — Forged; Power Steering Pump Bracket — Cast, Power Steering Reservoir Bracket — Cast, Upper and Lower Control Arms — Forged, Wheel Spindle Control Rods—Forged—Chevrolet Corvette.

Power Steering Bracket, Cast—Chevrolet Corvette; Ford — all models; Lincoln — all models; Mercury—all models.

Power Steering Pump Housing —Ford Mustang.

Rack and Pinion Housing, Cast — AMC — most models; Buick Skylark, Century; Cadillac — some models; Chevrolet Citation, Celebrity, Chevette. Oldsmobile Ciera, Firenza, Omega; Pontiac 2000, 6000, Phoenix; Ford Escort, Tempo; Lincoln — some models; Mercury Lynx, Topaz; Chrysler, Dodge, Plymouth; VW Rabbit.

Steering Column Bracket, Extruded—Chevrolet Corvette; Ford pickup.

Steering Column Gear Housing, Cast—Chevrolet Chevette, Corvette; Pontiac 1000; Ford Mustang; Mercury Capri; Chrysler — most models; Dodge Aries, Omni; Plymouth Reliant, Horizon; VW Rabbit.

DRIVETRAIN AND TRANSMISSION ACCESSORIES

Carrier - Forward/Reverse, Reactor Connector, Intermediate Band Servo Cover and Piston, Kickdown Servo Rod Guide, Cast—Ford, Lincoln, Mercury—some models.

Clutch Pistons, Cast — Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac — some models; Chrysler, Dodge, Plymouth — most models.

Forks, Cast — Buick, Chevrolet, Oldsmobile, Pontiac — some models; Chrysler, Dodge, Plymouth—most models.

Governor Body, Lower and Upper Valve Body, Cast — Ford, Lincoln, Mercury; Chrysler, Dodge, Plymouth — some models.

Housing; Transaxle, Transmission, Clutch, Convertor, Extension, Cast — Most makes and models.

Output Shaft Retainer, Cast — AMC; Chrysler, Dodge, Plymouth.

Pump Body, Cover, Support, Cast — Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac — some models.

Rear Band Servo Piston, Cast—AMC; Ford, Lincoln, Mercury; Chrysler, Dodge, Plymouth — some models.

Stators, Cast — Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac; Ford, Mercury, Lincoln; Chrysler, Dodge, Plymouth; AMC — some models.

Transfer Body Plate, Cast — AMC Eagle, Jeep Wagoneer, Cherokee; Dodge Omni; Plymouth Horizon.

Propeller Shaft, Rear Wheel Drive Shafts—Extruded Forged, Driveline Support—Sheet, Rear Axle Carrier Housing — Cast, Differential Housing—Cast, Rear Axle Cover Assembly — Cast, Accelerator Pedal, Sheet — Chevrolet Corvette.

ENGINE AND ACCESSORIES—HEATING AND COOLING

Air Conditioning: Evaporators—Brazing Sheet, Condensor Coils — Finned Tube, Line Tubing, Muffler—Sheet, Suction Control Valve, Skived Fin Condensor, Compressor Piston—Cast, Compressor Housing — Cast, Mounting Brackets, Cast—Most makes and models.

Fan Blades, Sheet — Buick, Cadillac, Chevrolet; Chrysler, Dodge; Ford, Lincoln, Mercury; Oldsmobile, Pontiac; Plymouth —some models.

Radiator, Tube and Sheet — Buick Century — some models; Chevrolet Camaro, Ciera—some models; Ford Escort, Mercury; Pontiac—most models; VW Rabbit.

Radiator Hose Support — Chevrolet Corvette.

Radiator Shroud, Sheet — VW Rabbit.

Radiator Support Assembly, Sheet—Ford, Lincoln, Mercury —some models.

Water Inlets, Outlets, Water Pump Housing, Cast — Most makes and most models.

Water Pump Mounting Bracket, Sheet—Ford Mustang, Mercury Capri; Dodge Aries and Omni; Plymouth Reliant and Horizon.

ENGINE

Block, Cast—Cadillac 4.1-liter.

Cylinder Heads, Cast — Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac — some diesels; Ford, Lincoln, Mercury — some models; Chrysler, Dodge, Plymouth — most models; Renault Alliance, Encore; VW Rabbit.

Intake Manifold, Cast — All makes, most models.

Pistons, Cast — All makes and models.

Front Cylinder Cover, Cast — Most makes, most models.

Timing Chain Cover, Cast or Sheet—All makes, most models.

Oil Pan, Cast — Ford Tempo, Mercury Topaz.

Oil Filter Base, Sheet — Dodge Omni, Plymouth Horizon; AMC — some models. **Cast** — most makes, some models.

Oil Filter Cap, Sheet — Pontiac —most models; Ford—most engines.

Oil Pump Body, Cast — Most makes, most models.

Rear Cover Plate, Alternator Bracket, Sheet—Cadillac Fleetwood, Seville; Ford—some models; Mercury—some models.

Rocker Arm Pivot, Cast — Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac—some models.

Cam Shaft Housing, Sheet — Chevrolet Chevette.

Cam Gear, Cast—Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac — most models; Chrysler, Dodge—most models; Plymouth —some models.

Drive Belt Tensioner, Cast — Chevrolet Corvette.

EMISSIONS, FUEL, ELECTRICAL

Air Cleaner Tray and Cover, Sheet — Ford — some models; Mercury—some models.

Accelerator Pump Cover, Cast—Ford, Lincoln—some models.

Air Pump Bracket, Cast—Buick —some models, Chevrolet Corvette; Ford, Lincoln, Mercury—some models; Chrysler, Dodge, Plymouth—all models.

Air Pump Housing, Cast—Most makes, most models.

Carburetor: Air Horn, Body, Spacer, Cast—Most makes, most models.

Fuel Pump Body, Throttle Body Injector, Cast—Most makes and models.

Fuel Filler, Tube Drawn—AMC —some models. VW Rabbit.

Fuel Pump Plate, Sheet—Chevrolet Corvette.

Alternator Housing, Heat Sink —Cast—All makes and models.

Alternator Bracket, Cast — Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac; Ford, Mercury, Lincoln—some models.

Distributor Housing, Cast — All makes and models.

Ignition Module, Cast — Most makes, some models.

Miscellaneous Engine Components: Engine Temperature Sensors, Front Wiring Harness, Fuel Injectors—All makes, most models.

Miscellaneous Fasteners - Screw Machine/Upset Parts: Ashtray Rivets, Distribution Cap Insert, Drive Pinion Gear for Power Door Locks, Headlamp Adjusting Screws, Ignition Cast Insert, Seat Belt Actuator Pins, Stator Rivets, Brake Valve Parts, Windshield Wiper Bolt—All makes, most models.

TRIM MOLDINGS—Sheet, Anodized

Body, Dashboard, Door, Fender, Grill — some. **Lights** — some. **Rocker Panel**—some. **Roof, Window, Windshield** — most makes and models — Buick; Cadillac Fleetwood, Seville; Chevrolet; Chrysler, Dodge, Plymouth—all models; VW Rabbit.

Door Belt Trim Support—Buick, Cadillac Fleetwood, Seville; Chevrolet; Chrysler, Dodge, Plymouth — all models; VW Rabbit.

Door Guards — Sheet, Stainless Steel — Clad — Buick Riviera; Cadillac Eldorado; Oldsmobile Toronado.

Wheel Opening Moldings — Cadillac Cimarron; Buick; Chevrolet; Oldsmobile; Pontiac; Ford, Lincoln, Mercury — most cars; Chrysler — E-Class, Fifth Avenue, New Yorker; Dodge 600, 600ES, Diplomat, Aries; Plymouth Reliant — most cars; AMC Concord, Eagle; VW Rabbit.

WHEELS

Forged — Buick Skylark, Skyhawk; Chevrolet Pickup/Van; Ford — most models; Lincoln Continental; Mercury — most models; Jeep Wagoneer, Eagle. **Sheet** — Chevrolet Corvette — spare.

Cast — Buick Century, Electra, Regal, Riviera; Cadillac Cimarron, Eldorado, Seville; Chevrolet Camaro, Celebrity, Citation, Corvette; Pontiac 2000, 6000, Bonneville, Firebird, Phoenix; Ford — most models; Lincoln — most models; Mercury — most models; Chrysler — optional all; Dodge—optional all; Plymouth —optional all; VW Rabbit.

WHEEL ACCESSORIES—Sheet, Anodized

Hub Caps — Buick; Chevrolet; Ford, Lincoln, Mercury — most models; Chrysler, Dodge, Plymouth—all models.

Trim Rings — Pontiac 1000 and 2000; Dodge Omni, Aries; Plymouth Horizon, Reliant; GMC — all models.

Wheel Covers — Buick, some models; Chevrolet — some models; Pontiac — some models; Chrysler—some models.

Spare Tire Carrier, Extruded — Ford Bronco.

Et cetera

This year's Et cetera includes a variety of charts, including auto scrappage rates, U. S. new car inventories, trends in prices of used cars, auto ownership costs and auto makers advertising expenditures.

During the year ended June 30, 1983, a total of 6.2 million cars were not reregistered and are presumed to have been scrapped, according to figures compiled by R. L. Polk & Co.

This compares with 6.9 million autos scrapped in the previous year and with the record scrappage total of 9.3 million during 1978-79.

Automobiles not reregistered during the period amounted to 5.8 percent of the car population, the smallest percentage since 1958-59 and a drop of less than one percent from 1981-82.

The registered passenger car population in the U. S. was 108.9 million on June 30, 1983, up 2.09 million from the previous year.

The number of trucks in use in the U. S. hit an alltime high of 38.14 million in mid-1983, up 1.16 million from one year earlier. It reversed a three-year decline in growth rates.

At 2.65 million, the number of new truck registrations was the highest since mid-1980. At 1.5 million, the number of trucks scrapped was slightly greater than mid-1982 but still well below the alltime high of 1.92 million sent to the scrappers in 1978-79.

Although new-car registrations in the year ended June 30, 1983 increased for the first time since 1979, more Americans held onto their older models longer than at any time since 1950, according to Polk.

The median age of the U. S. auto-

Car population, scrappage and inventory trends

mobile population hit 6.5 years in 1983, up from 6.2 years in the previous year.

New-car registrations between July 1, 1982 and June 30, 1983 numbered 8.3 million, an increase over the previous year's 7.9 million. At the same time, the number of cars 15 or more years of age grew by 1.08 million to a record 7.9 million registered.

The prices of used cars sold at auction were strong throughout 1983. The average "sold" price at wholesale auction opened 1983 at $4,646 and reached a high of $5,241 in October.

The price dipped to $4,308 in December, following the trend posted at holiday time in previous years. The price of used cars bounced back stronger than ever at the start of 1984 and reached their highest average ever, at $5,359 in January. Prices are compiled by Automotive News from used-car auctions throughout the country and computed on a simple average basis.

U. S. new car inventories in 1983 were on the low side throughout the year. A 60-day supply of cars is considered ideal for the industry.

There were only three months of 1983 in which new car inventories were above the 60-day mark—in January, February and March. This is considered normal. The first quarter is the time when auto makers are busy building supplies for the spring selling season.

As new-car sales climbed in 1983, the industry didn't stockpile cars as it used to do. The days of heavy inventories are over for the domestic industry. New-car inventories reached the low point of the year in June and July when a 47-days supply was recorded.

ETCETERA

DEALER BUYERS' GUIDE

Continued from Page 191

Wyco Tool Co., Chicago, Ill.

TOOLS

Ammco Tools, N. Chicago, Ill.
Applied Power, Milwaukee, Wis.
Arn-Wood Co., Englewood, Colo.
Black & Decker Mfg. Co., Towson, Md.
Federal-Mogul, Southfield, Mich.
Grigg Specialty Tools, Huntington Park, Calif.
Hastings Mfg. Co., Hastings, Mich.
Kent-Moore Corp., Warren, Mich.
KP Industries, Dayton, O.
Owatonna Tool Co., Owatonna, Minn.
Pyroil Co., Albion, Ill.
Robinair Mfg. Corp., Montpelier, O.
Tonka Tools, Mound, Minn.
TRW/Vulcan Tools Div., Buffalo, N.Y.
Vaco Products Co., Northbrook, Ill.

UNIFORMS

Louisville Mfg. Co., Louisville, Ky.
Red Kap Industries, Nashville, Tenn.

WHEEL ALIGNMENT EQUIPMENT

Ammco Tools, N. Chicago, Ill.
Arn-Wood Co., Englewood, Colo.
Bee Line Co., Bettendorf, Ia.
Dynabal Corp., Mountain View, Calif.
Hunter Engineering Co., Bridgeton, Mo.
Kwik-Ezee, Inc., Westbury, N.Y.
Stewart-Warner Corp., Chicago, Ill.
Sun Electric Corp., Chicago, Ill.

MISCELLANEOUS

Aro Corp., Bryan, O.
Autotron Equipment Corp., Mountain View, Calif.
Bodyguard Rustproofing Co., Cleveland, O.
Borroughs Div., Kalamazoo, Mich.
Dynabal Corp., Mountain View, Calif.
EIS Automotive, Middletown, Conn.
Ford Parts & Service Div., Livonia, Mich.
Grover Mfg. Corp., Montebello, Calif.
Holt Lloyd Corp., Tucker, Ga.
Jenny Division, Coraopolis, Pa.
Kent-Moore Tool Div., Warren, Mich.
KP Industries, Dayton, O.
Kwik Way Mfg. Co., Marion, Ia.
Lincoln St. Louis, St. Louis, Mo.
Perry-Scott Electric, Seattle, Wash.
Shure Mfg. Co., St. Louis, Mo.
Stephenson, J. O./Probon, Grosse Ile., Mich.
Sunnen Products Co., St. Louis, Mo.
Tonka Tools, Mound, Minn.
Wheelabrator-Frye, Inc., Mishawaka, Ind.

Sound systems

A.R.A. Mfg. Co., Grand Prairie, Tex.
Ampersand, Chatsworth, Calif.
Audiovox Corp., Hauppage, N. Y.
Becker of North America, Upper Saddle River, N. J.
Biltmore Tire Co., Elk Grove, Ill.
Bosch, Robert, Corp., Broadview, Ill.
Carter Corp., Rockford, Ill.
Clarion Corp., Lawndale, Calif.
Conrad Enterprises, New Orleans, La.
Craig Corp., Compton, Calif.
Custom Van Accessories by C.M.S., Elkhart, Ind.
Dealer Specialties, Ontario, Calif.
Delco Electronics Div., Kokomo, Ind.
Dynascan Corp., Chicago, Ill.
Ford Motor Co. Electrical and Electronics Div., Ypsilanti, Mich.
Fujitsu Ten Corp. of America, Carson, Calif.
Fulmer, Arthur, Memphis, Tenn.
Ger-Win Vans, Bristol, Ind.
Hop 'Cap, Bremen, Ind.
JIL-America, Compton, Calif.
Lake Communications, Glenview, Ill.
Motorola, Schaumberg, Ill.
Pioneer Electronics, Long Beach, Calif.
SBE, Inc., Watsonville, Calif.
Southern Auto Sound, Tampa, Fla.
Sparkomatic Corp., Milford, Pa.

Tires

Armstrong Rubber Co.
Barnes Tire Co., Newport Beach, Calif.
Bridgestone Tire Co., Torrance, Calif.
Capek, Dick, Inc., South Gate, Calif.
Cisco International, Maple Glen, Pa.
Cooper Tire Co., Findlay, O.
Denman Rubber Mfg. Co., Warren, O.
Dunlop Tire & Rubber Corp., Buffalo, N.Y.
Firestone Tire & Rubber Co., Akron, O.
General Tire & Rubber Co., Akron, O.
Goodrich, B.F., Akron, O.
Goodyear Tire & Rubber Co., Akron, O.
Kelley-Springfield Tire Co., Cumberland, Md.
McCreary Tire & Rubber Co., Indiana, Pa.
Pro Trac Tire Co., Los Angeles, Calif.
Semperit of America, Northvale, N. J.
Telstar Tyre & Rubber Co., Montgomeryville, Pa.
Uniroyal, Inc., Middlebury, Conn.
Yokohama Tire Corp., Montebello, Calif.

Truck Body & Equipment

ANTI-SKID CONTROL SYSTEMS

AC Spark Plug Div., Flint, Mich.
Bendix Corp., South Bend, Ind.
Bosch, Robert, Corp., Broadview, Ill.
Delco Moraine Div., Dayton, O.
Echlin Mfg. Co., Branford, Conn.
Kelsey-Hayes, Romulus, Mich.
Lucas Industries, Troy, Mich.
Wagner Electric Corp., Parsippany, N. J.

BUSES and BUS HARDWARE

American Transportation Corp., Conway, Ark.
Collins Industries, Hutchinson, Kans.
Eagle International, Brownsville, Tex.
FLX, Inc., Evergreen, Ala.
General Automotive Corp., Ann Arbor, Mich.
Gillig Corp., Hayward, Calif.
Sheller-Globe Corp., Lima, O.
Wayne Corp., Richmond, Ind.

COMMERCIAL BODIES

Challenge-Cook Bros., Industry, Calif.
Gichner Mobile Systems, Dallastown, Pa.
La Hass Mfg. & Sales, St. Paul, Minn.
Morrison Div., Buffalo, N. Y.
Pak-Mor Mfg. Co., San Antonio, Tex.
Parkhurst Co., Sedalia, Mo.
Reading Body Works, Reading, Pa.
Sparlingco, Santa Ana, Calif.
Stahl Div., Cleveland, O.
Truck Cab Mfg., Cincinnati, O.
Union City Body Co., Union City, Ind.

DUMP BODIES

Utilimaster Corp., Wakarusa, Ind.
Ateco Equipment, Inc., Pittsburgh, Pa.

FIFTH WHEELS

Fruehauf Div., Detroit, Mich.

SNOW PLOWS and ACCESSORIES

Meyer Products, Cleveland, O.
Western Products Div., Milwaukee, Wis.

TRAILERS

Budd Co., Troy, Mich.
Fruehauf Div., Detroit, Mich.
Miller Trailers, Bradentown, Fla.
Parkhurst Co., Sedalia, Mo.
Tesco-Williamson, Salt Lake City, Utah.
Wells Cargo, Inc., Elkhart, Ind.

WIRING

Grote Mfg. Co., Madison, Ind.

WRECKERS

Dover Corp./Ernest Holmes Div., Chattanooga, Tenn.
Weld Built Body Co., Wyandach, N. Y.

CRANES and HOISTS

Applied Power, Milwaukee, Wis.
Converto Mfg., Cambridge City, Ind.
Correct Mfg. Corp., Delaware, O.
Kwik-Way Mfg. Co., Marion, Ia.
Lincoln-St. Louis Div., St. Louis, Mo.
Santa Anita Mfg. Corp., Temple City, Calif.
Stewart-Warner Corp., Chicago, Ill.
Summers Mfg. Co., Maddock, N. D.
TRW Replacement Div., Cleveland, O.
Venco Mfg., Inc., Cincinnati, O.
Vulcan Equipment Co., Toronto, Ont.
Walker Mfg., Racine, Wis.
Warn Industries, Kent, Wash.
Western Mfg., National City, Calif.

Warranties and Service Contracts

American Warranty Corp., Los Angeles, Calif.
Automobile Warranty Corp., Arvada, Colo.
C.P.P. Insurance Agency, Palm Desert, Calif.
Gamut Investments, Kansas City, Mo.
General Warranty Corp., Marina Del Rey, Calif.
Healthy Wheels/Happy Wheels, Legion Management Corp., Overland Park, Kans.
Magic Plan/Magic Girl, Reseda, Calif.
Mechanical Insurance Associates, Encino, Calif.
Motors Insurance Corp., New York, N. Y.
National Automobile Services, Inc., Coral Springs, Fla.

AUTOMOTIVE NEWS WORLD OUTLOOK

Generated by Data Resources, Inc.
(Thousands of Units)

	1983	1984	1985	1986	1987	1988	1989	1990
NEW-CAR REGISTRATIONS								
Western Europe	10,460	10,514	10,861	10,931	11,113	11,308	11,504	11,738
% Change	4.2	0.5	3.3	0.6	1.7	1.8	1.7	2.0
North America	10,020	11,168	11,642	11,730	11,867	12,198	12,568	12,895
% Change	15.3	11.5	4.2	0.8	1.2	2.8	3.0	2.6
Japan	3,126	3,227	3,307	3,406	3,321	3,411	3,510	3,611
% Change	2.9	3.2	2.5	3.0	−2.5	2.7	2.9	2.9
CAR PRODUCTION								
Western Europe	11,104	11,125	11,387	11,298	11,414	11,575	11,759	11,976
% Change	8.4	0.2	2.4	0.8	1.0	1.4	1.6	1.8
U. S.	6,821	7,668	7,703	7,615	7,625	7,643	7,788	7,881
% Change	37.1	12.4	0.5	−1.1	0.1	0.2	1.9	1.2
Japan	7,152	7,410	7,640	7,735	7,689	7,858	8,051	8,239
% Change	3.8	3.6	3.1	1.2	−0.6	2.2	2.5	2.3
NEW-TRUCK REGISTRATIONS								
Western Europe	1,083	1,067	1,109	1,133	1,154	1,179	1,196	1,196
% Change	2.1	−1.5	3.9	2.2	1.9	2.2	1.4	0
U. S.	3,129	3,792	3,941	4,061	4,101	4,271	4,467	4,629
% Change	22.3	21.2	3.9	3.0	1.0	4.1	4.6	3.6
TRUCK PRODUCTION								
Western Europe	1,282	1,288	1,338	1,395	1,423	1,461	1,487	1,492
% Change	−0.7	0.5	3.9	4.3	2.0	2.7	1.8	0.3
N. Amer. Light Trucks	2,688	3,339	3,413	3,592	4,033	3,766	3,966	4,117
% Change	N.A.	24.2	2.2	5.2	12.3	−6.6	5.3	3.8

TV ADVERTISING

(In thousands of dollars)

	January-June, 1983			January-June, 1982		
	Spot	Network	Total	Spot	Network	Total
Ford Motor	19,230.1	93,881.3	113,111.4	10,885.0	62,792.2	73,677.2
General Motors	12,687.3	78,415.3	91,102.6	11,524.2	72,321.1	83,845.3
Chrysler Corp.	9,406.1	37,128.6	46,534.7	12,729.7	34,511.4	47,241.1
Nissan Motor	22,091.2	13,168.0	35,259.2	17,534.1	11,422.3	28,956.4
Toyota Motor	20,973.6	9,172.0	30,145.6	21,341.4	9,212.0	30,553.4
Volkswagen	7,225.3	9,909.9	17,135.2	10,149.9	11,523.8	21,673.7
American Motors	3,941.5	27,240.7	31,182.2	10,356.8	12,388.7	22,745.5
Honda	9,380.5	24,938.9	34,319.4	6,532.6	22,067.6	28,600.2
Mazda	1,486.6	15,595.8	17,082.4	5,934.1	14,841.7	20,775.8
TOTAL	106,422.2	309,450.5	415,872.7	106,987.8	251,080.8	358,068.6

Compiled by Television Advertising Bureau from Broadcast Advertisers Reports.

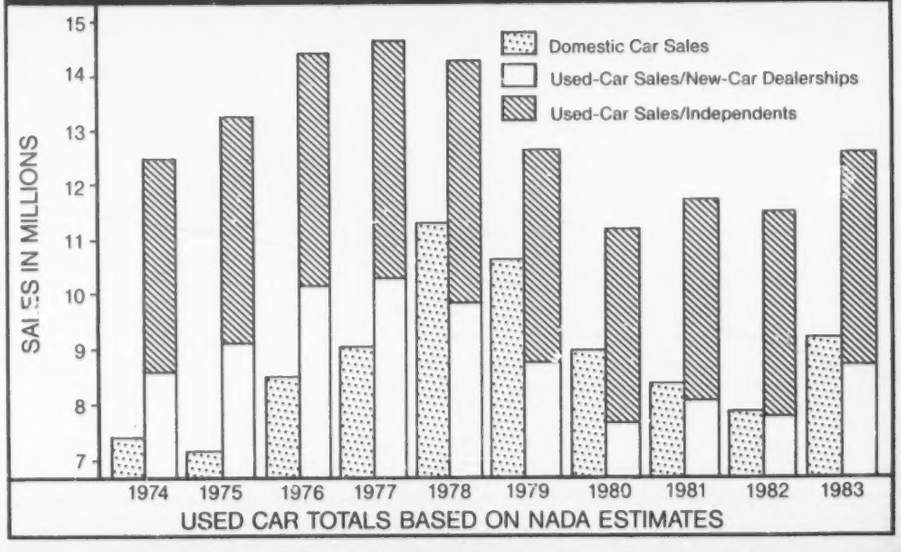
TV ADVERTISING EXPENDITURES FOR SELECTED IMPORTERS

(includes passenger cars & trucks)

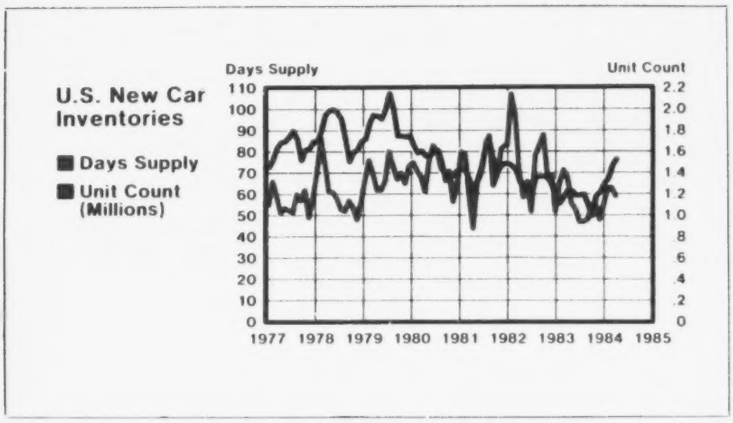
	1982 Network	1982 Spot	1982 Total	1983 Network	1983 Spot	1983 Total	Percent Change
1. Nissan	$24,548,100	$35,289,100	$59,837,200	$33,602,900	$43,116,900	$76,719,900	+ 28
2. Toyota	21,244,000	44,762,100	66,015,000	22,852,500	42,505,600	65,358,100	− 1
3. Volkswagen	23,028,200	17,119,700	40,147,900	22,177,600	16,917,800	39,095,400	− 3
4. Mazda	26,709,700	10,736,500	37,446,200	27,175,900	2,265,500	29,441,400	− 21
5. Honda	12,897,700	1,205,000	14,102,700	19,943,900	2,514,700	22,458,600	+ 59
6. Subaru	8,568,900	3,972,900	12,541,800	11,908,700	5,175,900	17,084,600	+ 36
7. Mercedes-Benz	8,543,900	1,430,300	9,974,200	12,677,100	2,229,100	14,906,200	+ 49
8. Mitsubishi	.....	3,402,900	3,402,900	.....	11,438,200	11,438,200	+236
9. BMW	1,838,200	5,865,600	7,703,800	1,488,200	3,719,000	5,207,200	− 32
10. Peugeot	.....	1,207,300	1,207,300	.....	4,742,900	4,742,900	+293
11. Volvo	344,700	2,902,100	3,246,800	225,300	4,242,400	4,467,700	+ 38
12. Isuzu (Amer. Isuzu)	1,563,000	3,214,800	4,777,800	1,735,800	2,560,800	4,296,600	− 10

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data.

NEW & USED-CAR SALES COMPARISON



USED CAR TOTALS BASED ON NADA ESTIMATES



U.S. AVERAGE ANNUAL COSTS TO OWN AND OPERATE SELECTED 1984 MODELS

Make/Model	Cyl./Engine	Drivetrain	Operating (Variable)	Ownership (Fixed)	Total
Subcompact					
Chevrolet/Chevette	4/1.6L	RWD	$1,430	$2,428	$3,858
Ford/Escort L	4/1.6L	FWD	1,430	2,549	3,979
Compact					
Ford/Mustang L	4/2.3L	RWD	1,610	2,875	4,485
Plymouth/Reliant	4/2.2L	FWD	1,530	2,725	4,255
Intermediate					
Ford/LTD	4/2.3L	RWD	1,650	2,929	4,579
Oldsmobile/Ciera LS	4/2.5L	FWD	1,600	2,924	4,524
Mercury/Marquis	4/2.3L	RWD	1,650	3,014	4,664
Dodge/600	4/2.2L	FWD	1,610	2,973	4,583
Sports Specialty Cars					
Chevrolet/Camaro	4/2.5L	RWD	1,730	3,208	4,938
Chrysler/Laser	4/2.2L	FWD	1,490	3,215	4,705
Luxury					
Lincoln/Continental	8/5.0L	RWD	2,230	5,726	7,956
Cadillac/Eldorado	8/4.1L	FWD	2,130	5,704	7,834

BASIS: All costs based on 3 years/60,000 miles of ownership. All cars similarly equipped, including AT, PS, PB, AC, tinted glass, AM radio, wheel covers, body side moldings, and remote left mirror. Operating expenses include gasoline, oil, maintenance, and tires. Ownership expenses include licensing, depreciation, financing, taxes, and insurance ($100 deductible for comprehensive, $100/300/50M for property damage and personal liability, plus $250 deductible for collision).

Source: Runzheimer and Co., Inc.

U. S. NEW-CAR INVENTORIES

(Compiled by Automotive News)

	Count Unit	Supply Days
1977		
January 1	1,464,657	55
February 1	1,535,279	66
March 1	1,645,127	59
April 1	1,697,158	51
May 1	1,696,984	53½
June 1	1,746,603	52½
July 1	1,805,829	51
August 1	1,762,740	60
September 1	1,526,874	57
October 1	1,628,237	62
November 1	1,629,347	49
December 1	1,709,015	58
1978		
January 1	1,730,914	70
February 1	1,887,540	86½
March 1	1,951,780	74½
April 1	1,991,003	61
May 1	2,007,914	61
June 1	1,970,221	58
July	1,911,089	53
August 1	1,724,195	52
September 1	1,510,410	57
October 1	1,606,309	54
November 1	1,629,382	48
December 1	1,717,908	56
1979		
January 1	1,729,221	67
February 1	1,872,697	76
March 1	1,957,340	69½
April 1	1,974,082	62
May 1	1,913,597	62
June 1	2,033,997	66
July 1	2,152,834	80
August 1	2,026,315	73½
September 1	1,752,661	67
October 1	1,751,694	70
November 1	1,743,012	65
December 1	1,767,097	73½
1980		
January 1	1,661,718	75
February 1	1,598,548	71
March 1	1,610,544	68
April 1	1,567,187	61
May 1	1,584,804	78
June 1	1,597,866	83
July 1	1,627,857	80
August 1	1,506,681	72
September 1	1,336,595	69
October 1	1,373,383	71
November 1	1,389,549	56½
December 1	1,439,998	65
1981		
January 1	1,448,450	80
February 1	1,421,023	78½
March 1	1,334,919	59
April 1	1,216,068	44
May 1	1,348,836	66
June 1	1,471,656	70
July 1	1,664,871	83½
August 1	1,675,193	87½
September 1	1,485,692	64
October 1	1,426,922	69
November 1	1,480,768	81½
December 1	1,491,078	83
1982		
January 1	1,471,053	107
February 1	1,431,983	97
March 1	1,325,073	70
April 1	1,246,648	58½
May 1	1,260,633	66
June 1	1,212,727	52
July 1	1,364,214	78½
August 1	1,377,130	83
September 1	1,379,434	86
October 1	1,350,366	69
November 1	1,295,704	69
December 1	1,164,338	52
1983		
January 1	1,125,989	65
February 1	1,180,291	71½
March 1	1,248,384	68
April 1	1,235,313	55½
May 1	1,193,296	53
June 1	1,194,510	47
July 1	1,209,000	47
August 1	1,102,103	48
September 1	1,087,570	55
October 1	1,195,755	55
November 1	1,224,092	48
December 1	1,307,756	55
1984		
January 1	1,357,995	63
February 1	1,477,399	63
March 1	1,537,290	59

TREND IN PRICES OF USED CARS

Average 'sold' prices at wholesale auctions

1984

March	$5,162
Feb.	5,340
Jan.	5,359

1983

Dec.	$4,308	June	$5,138
Nov.	5,059	May	5,173
Oct.	5,241	April	5,069
Sept.	5,190	March	5,010
Aug.	5,159	Feb.	4,733
July	5,172	Jan.	4,646

1982

Dec.	$4,505	June	$4,708
Nov.	4,569	May	4,799
Oct.	4,513	April	4,710
Sept.	4,807	March	4,781
Aug.	4,910	Feb.	4,687
July	4,885	Jan.	4,904

1981

Dec.	$4,117	June	$4,286
Nov.	4,315	May	4,326
Oct.	4,364	April	4,116
Sept.	4,321	March	4,076
Aug.	4,548	Feb.	4,076
July	4,398	Jan.	3,981

1980

Dec.	$3,589	June	$3,349
Nov.	3,795	May	3,183
Oct.	3,665	April	3,102
Sept.	3,545	March	3,112
Aug.	3,649	Feb.	3,207
July	3,289	Jan.	3,175

1979

Dec.	$3,262	June	3,120
Nov	3,293	May	3,023
Oct.	3,266	April	3,227
Sept.	3,133	March	3,303
Aug.	3,231	Feb.	3,462
July	2,913	Jan.	3,373

1978

Dec.	$3,271	June	$3,172
Nov.	3,162	May	3,326
Oct.	3,139	April	3,271
Sept.	3,168	March	3,167
Aug.	3,386	Feb.	3,048
July	3,210	Jan.	2,840

1977

Dec.	$2,869	June	$2,687
Nov.	2,889	May	2,796
Oct.	2,755	April	2,913
Sept.	2,642	Mar.	2,998
Aug.	2,617	Feb	2,838
July	2,489	Jan.	2,563

1976

Dec.	$2,692	June	$2,716
Nov.	2,802	May	2,786
Oct.	2,708	April	2,496
Sept.	2,563	Mar.	2,351
Aug.	2,787	Feb.	2,422
July	2,506	Jan.	2,263

1975

Dec.	$2,040	June	$2,271
Nov.	2,041	May	2,070
Oct.	2,054	April	2,187
Sept.	2,171	March	1,916
Aug.	2,127	Feb.	1,979
July	2,232	Jan.	2,075

1974

Dec.	$1,742	June	$2,113
Nov.	2,057	May	1,951
Oct.	1,981	April	1,875
Sept.	2,003	March	1,843
Aug.	2,031	Feb.	1,738
July	2,027	Jan.	1,552

1983-82 PRICE AVERAGE BY MONTH AT AUCTIONS

1983	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1983	$10,679	$12,350	$10,292	$8,595	$10,203	$10,112	$11,178	$10,166	$9,960	$10,112	$9,086	$9,683
1982	7,253	7,711	8,112	8,142	8,011	8,070	7,622	7,702	7,629	7,653	7,035	6,445
1981	5,844	5,989	6,046	6,140	6,258	6,142	6,164	6,158	6,179	6,114	5,739	5,414
1980	4,814	5,913	5,195	5,342	5,198	4,906	5,281	5,129	5,193	5,185	4,813	4,734
1979	4,235	4,398	4,589	4,498	4,630	4,644	4,529	4,577	4,613	4,386	4,095	3,955
1978	3,175	3,293	3,496	3,511	3,444	3,475	3,353	3,579	3,405	3,316	3,187	2,959
1977	2,573	2,378	2,637	2,828	2,705	2,779	2,645	2,781	2,523	2,365	2,475	1,895
1976	1,679	1,773	2,232	2,012	2,199	1,877	2,113	1,926	1,811	1,868	1,791	.....
Overall Average	$ 4,646	$ 4,733	$ 5,010	$5,069	$ 5,173	$ 5,138	$ 5,172	$ 5,159	$5,190	$ 5,241	$5,059	$4,308

1982	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1982	$7,432	$7,719	$9,019	$8,891	$9,102	$9,646	$9,371	$8,749	$8,253	$7,962	$6,961	$6,811
1981	6,435	6,422	6,839	6,979	6,995	6,892	6,824	6,591	6,564	6,457	6,141	6,157
1980	5,144	5,282	5,439	5,472	5,439	5,367	5,377	5,348	5,204	5,115	4,904	4,811
1979	5,184	4,487	4,759	4,653	4,807	4,768	4,823	4,830	4,907	4,511	4,479	4,148
1978	3,633	3,658	3,849	3,764	3,874	3,637	3,872	3,867	3,822	3,493	3,424	3,125
1977	2,857	2,783	2,953	2,917	2,986	2,950	2,935	3,038	3,010	2,812	2,822	2,649
1976	2,343	2,189	2,281	2,183	2,146	2,041	2,103	2,046	1,976	2,091	2,001	2,021
1975	1,854	1,798	1,695	1,491	1,539	1,415	1,686	1,357	1,271	1,355	.....	.....
Overall Average	$4,904	$4,687	$4,781	$4,710	$4,799	$4,708	$4,885	$4,910	$4,807	$4,513	$4,569	$4,505

1983 CROSS BORDER AUTO SHIPMENTS

Company—Division & Makes Names	# Cars Built in Canada for sale in the U. S. in 1983 Cal. Yr.	# Cars Built in U.S. for sale in Canada in the 1983 Cal. Yr.
AMERICAN MOTORS	27,671	21,041
Encore	.....	4,777
Concord	5,620	.....
Eagle	18,748	176
SX4	2,652	.....
Alliance	.....	16,088
Spirit	651	.....
CHRYSLER CORP.	96,469	160,420
Plymouth Total	12,419	53,723
Horizon	.....	18,664
Reliant	.....	28,634
Caravelle†	.....	6,425
Gran Fury	12,419	.....
Chrysler Total	7,700	47,354
Cordoba	7,700	.....
LeBaron	.....	34,728
Laser	.....	2,963
Chrysler E-Class	.....	7,842
Fifth Avenue	.....	1,821
Dodge Total	76,350	59,343
Imperial	878	.....
Mirada	2,670	.....
Omni	.....	20,316
Aries	.....	25,584
New Yorker	52,960	3,027
Daytona	.....	1,246
Dodge 400	.....	4,046
Dodge 600	.....	5,031
Diplomat	19,842	93
FORD MOTOR	210,699	91,404
Ford Division	170,440	55,519
Escort	38,171	12,619
Fairmont	.....	2,890
Mustang	.....	11,295
LTD	16,474	13,104
Thunderbird	.....	16,743
Crown Victoria	12,995	4,715
EXP	10,861	50
Tempo	91,939	103
L-M Division	40,259	35,885
Mercury Total	40,259	32,489
Lynx	8,268	5,396
Capri	.....	3,530
Zephyr	.....	1,522
Marquis	.....	8,761
Cougar XR-7	.....	8,179
Grand Marquis	.....	5,059
LN7	1,726	.....
Topaz	30,265	42
Lincoln Total	.....	3,396
Continental	.....	366
Lincoln	.....	2,175
Mark VI/VII	.....	855
GENERAL MOTORS	401,048	223,151
Buick Division	.....	39,285
Skylark	.....	8,454
Skyhawk	.....	3,540
Century	.....	9,564
Regal	.....	7,410
Buick	.....	9,033
Riviera	.....	1,284
Electra (fwd)	.....	.....
Cadillac Division	.....	4,819
Cimarron	.....	222
Seville	.....	619
Eldorado	.....	893
Cadillac	.....	3,085
Chevrolet Division	158,400	85,366
Chevette	.....	24,942
Cavalier	.....	21,766
Celebrity/Malibu	.....	11,078
Camaro	.....	13,316
Citation	.....	6,002
Monte Carlo	.....	6,225
Chevrolet	158,400	1,063
Corvette	.....	974
Oldsmobile Division	32,442	38,784
Omega	.....	6,499
Firenza	.....	3,804
Cutlass Supreme	32,442	201
Cutlass Ciera	.....	11,925
Oldsmobile	.....	11,250
Olds 98 (fwd)	.....	4,000
Toronado	.....	1,105
*Pontiac Division	210,206	54,897
Acadian	.....	15,085
2000 Sunbird	.....	17,241
1000	.....	1,228
Firebird	.....	9,390
Phoenix	.....	6,217
Bonneville/6000	.....	2,163
Parisienne	.....	1,241
Fiero	.....	2,332
VOLKSWAGEN	.....	13,238
TOTAL CARS	735,887	509,254

*Pontiac figures were not available by car line.

U. S. CAR SCRAPPAGE SINCE 1950

CARS IN USE ON JULY 1		CARS IN USE ON JUNE 30		Growth of Cars in Use During Period	New Cars Registered 7/1 - 6/30	Cars Scrapped During Period	Growth % of Cars in Use	Scrappage % of New Cars Regis. During Period	Scrappage % of Cars in Use on July 1
1950	35,923,583	1951	38,515,538	2,591,955	6,305,372	3,713,417	7.7	58.9	10.3
1951	38,515,538	1952	39,769,741	1,254,203	4,392,192	3,137,989	3.3	71.4	8.1
1952	39,769,741	1953	42,202,349	2,432,608	4,898,544	2,465,936	6.1	50.3	6.2
1953	42,202,349	1954	44,387,113	2,184,764	5,675,764	3,491,000	5.2	61.5	8.3
1954	44,387,113	1955	47,377,970	2,990,857	6,238,293	3,247,436	6.7	52.1	7.3
1955	47,377,970	1956	49,803,977	2,426,007	6,738,766	4,312,759	5.1	64.0	9.1
1956	49,803,977	1957	51,432,460	1,628,483	5,937,636	4,309,153	3.3	72.6	8.7
1957	51,432,460	1958	52,492,509	1,060,049	5,281,656	4,221,607	2.1	79.9	8.2
1958	52,492,509	1959	55,086,761	2,594,252	5,575,893	2,981,641	4.9	53.5	5.7
1959	55,086,761	1960	57,102,676	2,015,915	6,364,634	4,348,719	3.7	68.3	7.9
1960	57,102,676	1961	58,854,380	1,751,704	6,045,822	4,294,118	3.1	71.0	7.5
1961	58,854,380	1962	60,919,579	2,065,199	6,425,973	4,360,774	3.5	67.9	7.4
1962	60,919,579	1963	63,493,277	2,573,698	7,314,715	4,741,017	4.2	64.8	7.8
1963	63,493,277	1964	66,051,415	2,558,138	7,877,424	5,319,286	4.0	67.5	8.4
1964	66,051,415	1965	68,939,770	2,888,355	8,592,728	5,704,373	4.4	66.4	8.6
1965	68,939,770	1966	71,263,738	3,023,968(1)	9,197,480	6,173,512	4.4	67.1	9.0
1966	71,263,738	1967	72,967,686	1,703,948	8,688,162	6,984,214	2.4	80.4	9.8
1967	72,967,686	1968	75,358,034	2,390,348	8,590,365	6,200,017	3.3	72.2	8.5
1968	75,358,034	1969	78,494,938	3,136,904	9,485,392	6,348,488	4.2	66.9	8.4
1969	78,494,938	1970	80,448,463	1,953,525	9,414,509	7,460,984	2.5	79.2	9.5
1970	80,448,463	1971	83,137,324	2,688,861	8,709,902	6,021,041	3.3	69.1	7.5
1971	83,137,324	1972	86,438,957	3,120,633(2)	10,178,662	7,058,029	3.8	69.3	8.5
1972	86,438,957	1973	89,805,159	3,366,202	11,353,586	7,987,384	3.9	70.4	9.2
1973	89,805,159	1974	92,607,551	2,802,392	9,996,071	7,193,679	3.1	72.0	8.0
1974	92,607,551	1975	95,240,602	2,633,051	8,301,759	5,668,708	2.8	68.3	6.1
1975	95,240,602	1976	97,818,221	2,577,619	9,406,522	6,828,903	2.6	72.6	7.2
1976	97,818,221	1977	99,903,594	2,085,373	10,319,298	8,233,925	2.1	79.8	8.4
1977	99,903,594	1978	102,956,713	3,053,119	10,960,194	7,907,075	3.1	72.1	7.9
1978	102,956,713	1979	104,676,507	1,719,794	11,032,068	9,312,274	1.7	84.4	9.0
1979	103,365,589*	1980	104,563,781	1,198,192	9,603,185	8,404,993	1.2	87.5	8.1
1980	104,563,781	1981	105,838,582	1,274,801	8,817,281	7,542,480	1.2	85.5	7.2
1981	105,838,582	1982	106,867,108	1,028,526	7,949,799	6,921,273	1.0	87.1	6.5
1982	106,867,108	1983	108,961,215	2,094,107	8,336,651	6,242,544	2.0	74.9	5.8

*—Adjusted to reflect transfer of 1,310,916 passenger vans to truck total.

(1)—Each year many trucks are issued passenger car license plates due to their intended usage or local state laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

(2)—Each year vehicles registered in one state to an address in a different state have been excluded from the count of vehicles in operation. Beginning in 1971 approximately 181,000 passenger cars registered to fleets at out-of-state addresses have been included.

Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION

U. S. TRUCK SCRAPPAGE SINCE 1950

TRUCKS IN USE ON JULY 1		TRUCKS IN USE ON JUNE 30		Growth of Trucks in Use During Period	New Trucks Registered 7/1 - 6/30	Trucks Scrapped During Period	Growth % of Trucks in Use	Scrappage % of New Trucks Regis. During Period	Scrappage % of Trucks in Use on July 1
1950	7,577,037	1951	8,064,883	487,846	1,147,854	660,008	6.4	57.5	8.7
1951	8,064,883	1952	8,419,855	354,972	886,807	531,835	4.4	60.0	6.6
1952	8,419,855	1953	8,692,574	272,719	888,651	615,932	3.2	69.3	7.3
1953	8,692,574	1954	8,880,408	107,834	888,347	780,513	1.2	87.9	9.0
1954	8,800,408	1955	9,162,444	362,036	829,695	467,659	4.1	56.4	5.3
1955	9,162,444	1956	9,544,082	381,638	977,895	596,257	4.2	61.0	6.5
1956	9,544,082	1957	9,775,950	231,868	862,171	630,303	2.4	73.1	6.6
1957	9,775,950	1958	10,056,567	280,617	782,862	502,245	2.9	64.2	5.1
1958	10,056,567	1959	10,532,145	475,578	847,663	372,085	4.7	43.9	3.7
1959	10,532,145	1960	10,802,959	270,814	961,382	690,568	2.6	71.8	6.6
1960	10,802,959	1961	11,042,770	239,811	886,602	646,791	2.2	73.0	6.0
1961	11,042,770	1962	11,463,381	420,611	996,514	575,903	3.8	57.8	5.2
1962	11,463,381	1963	11,902,039	438,658	1,158,697	720,039	3.8	62.1	6.3
1963	11,902,039	1964	12,444,964	542,925	1,322,795	779,870	4.6	59.0	6.6
1964	12,444,964	1965	13,126,579	681,615	1,417,590	735,975	5.5	51.9	5.9
1965	13,126,579	1966	14,356,591	530,012(1)	1,603,605	1,073,593	4.0	66.9	8.2
1966	14,356,591	1967	14,988,491	631,900	1,578,549	946,649	4.4	60.0	6.6
1967	14,988,491	1968	15,684,917	696,426	1,556,968	860,542	4.6	55.3	5.7
1968	15,684,917	1969	16,586,368	901,451	1,867,454	966,003	5.7	51.7	6.2
1969	16,586,368	1970	17,687,505	1,101,137	1,938,310	837,173	6.6	43.2	5.0
1970	17,687,505	1971	18,462,287	774,782	1,818,659	1,043,877	4.4	57.4	5.9
1971	18,462,287	1972	19,772,938	1,310,651	2,358,682	1,048,031	7.1	44.4	5.7
1972	19,772,938	1973	21,411,931	1,638,993	2,846,529	1,207,536	8.3	42.4	6.1
1973	21,411,931	1974	23,312,245	1,900,314	2,947,521	1,047,207	8.9	35.5	4.9
1974	23,312,245	1975	24,812,843	1,500,598	2,408,297	907,699	6.4	37.7	3.9
1975	24,812,843	1976	26,560,296	1,747,453	2,844,910	1,097,457	6.6	38.6	4.4
1976	26,560,296	1977	28,221,661	1,661,365	3,329,018	1,667,653	5.9	50.1	6.3
1977	28,221,661	1978	30,564,701	2,343,040	3,769,334	1,426,294	8.3	37.8	5.1
1978	30,564,701	1979	32,582,991	2,018,290	3,934,432	1,916,142	6.6	48.7	6.3
1979	33,893,909*	1980	35,267,535	1,373,626	3,105,296	1,731,670	4.1	55.8	5.1
1980	35,267,535	1981	36,069,197	801,662	2,320,208	1,518,546	2.3	65.4	4.3
1981	36,069,197	1982	36,986,537	917,340	2,376,135	1,458,795	2.5	61.4	4.0
1982	143,853,645	1983	147,104,519	3,250,874	10,984,389	7,733,515	2.3	70.4	5.4

*—Adjusted to reflect transfer of 1,310,918 passenger vans from passenger car total to truck total.

1.—Each year many trucks are issued passenger car license plates due to their intended usage or local states laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

Note: Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION

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AMC opens up

Joe Wilssens

Upcoming convertible bows for stockholders

American Motors unveiled its first convertible in 17 years at last week's annual stockholders' meeting in Toledo. Based on the Renault Alliance, the convertible will go on sale this fall as a 1985 model. A 1.7-liter engine and five-speed transmission will be standard. Story on Page 3.

breaking news

GM profits are a record $1.6 billion for quarter

DETROIT. — General Motors reported that sales and profits for the first quarter were the highest of any quarter in its history. The company had net income of $1,614 million on sales of $22.9 billion. The previous highs were achieved just one quarter earlier with profits of $1,297 million on sales of $20.8 billion in the final three months of 1983. The first-quarter profits were 2½ times the $653 million in the first quarter of last year, and sales were up 37 percent from last year's $16.7 billion.

Audi boosts prices and dealer discount

TROY, Mich.—Volkswagen of America has increased the dealer discount and the prices on most Audi models. The discount rose to 15 percent from 14.5 percent on Audi 4000 units and to 17.5 percent from 16.5 percent on the Audi 5000 series. Price hikes on the 4000 were $85 on the GT Coupe, $260 on the four-door sedan and $330 on the Quattro four-door sedan. On the 5000 line, the boosts were $410 on the four-door sedan, $435 on the wagon and $455 on the Turbo four-door sedan.

Hawkins to head ITT auto operation

DETROIT.—Art Hawkins, formerly senior vice president and general manager of Walker Mfg. Co., a division of Tenneco, is joining ITT this week as head of its Automotive Products Worldwide operation, headquartered in suburban Bloomfield Hills. Hawkins had held a number of engineering and administrative positions at Chrysler Corp. before joining Walker.

California outlet on market for $15 million

Prices of dealerships rise

By Michelle Krebs
Staff Writer

The boom in new-car sales has triggered a dramatic turnaround in the dealership market.

What was a buyer's market only six months ago has turned to a seller's market, and the increased demand has caused price tags on dealerships to soar. Some industry observers say prices have never been higher.

Prices vary depending on location, the kind of franchise and the franchise's track record.

The highest prices are being demanded for dealerships — particularly those that sell high-ticket European models such as Mercedes-Benz and BMW as well as the popular Japanese brands — in growing areas including California, Florida and the rest of the Sunbelt.

Robert McElwaine, president of the American International Automobile Dealers Assn., said he knows a Mercedes-Benz dealership in Southern California is on the market for $15 million.

"That's the highest I've ever heard of. Maybe it's a new world's record," he said.

He said a BMW/Rolls-Royce dealership in Southern California sold recently for $3.5 million. The purchase arrangement included only the dealership, not the property on which the dealership stands, and requires an additional $42,000 a month in rent.

• "If you want to come to Denver to try to buy a dealership, you'd better bring bags of money," said William Barrow, executive vice president of the Metropolitan Denver Auto Dealers Assn. and the Colorado Automobile Dealers Assn.

"You could buy a bunch of Ford stores two years ago for inventory," Barrow added. "Today it's difficult, at least in Denver, to buy a Ford store at all. Ford has come on stronger than anyone ever thought it could two years ago."

Barrow noted the price also depends on how badly the owner wants to sell and how much cash he wants up front.

Dealer consultants say this is the time for dealers to sell. However some, who may have contemplated selling, now are reluctant. After two years of limited profits, dealers are seeing the cash roll in and are hesitant to sell out until they've made back some of their losses.

"If someone is going to sell,

Creative financing emerging as dealership prices climb. Page 50.

now is the time," said dealer consultant Lloyd Howard.

On the other hand, buyers have seen the last of the good deals.

"People wanting to buy a dealership waited to see if the car business turnaround was for real. They waited to see if it would last beyond two months," Howard added. "Some waited too long to get a good buy."

• Few bargains remain. While price tags have soared out of sight, the amount of Blue Sky that sellers demand has skyrocketed as well. (Blue Sky is the amount the seller receives on anticipated future profits.) A million dollars in Blue Sky is not uncommon.

"A year or two ago, when business was bad, a dealership sold without any Blue Sky," Howard said. "Today, they are taking top dollar. GM, Ford, Lincoln - Mercury dealerships and popular imports are getting healthy Blue Skys — as much as one to three years of potential profit.

"If a dealer made $800,000 in the past year, he's not going to sell unless he gets at least that much in Blue Sky," Howard added.

"We're seeing all kinds of prices," said Martin Swig, dealer/owner of the San Francisco AutoCenter. "We're hearing about a half million and a million dollars in Blue Sky in addition to assets."

Industry observers see the trend continuing through at least the next six months.

"The number of people who want dealerships far outnumber those who are selling — just like when Coors set up distributorships," said Kim Ross, of the New Car Dealers Assn. of Dallas. "And in a growth market, there are plenty of people with plenty of money."

Administration to fight domestic-content law

WASHINGTON. — With domestic-content hearings before a Senate committee only a few weeks away, the Reagan Administration is again prepared to offer vigorous opposition.

Commerce Secretary Malcolm Baldrige has taken the occasion to write Senator Robert Packwood, Oregon Republican, that the proposal violates the General Agreement on Tariffs and Trade (GATT), would invite retaliation from trading partners and would be a job-loser.

Packwood, already on record as an opponent of domestic content but yielding to a plea for hearings from Senator Don Riegle, Michigan Democrat, who sponsors the UAW-backed measure, has set several hearings.

Two will be in Washington; one will be in Portland, Ore., where dock workers and exporters to Japan may oppose it; one will be in Des Moines, where farmers may also oppose it, and one will be in Michigan, where auto workers may be heard along with auto companies, the former for the bill and the latter against it.

Baldrige, calling it anti-consumer, predicted a domestic-content law would increase auto prices 4.5 percent or about $450.

He called the domestic auto industry the "real success story" of the 1983 recovery, with each week bringing more good news.

He noted the 17-percent improvement in sales in 1983 over 1982 and predicted an even better 1984.

He also noted that productivity rose and so did employment. In short, neither the U. S. economy nor the domestic auto industry need protection, he said.

Last November, the domestic-content bill passed the Democratic controlled House, 219-199. Passage in the Republican-controlled Senate, especially with opposition from the Reagan Administration, is thought less likely.

Packwood, in an address to the Automobile Importers Assn., issued a strong warning to the Japanese that their country needs to open its market to beef, citrus and wood.

He pleaded with representatives of Japanese companies in his audience "not to make it so difficult politically that it becomes almost suicide to be on your side."

Packwood referred to a Ford Motor Co. statement dismissing the opening of Japan to more U. S. beef as being "symbolic" since the amount of beef was equal only to about 19,000 cars, but Packwood stressed that in countries in the Far East, "symbolism" is very important.

Even if moves made toward freer trade are not always equivalent, he said, small moves put the burden on American industry to compete with the Japanese.

While telling the importers that he has in the past been with them, it was clear that Packwood was warning that he could not always be counted on unless American companies have greater access to the Japanese market.

Changes sought include chain outlets, minimum investment

Work begins on 1985 GM franchise

By Richard Johnson
Staff Writer

General Motors dealers in the U. S. are seeking to ease corporate restrictions on chain ownership and reduce minimum investment standards for dealer principals as they begin work on a new franchise agreement to replace a pact which expires next year.

But after winning several major concessions in a basic sales contract approved in 1980, NADA representatives do not foresee any sweeping changes in the 1985 agreement.

The dealer organization is concentrating instead on a variety of technical matters, according to Robert Daly, NADA executive director for communications and industry relations. The most glaring issue pitting U. S. dealers and manufacturers — the question of fleet subsidies — is being left to the legislative arena.

Daly said NADA will focus more attention on corporate dealer relations policy behind

Continued on Page 50, Col. 1

NEWSPAPER

Strategic planning at Ford
Page 2

Buick Electra half top

E&G Classics, Inc., is marketing this half top for the '85 front-wheel-drive Buick Electra. The firm is in Columbia, Md.

DeLorean's attorneys move for dismissal

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—Defense attorneys began cross-examining the first government witness in the John Z. DeLorean drug trafficking trial here and moved for dismissal after they learned the FBI agent in charge of the sting operation threw away some of his original notes for the case.

Benedict Tisa, an FBI agent who posed as a crooked banker under the name James Benedict, admitted that he "probably threw away" some notes from the case.

That admission came under intense questioning by Howard Weitzman, who was trying to determine the cause of inconsistencies in the government-produced notes and reports on the case.

Weitzman noted that some of the documents carried date notations of 1983 rather than 1982. The entire investigation was conducted during 1982.

Tisa said the errors came while he was transcribing notes for the government last year.

Judge Robert M. Takasugi took the defense motion under consideration and had yet to rule by presstime.

Earlier in the week, Tisa concluded his testimony for the government by playing audio and video tapes that showed DeLorean seeking funds for his faltering auto company.

• The tapes also detailed the involvement of John Valestra, another undercover agent, who posed as John Vincenza, an underworld drug dealer, who would receive half the stock in DeLorean Motor Co. by investing up to $60 million in drug funds in the company.

Government tapes also showed DeLorean contacting William M. Hetrick, who was also netted in the sting operation, and telling him to go ahead and pick up "monkeys," a codeword for kilos of cocaine.

The last videotape shown by the prosecution was the now-famous tape showing DeLorean toasting the drug deal with undercover agents and calling the cocaine "better than gold" and saying that the drug deal came "in the nick of time."

That tape was made just moments before the former auto maker was arrested on drug conspiracy charges Oct. 19, 1982, at the Sheraton Plaza la Reina at the Los Angeles airport.

DeLorean's attorneys contend that the last tape was staged in that DeLorean came to Los Angeles seeking funds for his car company and was not expecting to see or deal with any drugs and that the government brought the 55 pounds of cocaine into the room only to make it appear that their client was committing a crime.

The government, although it agrees that DeLorean was not expecting to see the drugs, said it used the cocaine to gather additional evidence against DeLorean and to gauge the former auto maker's reaction to the drugs as it related to the deal.

Safety group warns owners of 1981-83 X-cars

WASHINGTON. — The Center for Auto Safety has issued a consumer advisory telling owners of some 1.5 million 1981-83 General Motors X-body cars to be extra careful in braking on slick roads and to take these cars into GM dealers to check front-brake caliper-pin corrosion.

The center cited 1,000 reports of spin-out after braking and said these cars — with 19 reported deaths — are almost as deadly as the much publicized 1.1 million '80 GM X-body cars, now involved in a trial in Federal court.

The center also attacked NHTSA for "similar footdragging" on these later X-body cars and for not issuing a governmental consumer advisory.

GM issued a strong reply to the center's action.

A GM spokesman said, "There is no safety-related problem due to caliper-pin corrosion on the 1981-83 X-cars."

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59th year — No. 5020

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Profit reported; convertible unveiled

AMC enjoys festive annual meeting

By Kathleen Hamilton
Financial Editor

TOLEDO.—Even without the chairman and president touring the auditorium in a new convertible, last week's annual meeting of American Motors stockholders had to be the most upbeat in four or five years. There were profits to report.

But the red Alliance convertible didn't hurt the mood. Driven by President Jose Dedeurwaerder, it was a prototype of what will be coming off the Kenosha (Wis.) line in the summer of 1984.

The last time AMC built a convertible was 17 years ago: The 1968-model Rambler Rebel SST. Although the Alliance was designed with help from ASC (American Sunroof), Southgate, Mich., it will be built on the AMC line with regular Alliances.

The new 1.7-liter four-cylinder engine, which will be an option on Alliance and Encore in 1985, will be standard equipment on the convertible. The two-door convertible will be offered in two equipment levels. Upscale DL and lower-line L.

Although AMC officials wouldn't give price tags, they said they would be competitive with the Chevrolet Cavalier, Pontiac 2000 Sunbird and Volkswagen Rabbit convertibles. That would put the Alliance convertible in the $11,000 to $12,000 range.

Sales are expected to be 7,000 to 8,000 in the first year, Dedeurwaerder said. Renault will not be offering a similar model.

The top is electrically operated. Tonneau cover is soft. Front shoulder harnesses fit into a widened area behind the B-pillar. That means rear passenger seating is reduced from three to two. Extra reinforcement will increase body weight slightly, an AMC spokesman said.

AMC also is looking at ideas for a minivan, Dedeurwaerder told reporters after the meeting. It would be "significantly" different from offerings of other makers and could be ready for production 18 months after a decision is made, he said.

He ruled out a derivation of the Alliance platform. That probably leaves a version of a Renault minivan that is in the works for Europe.

During the meeting, Chairman J. Paul Tippett told shareholders that, "barring major surprises in areas beyond our control—such as interest rates, inflation and general consumer confidence—we expect to be profitable for 1984 as a whole, although there could be a quarter where we break even or have a slight loss."

• Gains still have to be made in product, market position and profitability, he said. Dividends will not be paid this year, in order to funnel money into product development, he said later.

A proposal by stockholder Evelyn Y. Davis, to ensure corporate non-partisanship in political matters, received 2.8 percent of stockholder votes despite the fact that the person who introduced it for her said he was voting against it.

Davis wasn't at the meeting, and Tippett found someone to second the proposal only after telling shareholders that SEC rules demanded a second for the proxy proposal.

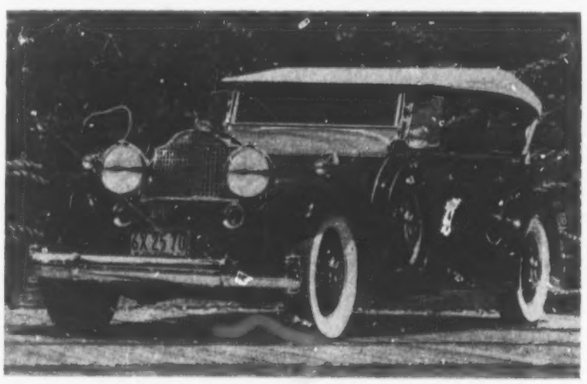
A proposal by shareholder Carl Olson to refuse to trade with Communist facilities using forced labor got 2.0 percent of the vote. The proposal was aimed at AMC's joint venture with China and with Renault's contract to build a plant in the Soviet Union. Renault owns 46 percent of AMC. Tippett said AMC doesn't trade with anyone using forced labor.

The 14 AMC directors were reelected overwhelmingly, and Touche Ross & Co. was returned as auditors.

FTC chairman is cleared in GM defect case

The Chairman of the FTC did not abuse the discretion vested in him because he participated in settling a GM defect case even though he had some two years before received from GM some $75,000 for work done in unrelated areas.

Federal Judge Harold H. Greene, in a case brought by the Center for Auto Safety, stopped short of disqualifying James C. Miller III and thus failed to send the GM transmission/diesel/camshaft case back to FTC. It is now being settled by arbitration before local Better Business Bureaus. An appeal is always possible.



Autos of 1932

A Packard Dual-Cowl Phaeton is one of a dozen automobiles from 1932 which will be featured June 1-Oct. 14 at the Natural History Museum, Los Angeles, as part of a series of exhibits commemorating the Xth Olympiad and the lifestyle of the period.

Deal's groundbreaking turns into an inside job

BEDFORD, O. — Participants in Bedford Toyota-Volvo's groundbreaking did not allow a little rain to spoil their parade.

Forced indoors by the weather, they ceremonially turned the first shovelfuls of dirt in a wheelbarrow inside the dealer's existing showroom.

In San Francisco area

Dealers escape earthquake damage

By Joseph Bohn
Marketing Editor

Fortune seemed to be smiling on California car dealers. Some of them might have lost a sale, but they suffered no real damage from last week's earthquake in the San Francisco area.

Most of the quaking occurred in the Morgan Hill area. There, Don Murtos Chevrolet had the "scary experience" of "cars jumping up and down" but no physical damage, according to Len Lofano, general manager.

"They (cars) didn't jump that high — probably no more than an inch or two," Lofano said, indicating no damage beyond a few bins in the parts department falling over.

Eight miles away in Gilroy, Calif., Marx Chevrolet-Buick had a power outage for about three hours, losing phone contact, but also escaping any real damage.

• "We didn't sell any cars yesterday (April 24) afternoon," said Bill Hija, general manager. "People were more concerned about damage to their homes." But none of the dealers in Gilroy really encountered any substantial damage, he added.

Farther away, in San Jose, Courtesy Chevrolet lost its phone contact for half an hour, and "that was all," said Charles Peradotto, general sales manager.

In San Mateo, European Volvo had "no damage that I know of," according to a dealership salesperson.

In Hollister, Calif., at Tipton Motor Sales, Jim Cangiamilla, sales manager, said "the only thing we had around here was a (damaged) restaurant. We were shaken up pretty good, but other than that it was all right."

"Most of these buildings can pretty much take a quake," he said.

"I talked to several dealers. They said they were shaken up pretty good, but didn't have any real problems," he concluded.

Worldwide partnership being formed

Dana, ZF to merge transmission units

TOLEDO. — Dana Corp. here and Zahnradfabrik Friedrichshafen (ZF) of West Germany, one of Europe's biggest transmission makers, have agreed in principle to merge truck transmission operations worldwide.

They are forming a partnership called ZF-Spicer International. Completion of the amalgamation is expected to take three to four months.

North American operations will be headquartered here under under ZF-Spicer North America. Other operations will be based in Friedrichshafen, Germany, Dana said.

The form and amount of capitalization has not been determined, Dana said. Each company will transfer to the partnership its truck transmission manufacturing facilities. ZF International will have eight plants in four countries, Dana said.

Regional subsidiaries will be responsible for manufacturing and marketing highway truck transmissions within their geographic areas.

Referring to the increasingly international nature of the truck market, Gerald B. Mitchell, Dana chairman and chief executive officer, said: "The only way a component supplier will be able to serve this market is to become an international supplier on a major scale. Our customers have asked us to do just this."

Component manufacturers must be able to produce where trucks are made if they are to survive, he said.

• Mitchell said costs of product development to meet world needs region by region would be huge and essentially unproductive. "This is a good venture for ZF and Dana and for the people of both companies," he said.

ZF is an important maker of passenger-car transmissions for the European market. The partnership involves truck transmissions only, the companies said.

"ZF's strengths lie in synchronized heavy-duty transmissions and automatic and manual transmissions for light trucks. Dana's lie in synchronized medium-duty and non-synchronized heavy-duty transmissions," he said.

"Dana gains access to a first-class product line which meshes nicely with our existing products — basically without duplication — and the ability to manufacture our products in Brazil and on the European continent where our customers want them produced.

"ZF gains a marketing and manufacturing position in North America and the United Kingdom which will benefit that company," Mitchell said.

• Mitchell pointed to international ownership of several truck makers which are Dana and ZF customers. He mentioned Renault and Mack, Volvo and White, Mercedes and Freightliner.

He said International Harvester, General Motors and Iveco are developing international marketing strategies.

Dana facilities included in the deal are in Toledo; Jonesboro, Ark.; Knoxville, Tenn., and Wolverhampton, England. ZF's include those in Freidrichshafen and Sorocada, Brazil.

Dana said approval by several government agencies in the countries involved is required as is further negotiation of a definitive agreement between the two companies.

'84-model Jeep sales exceed full '83 total

SOUTHFIELD, Mich. — American Motors said last week that Jeep sales for the first 6½ months of the '84 model year surpassed the total for the entire '83 model year.

The company said that model-year sales through April 20 totaled 70,756, compared with 69,738 for the full '83 model year.

Dealers snap up Maratonas

In its first try at a U.S.-modified version of the GTV-6 coupe, Alfa Romeo North America scored a sellout: All 150 Maratonas were sold during recent dealer business meetings. Here, Lee Hjelsand, dealer in Belmar, N. J., hands his order form to Sales Director Joseph E. Cooley Jr. New York-New Jersey District Sales Manager William Allan looks on. The Maratona, featuring special aluminum wheels and U.S.-made plastic spoiler and hood, is $21,750.

Ford 2nd-quarter profit sets second record in row

By Kathleen Hamilton
Financial Editor

Ford Motor Co. set its second straight quarterly profits record by announcing first quarter profits of $897.2 million ($4.90 a share).

It was four times the 1983 first-quarter net income of $211.2 million, and a significant improvement over the old record, set in the final quarter of 1983, of $781 million.

Sales also set a record for any quarter: $13.01 billion, up 30 percent from the year-earlier $10.04 billion. The old sales record was $12.58 billion, set in the first quarter of 1979.

Unit sales rose 25 percent above the year-earlier total of 1.14 million cars and trucks to 1.42 million.

Ford's U.S. unit sales rose 44 percent to 816,603; outside the U.S., unit sales were up 6 percent.

Ford turned from a net payer of interest to a net receiver during the year. Last quarter, it received $41.2 million more than it spent on interest; one year earlier, its payments exceeded interest income by $42.5 million.

Its cash balance more than doubled, from $1.67 billion at the end of the first quarter of 1983 to $4.35 billion at the end of the most recent quarter.

Ford said its profit outside the U.S. more than doubled, from $100 million to $214 million. The turnaround is good news for Ford, because its foreign operations had been less profitable last year than in 1982.

Top sales post at Toyota goes to McCurry

TORRANCE, Calif. — Toyota Motor Sales, USA, Inc., has named Robert B. McCurry, 60, to the new position of group vice president — sales, marketing and distribution.

Robert B. McCurry

McCurry had served as general manager of Toyota's Los Angeles region since Jan. 1, 1982.

Prior to joining Toyota, he spent 28 years as a sales executive with Chrysler Corp. He was group vice president in charge of North American sales, parts and service when he left Chrysler in 1978.

After his departure from Chrysler, he became general manager of Mid-Atlantic Toyota Distributors, Inc., a privately owned Toyota distributorship serving five states and the District of Columbia.

McCurry's appointment is one of several executive assignments and organizational changes which become effective tomorrow (May 1).

Max Jamiesson, 51, formerly vice president, division manager in the sales department, has elected to take early retirement from Toyota.

Harold A. Bracken was named to fill the new position of group vice president, parts and service. Bracken, who was previously group vice president, sales and distribution, has been with Toyota since 1972. Prior to that, he was with Gulf States Toyota, a private Toyota distributorship in Houston, and with Ford Motor Co.

McCurry and Bracken will report to TMS/USA President Yukiyasu Togo.

New positions and executives reporting to McCurry are:

Robert A. McMillan, vice president, sales — Toyota Motor Distributors, who will oversee the nine Toyota regions. His previous position was vice president, distributor operations.

Hiroshi Imai, vice president, sales — private distributors, is responsible for private distributor operations. He previously was vice president, sales coordination.

C. Bruce Campbell, corporate manager — Vehicle Processors, Inc., formerly corporate parts manager, is responsible for VPI, a subsidiary of TMS/USA which operates automotive processing facilities.

• Also reporting to McCurry are Warren E. Christell, vice president marketing; Alvin E. Hagen, vice president dealer development; E. Barney Brogan, corporate public affairs manager, and James E. Press, corporate distribution and planning manager.

New positions and executives in the parts and service departments reporting to Bracken are:

Robert W. Schrandt, corporate customer relations manager, formerly corporate service manager.

Robert E. Bennett, corporate service manager, formerly national technical services manager.

Richard J. Gallio, corporate

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Domestic cars strong, up 33 pct.

January registrations climb 25 pct.

By Jenny L. King
Staff Writer

New-car registrations in January showed a considerable gain over the preceding three years and came within a few thousand units of 1980 and 1979 levels.

According to figures compiled by R. L. Polk & Co., 747,231 new domestic and imported cars were registered in 48 states, with manufacturers' sales records supplying numbers for Oklahoma and New York.

The total was up 25.52 percent from 595,294 in January of 1983 and was the best for the month since the 749,305 recorded in 1980. In 1979, the January total was 753,884.

Domestic registrations the first month of this year were up 33.46 percent over 1983, climbing to 552,284 from 413,813. Imports, up 7.42 percent from 1983, dropped 4.40 percentage points in market share, falling to 26.09 percent from 30.49 percent last year. This year's registrations were 194,947 compared with 181,481 in January, 1983.

For the month, the Big Three improved their share of the total, while American Motors, the imports and miscellaneous domestics lost stature.

GM was up 1.67 percentage points, to 43.26 percent from 41.59 percent last year. Ford picked up an additional 2.23 percentage points, climbing to 19.34 percent from 17.11 percent, and Chrysler was up 0.87 percentage points, to 9.07 percent from 8.20 percent.

In addition to the imports' 4.40 - percentage - point drop in January, AMC was down 0.34

Continued on Page 47, Col. 1

NEW-CAR MARKET SHARES IN U.S.

JANUARY

	Regis., Jan., 1984	Percent Share of Market	Regis., Jan., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Chevrolet	108,544	14.53	84,821	14.25	+ 0.28
Ford	99,316	13.29	70,799	11.89	+ 1.40
Oldsmobile	80,513	10.77	59,103	9.93	+ 0.84
Buick	62,973	8.43	51,800	8.70	− 0.27
Pontiac	47,395	6.34	32,193	5.41	+ 0.93
Mercury	36,860	4.93	23,696	3.98	+ 0.95
Dodge	25,416	3.40	19,939	3.35	+ 0.05
Cadillac	23,808	3.19	19,662	3.30	− 0.11
Chrysler	21,221	2.84	13,698	2.30	+ 0.54
Plymouth	21,107	2.83	15,186	2.55	+ 0.28
AMC	16,722	2.24	15,412	2.58	− 0.34
Lincoln	8,382	1.12	7,340	1.24	− 0.12
GENERAL MOTORS	323,233	43.26	247,579	41.59	+ 1.67
FORD MOTOR CO.	144,558	19.34	101,835	17.11	+ 2.23
CHRYSLER CORP.	67,744	9.07	48 823	8.20	+ 0.87
AMC	16,722	2.24	15 412	2.58	− 0.34
IMPORTS	194,947	26.09	181 481	30.49	− 4.40
MISCELLANEOUS	27	0.00	164	0.03	− 0.03
Total	747,231		595,294		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma for 1984 from manufacturers' sales records. Oklahoma '83 figures not available.

C-P extending cut-price offer on child safety seats

DETROIT. — Chrysler-Plymouth is extending its "Handle With Care" child safety seat program, which provides consumers with an opportunity to save on the purchase of a child seat.

It has been extended through July 31, 1984. The original deadline was April 30.

The three seats are: The "Infant Love Seat" for children (from birth to 20 pounds), the Century 200 "Safety Car Seat" (birth to 43 pounds) and the "Safe-T-Rider II" (up to age 10 or 65 pounds).

C-P said 42 states have laws requiring the use of child restraints and/or safety belts for young passengers.

Total is 232,156, highest since 1979

Mid-April car sales rise 22 pct.

By Jenny L. King
Staff Writer

The domestic industry's 22.08-percent sales increase in mid-April brought to 11 the number of consecutive reporting periods in which sales have been up this calendar year.

It was the best April 11-20 total for the home team since 1979 and was more than 40,000 units ahead of the 190,163 retail deliveries a year ago.

The six major domestic auto makers joined forces to sell 232,156 new cars, best for the period since the 246,203 sold in 1979.

Year-to-date sales through April 20 were up 34.97 percent, to 2,437,160 from 1,805,760 last year.

General Motors' 26.48-percent mid-month increase was the largest gain among the Big Three, and Honda, up more than threefold, paced the Little Three. GM reported sales of 143,743 passenger cars, up 30,000 units from 113,651 last year. Honda was up 286.13 percent, to 3,089 from an estimated 800 units a year earlier.

Ford Motor Co. sales of 49,891 were up 18.55 percent from 42,084. Chrysler Corp. reported a 13.40-percent increase, climbing to 28,253 from 24,914. American Motors estimated sales of 5,265 were down 20.23 percent from the year-ago 6,600. Volkswagen reported sales of 1,915 U. S. Rabbits, down 9.58 percent from 2,114.

• GM's share of the market increased to 61.92 percent from 59.77 percent during the period. Ford slipped to 21.49 percent from 22.13 percent. Chrysler was down to 12.17 percent from 13.10 percent. AMC dropped to 2.27 percent from 3.47 percent, VW had 0.82 percent compared with 1.11 percent and Honda grew to 1.33 percent from 0.42 percent.

Among the domestic makes, only AMC and VW were down for April 11-20. AMC plunged 75.00 percent, to 500 from 2,000 last year, and VW was off 9.58 percent, to 1,915 from 2,114.

Plymouth was up 6.37 percent, Chrysler was up 14.74 percent and Dodge was up 19.73 percent. Ford climbed 9.23 percent, Mercury was up 41.92 percent and Lincoln was up 24.24 percent.

At GM, Chevrolet was up 12.86 percent, Buick was up 16.75 percent, Cadillac was up 20.20 percent, Pontiac was up 44.77 percent and Oldsmobile shot up 51.47 percent.

With nine selling days this year and last, the daily rate reflected the totals' comparison: Up 22.08 percent, to 25,795 from 21,130.

Oldsmobile's Cutlass Supreme was the top-selling nameplate for the period with 11,865 units to its credit. Second was Chevrolet Cavalier at 11,706, followed by Chevrolet Celebrity at 10,188, Oldsmobile 88 at 9,278 and Cutlass Ciera at 8,402.

New officers in Eastern Ohio

Fred Martin, second from right, Fred Martin Ford, Austintown, has been named president of the Automobile Dealers Assn. of Eastern Ohio. Passing the gavel to Martin is Bob Eddy, Austintown Chrysler-Plymouth, past president. Serving as officers with Martin are Jack Brownlee, left, Brownlee Pontiac-Subaru, Youngstown, and Robert Sainato, Sainato Motors, Warren, vice president.

AMC makes it two straight with profit for 1st quarter

By Kathleen Hamilton
Financial Editor

American Motors reported a profit of $5.12 million (3 cents a share) for the first quarter, making it two straight quarters of black ink after 14 of red.

The showing was a $71 million turnaround from the 1983 first-quarter loss of $66.08 million ($1.21 a share). And in 1983, AMC still owned its profitable AM General defense subsidiary. So the turnaround in the auto and Jeep sectors was even bigger: $91.58 million.

Sales of $1.08 billion set a record for the quarter for auto and Jeep operations. The old record was $681.65 million, set in the first quarter of 1980. But AMC made only $1.30 million then — about a quarter of its most recent net income total.

AMC paid virtually no taxes for the quarter. It would have paid $3.4 million if it hadn't earned tax credits with its three years of losses. AMC has about $300 million worth of credits and tax-loss-carryforwards left, said Finance Vice President Jean-Marc Lepeu.

Strong Jeep sales were credited for much of the profit.

Unit sales rose 46 percent, from 77,782 to 113,487. Gains were registered in both autos (up 5 percent) and Jeeps (up 206 percent).

AMC Chairman Paul Tippett said the company expects to be profitable this year, although it could slip into the red for a quarter.

AMC's net income is after it expensed out $1.7 million in profit sharing for the employe investment fund. That is a payment toward the $120 million to $150 million in loans and interest payments that AMC expects to be repaying to its employes over a three-year period.

Toyota boosts U.S. car prices average of $310

TORRANCE, Calif. — Toyota Motor Sales has increased U. S. car prices an average of $310, or 3.4 percent. The company attributed the hike to the strengthening of the Japanese yen against the dollar.

Truck prices went up an average of $50, or 0.6 percent, and there was no increase on Standard and Deluxe series trucks with two-wheel drive and manual transmission.

Toyota said the combined car-truck boost averaged $233, or 2.7 percent.

Increases ranged from $150 on the Tercel SR-5 three-door Liftback to $464 on the Cressida four-door sedan and wagon and $470 on the LE Van.

By series, the hikes were: Tercel, $175 or 2.6 percent; Corolla, $276 or 3.9 percent; Celica, $352 or 3.7 percent; Camry, $377 or 4 percent; Supra, $364 or 2.3 percent, and Cressida, $464 or 3.3 percent.

GM Canada donates 'popemobile' parts

OTTAWA. — General Motors of Canada is donating the engines and chassis of two heavy-duty pickup trucks which will be modified to serve as transportation for Pope John Paul II during his visit to Canada Sept. 9-12.

The popemobile will feature protective canopies made of clear plastic laminate.

DOMESTIC SALES

	April 11-20, 1984	April 11-20, 1983
Renault Alliance/Encore	4,765†	4,600†
AMC	500†	2,000†
AMERICAN MOTORS	5,265†	6,600†
Chrysler	9,122	7,950
Imperial	.....	70
Plymouth	8,729	8,206
Dodge	10,402	8,688
CHRYSLER CORP.	28,253	24,914
Ford	31,205	28,567
Mercury	15,191	10,704
Lincoln	3,495	2,813
FORD MOTOR CO.	49,891	42,084
Buick	27,290	23,374
Cadillac	10,138	8,434
Chevrolet	48,728	43,174
Oldsmobile	36,331	23,986
Pontiac	21,256	14,683
GENERAL MOTORS	143,743	113,651
VOLKSWAGEN	1,915	2,114
HONDA	3,089	800†
U. S. INDUSTRY TOTAL	232,156	190,163

† estimated

News roundup

Saab recalls 8,000 cars

ORANGE, Conn.—Saab-Scania of America is recalling mid-1983 Saab 900, 900S and Turbo models because an electrical cable between the alternator and the starter motor may rub against the brake line. Damage to the cable's insulation could cause a short circuit and possibly a fire.

Volvo to launch spending program

GOTEBORG, Sweden. — A $2.5-billion investment program has been announced by Volvo. About half the funds will be spent on product and about half on new facilities, which will have the effect of increasing capacity by 10 percent. The program runs through 1989. "This is easily the company's largest investment program ever," said Roger Holtback, president of Volvo Car Corp. Volvo plans to finance the program itself.

Taiwan begins auto export

TAIPEI, Taiwan.—Hue Loong Motor Co. has exported 100 Sunny 303 sedans to the Dominican Republic. It is Taiwan's first volume export order for passenger cars, although it has exported small numbers of light trucks in the past. Hue Loong is a Nissan licensee.

Saab to build a 900 cabriolet

NYKOPING, Sweden.—The board of Saab Car Division has approved production plans for the cabriolet version of the 900 series. The car will be made from the end of 1985 at the Finnish Unsikakupunki factory on the two-door chassis. The factory already produces the special long-wheelbase 900 known as CD.

Isuzu R-car allotment increased

WHITTIER, Calif.—Isuzu, Ltd., has increased by 20 percent the number of vehicles American Isuzu will be able to sell under the fourth year of VRA (voluntary restraint agreement). Isuzu, which will be allowed to export 49,500 vehicles by MITI, has increased the U. S. subsidiary's volume from 16,800 to 20,000 vehicles. The balance, 29,500, will be marketed by General Motors, which will sell the new R-car though Chevrolet dealers under the Spectrum nameplate.

60 Detroit-area dealers subpenaed in FTC probe

By Richard Johnson
Staff Writer

An estimated 60 Detroit-area auto dealers were subpenaed last week in connection with an FTC investigation of possible anti-trust violations by retailers in the region.

The federal agency's Bureau of Competition issued subpenas seeking information concerning business hours, leasing and sales policies, tradein payments and labor rates charged by dealers for repair and servicing of motor vehicles.

FTC spokesmen have refused to confirm or deny whether an investigation is underway in Detroit or anywhere in the U. S. A NADA spokesman last week said she was unaware of any similar FTC activity elsewhere in the nation.

The subpenas were sent to dealers in Wayne, Oakland and Macomb counties in the Detroit metropolitan area, where most sales outlets have for the past several years stuck to a sometimes controversial practice of closing on weekends and most evenings.

The subpenas order dealers to produce any documents or communications with other dealers regarding business hours. Federal investigators are also probing for company records which may reflect whether dealers have jointly set values for new and used cars, tradeins, leasing and service labor. The FTC is seeking all related documents and materials dating back to 1965.

Local dealers have said the standard practice of closing on Saturdays and Sundays, and staying open late on only Mondays and Thursdays evolved over the years. Dealers have consistently denied that the uniform Detroit-area business hours result from an express agreement or any manner of collusion.

The subpenaed dealers have been ordered to testify before Bureau of Competition staff at hearings to be held in Detroit beginning in May. Carl Hevener, senior attorney in the Bureau of Competition's Office of Evaluation in Washington, said staff hearings conducted during such inquiries are closed sessions.

Daniel Hayes, Detroit Auto Dealers Assn. executive vice president, was unavailable for comment late last week. A spokeswoman for the Michigan Automobile Dealers Assn. said the organization had not been officially notified of the subpenas.

One lap winners

DARIEN, Conn. — The winning vehicle in the One Lap of America endurance run that began here and ended here one week and 8,800 miles later, was a 1984 Chevrolet Caprice wagon. It was driven by Team Holstein, three men from Warren, Vt.

Despite volume rise, January registrations show

Import penetration falls to 26 pct.

By Jenny L. King
Staff Writer

Imports dropped to 26.09 percent of total new-car registrations in January, 1984, down from 30.49 percent a year earlier.

Total new imports registered the first month of this year were 194,947, according to figures compiled by R. L. Polk & Co. That number was up 7.42 percent from 181,481 in the same month of 1983. But the overall strength of the market, paced by healthy domestic new-car sales, forced the imports to accept a smaller piece of the total pie.

For the month, five of the top 10 imports increased their share of the import-only segment and five lost ground.

Most noticeable gain was Honda's 3.75 - percentage - point increase. Honda moved into second place after Toyota and grew to 19.29 percent from 15.54 percent a year earlier. Honda figures include both imported models and Accords built and sold in the U. S.

Volkswagen, which also includes imports and domestics, climbed 0.43 percentage points over a year's time. Volvo was up 0.19 percentage points, Mercedes-Benz was up 0.25 percentage points, and Audi gained 0.59 percentage points.

• Toyota dropped 2.73 percentage points, to 21.01 percent from 23.74 percent. Nissan was off 2.68 percentage points; Mazda dropped 0.78 percentage points; Subaru was down 0.04 percentage points, and BMW lost 0.29 percentage points.

The top 10 imports claimed 88.92 percent of the import total this January, down from 90.29 percent a year earlier.

Japan's share of the import market dropped to 73.24 percent from 78.39 percent. West Germany was up to 12.29 percent from 11.26 percent. The U. S. cars which Polk counts as imports more than doubled to 7.49 percent from 3.58 percent, and Swedish imports were up to 4.74 percent from 4.27 percent.

Numbers of imports by country of origin in January for both years were:

	Jan., 1984	Jan., 1983
Japan	142,777	142,272
West Germany	23,956	20,438
United States	14,593	6,502
Sweden	9,238	7,750
France	2,626	2,952
Great Britain	1,465	1,045
Italy	268	467
Ireland	24	55
TOTAL	194,947	181,481

IMPORT REGISTRATION SHARES IN U. S.

JANUARY

	Regis., January, 1984	Pct. Share of Market	Regis., January, 1983	Pct. Share of Market	Pct. Pt. Change '84 vs. '83
Toyota	40,954	21.01	43,084	23.74	− 2.73
Honda	37,606	19.29	28,195	15.54	+ 3.75
Nissan	35,598	18.26	37,996	20.94	− 2.68
Volkswagen	12,540	6.43	10,897	6.00	+ 0.43
Mazda	11,909	6.11	12,496	6.89	− 0.78
Subaru	11,832	6.07	11,094	6.11	− 0.04
Volvo	6,808	3.49	5,986	3.30	+ 0.19
Mercedes-Benz	6,713	3.44	5,781	3.19	+ 0.25
BMW	5,029	2.58	5,216	2.87	− 0.29
Audi	4,475	2.30	3,107	1.71	+ 0.59
Others	21,483	11.02	17,629	9.71	+ 1.31
TOTAL	194,947		181,481		
Share of U. S. Total		26.09		30.49	− 4.40

New York and Oklahoma figures for 1984 based on manufacturers' sales reports. Oklahoma, 1983, not available.

New imported truck registrations were up 31.06 percent, January to January. Registrations per major importer were:

	Jan., 1984	Jan., 1983
Toyota	19,770	11,774
Nissan	11,496	10,112
Mazda	8,252	3,775
Dodge Ram 50	2,818	.....
Ford Courier	.....	4,202
Others	6,448	7,361
TOTAL	48,784	37,224

TOP CARS

U. S. registrations for January, 1984 vs. 1983. Numbers for New York State and Oklahoma, 1984, are compiled from sales records; Oklahoma, 1983, not available.

1984 Position		Make	1983 Position
1—	108,544	Chevrolet	84,821— 1
2—	99,316	Ford	70,799— 2
3—	80,513	Oldsmobile	59,103— 3
4—	62,973	Buick	51,800— 4
5—	47,395	Pontiac	32,193— 7
6—	40,954	Toyota	43,084— 5
7—	37,606	Honda	28,195— 8
8—	36,860	Mercury	23,696— 9
9—	35,598	Nissan	37,996— 6
10—	25,416	Dodge	19,939—10
11—	23,808	Cadillac	19,662—11
12—	21,221	Chrysler	13,698—14
13—	21,107	Plymouth	15,186—13
14—	16,722	AMC	15,412—12
15—	12,540	VW	10,897—17
16—	11,909	Mazda	12,496—15
17—	11,832	Subaru	11,094—16
18—	8,382	Lincoln	7,340—18
19—	6,808	Volvo	5,986—19
20—	6,713	Mercedes	5,781—20
21—	5,029	BMW	5,216—21
22—	4,475	Audi	3,107—22
	21,483	Other Imports	17,629
	27	Misc. Dom.	164
	747,231	TOTAL	595,294

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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MARKET SHARES

JANUARY

1984 VS. 1983

Make	1984 Market Share	1983 Market Share	Pct. Pt. Change '84 vs. '83
Chevrolet	14.53	14.25	+0.28
Ford	13.29	11.89	+1.40
Oldsmobile	10.77	9.93	+0.84
Buick	8.43	8.70	−0.27
Pontiac	6.34	5.41	+0.93
Toyota	5.48	7.24	−1.76
Honda	5.03	4.74	+0.29
Mercury	4.93	3.98	+0.95
Nissan	4.77	6.38	−1.61
Dodge	3.40	3.35	+0.05
Cadillac	3.19	3.30	−0.11
Chrysler	2.84	2.30	+0.54
Plymouth	2.83	2.55	+0.28
AMC	2.24	2.50	−0.34
VW	1.68	1.83	−0.15
Mazda	1.59	2.10	−0.51
Subaru	1.58	1.86	−0.28
Lincoln	1.12	1.24	−0.12
Volvo	0.91	1.01	−0.10
Mercedes	0.90	0.97	−0.07
BMW	0.67	0.88	−0.21
Audi	0.60	0.52	+0.08
Other Imports	2.88	2.96	−0.08
Misc. Dom.	0.00	0.03	−0.03
TOTAL	747,231	595,294	

"Is Your Name Here?"

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Sporty Sigma for Australia

Mitsubishi Australia's sporty Sigma GSR sedan has a large front air dam, charcoal bar grille and full-width air spoiler at the rear.

Reuss says GM's courting its dissatisfied customers

By Roger Rowand
Engineering Editor

SOUTHFIELD, Mich. — For every customer who complains about a problem, there are 26 with problems who don't complain through retail channels.

Those who don't tell their retailers about their complaints do tell their friends, neighbors and relatives. They wreak havoc for whoever manufactured and sold the product in question.

General Motors wants to reach its dissatisfied and vocal new-car customers and turn them around, said Lloyd Reuss, vice president and group executive, Chevrolet-Pontiac-GM of Canada group. He spoke at the annual Automotive / Petroleum Industry Forum meeting of the American Petroleum Institute here.

"We have to find them. We have to actually solicit complaints," Reuss said.

Referring to service data, Reuss said: "Of those who do complain, we're able to satisfy about 70 percent.

"If we're able to do a good job of satisfying them the first time, we not only win them as customers but they tell their friends, neighbors and other people about their satisfactory experience. It's very important."

That 70 percent figure arises from studies of business in general, not only the auto business.

He said in the auto industry the most influential data base used by new-car buyers is composed of friends and relatives, not advertising.

"Word of mouth is still far and away the most powerful advertising we can get," Reuss said. "We're trying to make it easier to complain, fix those complaints the first time, and depend on that word of mouth to get around."

Pa. law requires local governments to 'buy American'

HARRISBURG, Pa. — Gov. Richard Thornburgh has signed legislation requiring the state and local governments in Pennsylvania to buy American-made or assembled cars and trucks.

State Senator Clarence Bell, Delaware County Republican, sponsor of the proposal, said the new law would mean more jobs for American auto and steel workers.

The legislation, which becomes effective in June, also applies to motorcycles, tractors and earthmoving equipment.

If the vehicles are assembled in this country, a majority of the parts must be American-made.

A qualification in the new law provides that foreign-made cars may be purchased only if the cost of American-made vehicles is "unreasonable."

Campaigning to lead 4-cylinder market

Mitsubishi Australia revises Sigma

SYDNEY, Australia. — Mitsubishi Australia has launched an aggressive campaign to regain its position as leader of the four-cylinder market.

The recovery plan involves a national sales headquarters located in Melbourne instead of at the company's plant in Adelaide. A fresh onslaught on the fleet market will be made and a range of new passenger vehicles launched.

The latter includes a revised version of the locally made Sigma range, an imported turbocharged Cordia coupe and three new models to be announced before midyear.

Mitsubishi has sold 240,000 Sigmas in Australia since the launch of the GE in 1977. This makes it one of the most successful four-cylinder cars ever in Australia. But sales have recently slowed sharply, following the introduction of front-drive rivals from Ford and General Motors Holden's.

Mitsubishi Australia has been disappointed with sales of the Lonsdale version exported to the UK but said that a greatly enlarged dealer network will rectify matters this year.

According to sales chief Doug Coleman, Mitsubishi will sell around 69,000 vehicles in Australia this year, enough to ensure 12 percent of the market.

Coleman acknowledged that Sigma is no longer the top-selling four-cylinder car and fielded questions about the forthcoming locally made front-drive version. Industry sources say that it is at least 12 months away.

Coleman's marketing strategy is based heavily on the popularity of the optional 2.6-liter engine now fitted in 60 percent of new Sigma sedans and wagons.

The optional engine has been a trump card for the company, being very popular with owners who use the car for towing. Mitsubishi remains the only car on the market offering buyers a choice of 1.6, 2.0 and 2.6-liter engines.

Coleman said he expects to gain a bigger share of the fleet market thanks to more suitable specifications and the popularity of the 2.6 engine for business use.

The new-look GK range is substantially the same car as before, with a significant improvement in sound insulation and better seats. Carburetor and ignition changes improve fuel economy and reduce the hot-start problems experienced by some owners.

The new range, which is on sale now, consists of sedans and wagons in four levels of trim. Central door locking has been added to the option list.

The sporty GSR is the most distinctive model in the group and has a large air dam in the front, charcoal bar grille and full-width air spoiler at the rear. Larger (15-inch) alloy road wheels are fitted with low profile steel-belted tires.

An extended drive over a variety of road conditions confirmed that Sigma remains the quietest four-cylinder car available.

The general road manners are almost unchanged, apart from "taller" gearing for the GSR (because of the larger wheels) and a less direct axle ratio for the automatic 2.0 model.

Mitsubishi Australia executives are confident that sufficient changes have been made to give Sigma a new lease on life. They say it will account for 40 percent of Mitsubishi sales this year.

Brock designing '85 sports car for Custom Coach

PASADENA, Calif.—Designer Peter Brock has signed with California Custom Coach here on a new high-performance sports-car project, according to Cecil Gold, California Custom Coach president.

Brock and Gold are heading a team that is designing a front-engined two-seater.

The prototype of this limited-production automobile is slated to preview early this summer with introduction as an '85 model, Gold said. The price will be between $25,000 and $27,000.

Brock directed several projects for Shelby American from 1962 to 1967. He was primarily responsible for the development of the Shelby Daytona Cobra Coupe.

factories list auction dates

General Motors

May 2—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 8—Florida Auto Auction of Orlando, Orlando, Fla.

May 9—Hatfield Auto Auction, Hatfield, Pa., and Northstar Auto Auction, Shakopee, Minn.

May 10—Nashville Auto Auction, Nashville, Tenn.

May 15—Southern Auto Auction, E. Windsor, Conn.

May 16—Metro Auto Auction, Kansas City, Mo.

May 17 — Indianapolis Auto Auction, Indianapolis, Ind.

May 22—Seattle Auto Auction, Kent, Wash.

May 23—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C.; Brasher's Auto Auction, Fontana, Calif., and Omaha Auto Auction, Omaha, Neb.

May 24—Butler Auto Auction, Gibsonia, Pa.

May 31—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

May 2—Columbus Fair Auto Auction, Obetz, O; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northway Exchange, Clifton Park, N. Y.

May 4—Denver Auto Auction, Englewood, Colo.

May 9—Arena Auto Auction, Chicago, Ill.; Brasher's Southern California Auto Auction, Fontana, Calif., and Clanton's Auto Auction, Darlington, S. C.

May 10—Dallas Auto Auction, Dallas, Tex.

May 15 — Harrisonburg Auto Auction, Harrisonburg, Va.

May 16—Lakeland Auto Auction, Lakeland, Fla.

May 17—Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

May 22—Aptco Auto Auction, Taylor, Mich.

May 23—Concord Auto Auction, Acton, Mass.; Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 31—Skyline Auto Exchange, Fairfield, N. J.

Chrysler Corp.

May 1—Hatfield Auto Auction, Hatfield, Pa.; Harrisonburg Auto Auction, Harrisonburg, Va.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Portland Auto Auction, Portland, Ore.

May 2—Sand Mountain Auto Auction, Boaz, Ala., and Butler Auto Auction, Gibsonia, Pa.

May 3—Fredericksburg Auto Auction, Fredericksburg, Va., and Clanton's Auto Auction, Darlington, S. C.

May 4 — Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 8 — Hatfield Auto Auction, Hatfield, Pa.; High Point Auto Auction, High Point, N. C., and South Seattle Auto Auction, Kent, Wash.

May 9—Columbus Fair Auto Auction, Columbus, O.

May 10 — Evansville Auto Auction, Evansville, Ind.; 166 Auto Auction, Springfield, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

May 11—Concord Auto Auction, Acton, Mass.

Mendenhall school expands facilities

HIGH POINT, N. C. — A 7,200-square-foot addition has been completed at the Mendenhall School of Auctioneering here. This brings the total training area to 17,000 square feet.

Also added was an audio-visual video cassette system with studio video camera and monitor. The school conducts four classes each year. They are held the first two weeks in February, May, August and November.

Model breakdown

Auction Averages

	April	March	February
1984	$13,381	$12,302	$10,278
1983	8,850	8,066	8,567
1982	6,589	5,357	6,218
1981	5,344	5,393	5,154
1980	4,621	4,351	4,526
1979	4,008	3,698	3,469
1978	2,910	2,744	2,421
1977	2,159	2,365	1,907
Overall Average	$ 5,418	$ 5,162	$ 5,340

Used Car Sales

Auction Averages

April	$5,418
Month ago	$5,162
Year ago	$5,069

Auction directory

SOUTH CAROLINA

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Domestic cars strong, up 33 pct.

January registrations climb 25 pct.

Continued from Page 4

percentage points, to 2.24 percent from 2.58 percent, and miscellaneous domestics were completely erased, down to 0.00 percent of the market from 0.03 percent. Only 27 miscellaneous domestics were registered in the month.

• The lineup of 12 domestic makes remained unchanged January to January with two exceptions: AMC dropped to 11th place from ninth, and Chrysler moved from number 11 to number nine.

In the domestics-only market, Ford and Chrysler increased their shares at the expense of the competition. Ford was up to 26.17 percent from 24.61 percent, and Chrysler edged up to 12.27 percent from 11.80 percent. GM dropped to 58.53 percent from 59.83 percent; AMC was down to 3.03 percent from 3.72 percent, and miscellaneous makes slipped to 0.00 percent from 0.04 percent a year earlier.

The size-class categorizing showed imports holding onto the largest single share of the market, 26.09 percent, followed closely by U.S. intermediates at 25.84 percent. Compacts had 17.49 percent, subcompacts had 12.93 percent, standards had 9.19 percent and luxury models claimed 8.46 percent.

A year earlier, imports represented 30.49 percent of the market, intermediates had 24.41 percent, compacts had 16.12 percent, standards had 12.22 percent, subcompacts had 11.23 percent and luxuries had 5.53 percent.

Excluding imports, the January market-class segments were: Intermediates at 34.97 percent, compacts at 23.65 percent, subcompacts at 17.50 percent, standards at 12.43 percent and luxury cars at 11.45 percent.

Twelve months earlier, intermediates accounted for 35.11 percent of the total, compacts had 23.19 percent, standards had 17.59 percent, subcompacts had 16.16 percent and luxuries had 7.95 percent.

A Scrambler and a scrambler

The Jeep Dealers Assn. of Dallas/Fort Worth provided a Jeep Scrambler as the official press vehicle and pace car for the St. Paul's Hospital/Prestonwood 10K race. Pictured with the vehicle is race winner Bill Rodgers.

Subaru builds new facility in Cherry Hill, N.J.

CHERRY HILL, N. J. — Subaru of America is constructing a new corporate headquarters here.

Harvey H. Lamm, president and chief executive officer of the firm, said, "We're staying in the neighborhood — where we have established our roots and where our employe loyalty has grown strong."

The new headquarters will be about two miles from the current Subaru headquarters in Pennsauken.

The seven-story office building will be located on a 12-acre plot. The new facility will provide 115,000 square feet of office space, including a conference center.

It is designed for an eventual accommodation of more than 500 people, but about 350 Subaru employes are expected to occupy the building when it is completed in the fall of 1985.

Dealer bringing complaint against Toyota distributor

RALEIGH, N.C.—Richard J. Goodman, president of Goodman Toyota, Inc., here, is accusing Southeast Toyota Distributors, Inc., Deerfield Beach, Fla., of violating the law by not giving the dealership enough new cars to sell.

The law that Goodman referred to was enacted last year by the State Legislature and requires distributors to deliver cars "in reasonable quantities relative to the dealer's facilities and sales potential in the dealer's relevant market area."

Goodman said that he would take his complaint to the North Carolina Division of Motor Vehicles.

Collector car auction slated for San Diego

MISSION VALLEY, Calif. — Rick Cole will host the fifth San Diego Collector Car Auction at the Scottish Rite Center here, May 5 and 6.

More than 300 collector automobiles will hit the auction block, including a selection of movie and TV vehicles from a private collection.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
JANUARY, 1984 VS. JANUARY, 1983

	1984 Month	1983 Month
AMC Alliance FWD	8,336	9,557
Encore FWD	5,983	.....
Spirit	.....	709
Concord	.....	1,472
Concord SW	.....	952
Eagle 4WD	434	1,002
Eagle 4WD SW	1,969	1,720
TOTAL AMC	16,722	15,412
Chrysler Laser FWD	3,840	.....
LeBaron FWD	5,356	4,226
LeBaron SW FWD	840	610
E-Class/New Yorker FWD	6,556	3,214
Cordoba	.....	868
New Yorker Fifth Avenue	4,629	4,567
Imperial	.....	183
Total	21,221	13,698
Plymouth Horizon FWD	6,289	3,057
Turismo FWD	3,014	1,925
Reliant FWD	7,957	6,636
Reliant SW FWD	3,209	2,547
Gran Fury	638	1,021
Total	21,107	15,186
Dodge Omni FWD	5,240	2,745
Charger FWD	3,313	2,176
Daytona FWD	3,168	.....
Aries FWD	5,912	6,593
Aries SW FWD	2,968	2,717
600 '84/400 '83 FWD	1,391	2,110
Diplomat	854	1,195
Mirada	.....	380
600 FWD	2,570	2,023
Total	25,416	19,939
TOTAL CHRYSLER CORP.	67,744	48,823
Ford Escort FWD	20,225	17,456
Escort SW FWD	6,850	5,882
EXP FWD	1,288	1,807
Fairmont	.....	13,459
Tempo FWD	21,914	2
LTD	11,366	10,370
LTD SW	4,404	3,406
LTD Crown Victoria	8,343	7,299
LTD Crown Victoria SW	2,441	1,856
Mustang	9,399	8,489
Thunderbird	13,086	773
Total	99,316	70,799
Lincoln Town Car	3,581	3,710
Mark VII	3,391	2,118
Continental	1,410	1,512
Total	8,382	7,340
Mercury Lynx FWD	4,287	3,943
Lynx SW FWD	1,151	1,298
LN7 FWD	.....	682
Capri	1,434	2,075
Zephyr	.....	3,343
Topaz FWD	6,639	.....
Marquis	5,328	3,744
Marquis SW	1,052	1,170
Grand Marquis	7,375	6,163
Grand Marquis SW	1,107	988
Cougar	8,487	290
Total	36,860	23,696
Lincoln-Mercury Division Total	45,242	31,036
TOTAL FORD MOTOR CO.	144,558	101,835
Buick Skylark FWD	7,492	7,275
Skyhawk FWD	5,080	4,119
Skyhawk SW FWD	636	561
Century FWD	12,145	8,837
Century SW FWD	1,451	.....
Regal	14,909	13,629
Regal SW	.....	1,012
LeSabre	10,259	7,202
Electra	5,730	4,600
Electra FWD	5	.....
Buick SW	1,060	1,103
Riviera FWD	4,206	3,462
Total	62,973	51,800
Cadillac DeVille	9,788	7,964
DeVille FWD	51	.....
Cimarron FWD	1,460	1,519
Fleetwood and Chassis	4,149	3,484
Fleetwood FWD	39	.....
Eldorado FWD	5,533	4,562
Seville FWD	2,788	2,133
Total	23,808	19,662
Chevrolet Chevette	14,474	12,176
Camaro	12,120	11,493
Cavalier FWD	17,628	8,363
Cavalier SW FWD	6,406	2,672
Citation FWD	6,141	10,473
Malibu	.....	3,654
Malibu SW	.....	3686
Celebrity FWD	17,885	10,426
Celebrity SW FWD	3,537	.....
Monte Carlo	9,624	6,527
Impala	3,454	2,892
Caprice	10,918	7,906
Chevrolet SW	4,161	3,315
Corvette	2,196	1,238
Total	108,544	84,821
Oldsmobile Omega FWD	3,621	3,594
Firenza FWD	2,789	2,175
Firenza SW FWD	902	543
Cutlass Ciera FWD	15,361	9,979
Cutlass Ciera SW FWD	2,093	.....
Cutlass Supreme/Calais	25,511	17,512
Cutlass SW	.....	1,511
Delta 88	15,539	12,273
98	8,915	7,415
98 FWD	50	.....
Oldsmobile SW	2,381	1,562
Toronado FWD	3,351	2,539
Total	80,513	59,103
Pontiac 1000	2,239	2,792
Firebird	6,475	7,227
2000 Sunbird FWD	6,853	3,804
2000 Sunbird SW FWD	877	685
Phoenix FWD	1,252	2,737
Bonneville	5,404	3,974
Bonneville SW	.....	883
6000 FWD	7,116	5,104
6000 SW FWD	1,070	.....
Grand Prix	5,650	4,987
Parisienne	2,509	.....
Pontiac SW	1,018	.....
Fiero	6,932	.....
Total	47,395	32,193
TOTAL GM CORP.	323,233	247,579
Checker	.....	137
Miscellaneous Domestic	27	184
Domestic Station Wagon Total	51,583	40,679
Domestic Grand Total	552,284	413,813
Import Total	194,947	181,481
Grand Total All Registrations	747,231	595,294

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma for 1984 compiled from manufacturers' sales records. No Oklahoma figures for 1983.

Makers produce 171,242 cars for week

16 assembly plants work overtime

By Joe Wilssens
Staff Writer

Domestic auto makers scheduled overtime at 16 assembly facilities last week and saw production bounce back following the prior week's Good Friday-shortened build.

U. S. auto manufacturers slated completion of 171,242 cars last week, 35.14 percent above the previous week's 126,712 and up 25.60 percent from last year's 136,340.

So far this year the U. S. auto makers have built 2,822,648 cars, up 38.25 percent from the 2,041,781 built in the comparable period last year.

Breakdown by company last week was: General Motors, 35.81 percent; Ford Motor Co., 24.45 percent; Chrysler Corp., 16.76 percent; Honda Motor Co., 1.61 percent, and Volkswagen of America, 1.37 percent.

American Motors had no production last week because its Kenosha facility, source of Alliance and Encore, was closed for inventory adjustment. The plant is scheduled to reopen today (April 30).

Ford worked overtime at four plants last Saturday: Atlanta, Kansas City, Wayne and Wixom. Atlanta builds the LTD, Marquis and Thunderbird. Kansas City produces Tempo and Topaz, while Wayne assembles Escort, Lynx and EXP. Wixom builds Lincoln, Mark VII and Continental.

Chrysler worked daily nine-hour shifts at Belvidere, Newark and St. Louis No. 1 and No. 2. Jefferson worked daily 8½ hour shifts. All four plants worked last Saturday. Belvidere builds Omni, Horizon, Charger and Turismo: St. Louis assembles Daytona, Laser, Aries, Reliant, LeBaron, Dodge 600, Diplomat, Gran Fury and Fifth Avenue. Newark assembles Aries, Reliant and LeBaron wagon. Jefferson builds Aries, Reliant, LeBaron, Dodge 600, Chrysler E-Class, New Yorker and Caravelle.

Belvidere, Newark, St. Louis and Jefferson will work the same daily overtime shifts this week, but only Belvidere will work this Saturday.

GM worked last Saturday at eight plants — two shifts at Oklahoma City, Lordstown, Framingham, Doraville, Arlington, Cadillac-Detroit and Flint. Van Nuys will work overtime on one shift.

Oklahoma City builds Century and Celebrity; Lordstown, Cavalier and Pontiac 2000; Framingham, Celebrity and Cutlass Ciera; Doraville, Cutlass Ciera and Century; Arlington, Monte Carlo, Cutlass Supreme, and Detroit, Cadillac and Olds 68. Flint builds the LeSabre, Caprice, Impala and Regal, and Van Nuys assembles Camaro and Firebird.

GM's Flint plant built its final rear-wheel-drive Buick Electra last Tuesday (April 24).

Japan's Nippon Kokan to buy 50 percent of National Steel

PITTSBURGH.—National Intergroup, Inc., parent of National Steel Corp., is selling half of National Steel to Nippon Kokan, of Japan.

National Steel is a major supplier of automotive steel through its subsidiary, Great Lakes Steel, Ecorse, Mich.

A joint venture, agreed upon in principle, will be formed with payment of $273 million in cash and $19 million in notes to National by Nippon Kokan.

The Japanese firm was a member of a Mitsubishi-led coalition of Japanese firms which tried unsuccessfully to acquire Ford Motor Co.'s Rouge steel works in 1982.

That deal fell through because the Japanese group objected to the stance of the UAW steelworkers at the plant, it said.

Things may be different at National Steel where the United Steelworkers union represents some 8,000 at the two plants.

Union President Lynn R. Williams said he had assurances no steelworker's employment will be adversely affected by the sale. He said the union soon will enter discussions with National Intergroup and Nippon Kokan, which he called Japan's second largest steel producer.

In addition to Great Lakes, the partnership will include Midwest Steel, Granite City Steel and Hanna Mining Co.

CANADIAN CAR PRODUCTION

	Week Ended April 28, 1984	Week Ended April 30, 1983	Week Ended April 21, 1984	April to Date	Jan. 1, to April 30, 1983	Jan. 1, to April 28, 1984
AMERICAN MOTORS	.....	818	488	1,092	9,619	8,120
CHRYSLER CORP.	.....	5,281	.....	.....	75,718	.....
FORD MOTOR	9 870	6,627	7,951	38,270	56,179	140,493
GENERAL MOTORS	1 511	12,422	10,141	50,563	180,447	223,962
VOLVO	225	225	185	860	3,735	2,695
Total Cars, Canada	23,606	25,373	18,765	90,785	325,698	376,270

TRUCK PRODUCTION IN U. S.†

	Week Ended April 28, 1984	Week Ended April 30, 1983	Week Ended April 21, 1984	April to Date	Jan. 1, to April 30, 1983	Jan. 1, to April 28, 1984
CHEVROLET	19,338	16,115	13,075	72,034	241,904	332,307
DODGE	4,100	3,055	3,353	15,969	43,152	69,503
FORD	26,856	19,450	20,357	96,985	276,577	399,452
GMC	6,871	5,429	5,112	25,180	83,511	107,133
INTERNATIONAL	1,598	1,028	1,280	6,188	15,599	24,509
VOLKSWAGEN	.....	256	.....	.....	1,912	.....
JEEP	2,900	2,926	2,983	13,222	21,819	63,316
NISSAN	1,400	.....	1,466	6,329	.....	30,792
AM GENERAL	50*	50*	40*	190*	800*	890*
MISCELLANEOUS	1,000*	1,000*	800*	3,800*	16,000*	17,600*
Total Trucks, U. S.	64,113	49,309	48,466	239,807	701,274	1,045,502

CANADIAN TRUCK PRODUCTION

	Week Ended April 28, 1984	Week Ended April 30, 1983	Week Ended April 21, 1984	April to Date	Jan. 1, to April 30, 1983	Jan. 1, to April 28, 1984
CHRYSLER CORP.	8,124	2,708	5,513	30,117	45,030	119,101
FORD MOTOR	3,300	2,781	2,810	12,287	42,657	54,418
GENERAL MOTORS	6,248	6,334	4,551	23,436	78,521	105,301
INTERNATIONAL	146	254	118	560	2,462	2,363
Total Trucks, Canada	17,818	12,077	12,992	66,400	168,670	281,183
N. American Trucks	81,931	61,386	61,458	306,207	869,944	1,326,685

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes govern ment-destined vehicles.

Truck production tops a million, 49 pct. above '83

Domestic truck production topped the one million mark last week as assembly levels returned to normal following the Good Friday holiday the previous week.

The makers hit the one million build Tuesday (April 24), seven weeks earlier than the milestone was reached in 1983. So far this year, 1,045,502 have been completed, 49.09 percent more than the 701,274 built at this time in 1983.

Truck manufacturers targeted production of 64,113 trucks last week, 32.39 percent better than 48,466 completed during the prior week's holiday-shortened schedule. The tally was 30.02 percent above the year-ago week's 49,309.

Ford Motor Co. scheduled Saturday (April 28) overtime at its Kansas City and Twin Cities (Minn.) facilities.

General Motors scheduled Saturday overtime at Detroit, Lordstown (O.), Pontiac No. 6 and St. Louis.

At Chrysler, the Warren (Mich.) facility worked two 8-hour daily shifts last week.

Canadian makers 15 pct. above '83 in car production

Canadian auto production returned to normal levels last week despite a lack of action at American Motors. The Good Friday holiday had shortened work schedules and decreased output the previous week.

Canadian auto makers slated production of 23,606 cars last week, 25.80 percent more than the prior week's 18,765. The total was 6.96 percent lower than the 25,373 assembled in the year-ago week.

To date this year, the manufacturers have completed 376,270 autos, 15.53 percent better than the 1983 total of 325,698 at this point.

AMC did not schedule production at its Brampton (Ont.) facility last week to reduce inventories.

Truck assembly last week was targeted at 17,818, up 37.15 percent from the 12,992 trucks built the previous week. The total was 47.54 percent above the year-ago week's 12,077.

So far this year, truck production has climbed to 281,183 units, a 66.71 percent improvement over the 168,670 trucks which were assembled at this time in 1983.

Chrysler Corp. estimated production of 2,370 Dodge Caravans, 2,190 Plymouth Voyagers and 912 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 74,859.

U. S. CAR PRODUCTION

	Week Ended April 28, 1984	Week Ended April 30, 1983	Week Ended April 21, 1984	April to Date	Jan. 1, to April 30, 1983	Jan. 1, to April 28, 1984
AMERICAN MOTORS	.....	3,464	3,883	13,459	56,963	64,257
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	.....	3,464	3,883	13,459	52,892	64,257
Alliance	.....	3,464	2,283	7,221	52,892	34,518
Encore	.....	.....	1,600	5,738	.....	29,739
CHRYSLER CORP.	28,700	19,596	19,830	104,718	267,764	442,505
Plymouth Total	9,150	6,737	6,075	31,765	99,043	131,582
Horizon	3,800	1,935	2,540	12,754	32,474	53,475
Reliant	4,700	4,642	2,917	16,374	65,257	69,039
Caravelle†	250	160	149	761	1,312	3,039
*Gran Fury	400	.....	469	1,876	.....	6,029
Chrysler Total	10,100	4,785	6,889	35,960	62,907	147,108
LeBaron	3,200	2,349	2,147	10,811	29,826	43,765
Laser	1,500	.....	1,040	5,653	.....	26,673
Chrysler E-Class	2,500	2,436	1,691	9,036	33,081	36,921
Fifth Avenue	2,900	.....	2,011	10,460	.....	39,749
Dodge Total	9,450	8,074	6,866	36,993	105,814	163,815
Omni	3,000	3,308	2,155	11,586	34,292	49,721
Aries	3,000	3,144	2,193	11,960	47,075	54,223
Daytona	1,100	.....	845	4,207	.....	20,976
Dodge 400	.....	749	.....	.....	10,720	.....
Dodge 600	1,600	873	1,311	6,810	13,727	28,461
Diplomat	750	.....	362	2,430	.....	10,434
FORD MOTOR	41,869	33,790	31,096	152,284	474,958	591,077
Ford Division	26,061	22,615	19,506	96,888	313,003	386,724
Escort	8,056	7,326	5,804	29,396	88,861	119,486
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,207	3,505	2,542	12,228	44,478	43,237
LTD	4,235	4,204	3,436	16,313	60,783	78,643
Thunderbird	3,692	5,097	2,857	14,049	63,971	54,889
Crown Victoria	1,598	2,387	1,405	6,473	30,010	27,561
EXP	638	96	446	2,265	1,172	11,149
Tempo	4,635	.....	3,016	16,164	.....	51,759
L-M Division	15,808	11,175	11,590	55,396	161,955	204,353
Mercury Total	11,655	9,049	8,729	42,518	127,973	147,890
Lynx	1,804	1,866	1,283	6,227	22,539	24,486
Capri	482	613	368	1,726	7,997	6,051
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,996	2,033	2,126	10,690	23,100	36,035
Cougar	3,008	2,632	2,319	11,483	29,107	34,726
Grand Marquis	2,031	1,886	1,497	7,277	36,240	31,341
LN7	.....	43	.....	.....	339	.....
Topaz	1,334	.....	1,136	5,115	.....	15,251
Lincoln Total	4,153	2,126	2,861	12,878	33,982	56,463
Continental	1,097	212	756	3,163	6,105	11,132
Lincoln	2,595	1,206	1,798	8,059	16,387	32,115
Mark VI/VII	461	708	307	1,656	11,490	13,216
GENERAL MOTORS	95,573	76,471	67,742	357,867	1,200,838	1,645,628
Buick Division	20,820	15,874	13,623	75,840	280,028	349,814
Skylark	2,045	.....	1,374	7,116	30,168	32,692
Skyhawk	3,196	1,242	2,479	12,709	22,712	56,500
Century	4,864	3,151	3,209	17,697	51,989	76,903
Regal	4,770	5,145	3,123	17,665	82,948	76,737
Buick	3,748	5,402	1,893	13,145	79,168	80,106
Riviera	905	934	698	3,602	13,043	19,085
Electra (fwd)	1,292	.....	847	3,906	.....	7,791
Cadillac Division	6,391	6,027	4,996	28,026	113,061	118,042
Cimarron	347	218	278	1,327	8,108	6,859
Seville	886	732	699	3,530	12,212	14,248
Eldorado	1,685	1,557	1,323	6,702	26,285	26,304
Cadillac	2,066	3,520	1,713	12,031	66,456	62,079
DeVille (fwd)	1,407	.....	983	4,436	.....	8,552
Chevrolet Division	34,944	24,387	25,597	131,937	362,262	564,673
Chevette	6,090	3,884	4,641	22,200	66,276	79,515
Cavalier	8,835	6,410	6,787	33,745	75,182	141,453
Celebrity	6,737	2,238	3,985	24,038	23,918	101,495
Camaro	5,494	3,667	4,491	21,723	60,525	90,182
Citation	2,565	1,554	2,359	10,686	35,344	37,530
Malibu/El Camino	751	3,072	534	3,022	48,628	11,776
Monte Carlo	1,210	1,501	851	4,898	29,295	51,397
Chevrolet	2,637	1,445	1,460	9,453	16,754	39,735
Corvette	625	616	489	2,172	6,340	11,490
Oldsmobile Division	22,876	20,399	15,638	83,997	321,814	415,387
Omega	1,175	.....	1,109	4,544	21,639	18,365
Firenza	1,689	1,145	1,398	6,681	15,298	26,082
Cutlass Supreme	3,363	6,330	3,030	18,537	95,112	120,462
Cutlass Ciera	6,636	4,549	4,231	23,388	58,629	93,735
Oldsmobile	7,112	7,634	4,005	22,045	117,667	132,438
Olds 98 (fwd)	1,437	.....	1,107	4,959	.....	8,644
Toronado	964	741	758	3,843	13,469	15,661
Pontiac Division	10,542	9,784	7,888	38,067	123,673	197,712
Acadian†	700	633	693	2,597	5,865	7,066
2000 Sunbird	2,904	2,744	1,901	10,004	30,624	49,040
1000	1,260	1,681	1,124	4,476	14,731	15,286
Firebird	2,318	1,778	1,810	9,164	29,546	38,069
Phoenix	385	863	314	1,396	9,979	5,783
Grand Prix/Bonneville	.....	2,085	.....	.....	32,928	29,733
Parisienne	275	.....	201	1,155	.....	11,317
Fiero	2,700	.....	1,845	9,275	.....	41,418
HONDA	2,750	916	2,163	10,018	9,320	40,145
VOLKSWAGEN	2,350	2,103	1,998	8,689	31,938	39,036
Total Cars, U. S.	171,242	136,340	126,712	647,035	2,041,781	2,822,648
Total Cars, Canada	23,606	25,373	18,765	90,785	325,698	376,270
N. American Cars	194,848	161,713	145,477	737,820	2,367,479	3,198,918
N. American Trucks	81,931	61,386	61,458	306,207	869,944	1,326,685
North American Cars and Trucks	276,779	223,099	206,935	1,044,027	3,237,423	4,525,603

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

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Brock touches off a furor on quota; panic subsides

The storm created in Washington last week by U. S. Trade Representative William E. Brock's call for an end to Japanese auto quotas in response to big bonuses for U. S. auto executives, had abated somewhat by week's end.

Vice President George Bush toned down Brock's strong statement, made early in the week, by saying there has been no official Reagan Administration decision on whether to press Japan for an extension of the "voluntary" quotas.

In Detroit, auto makers and the UAW lined up as would be expected, both on the issue of bonuses and on quotas.

In New York, auto analysts predicted the Japanese share of the U. S. market would rise, but probably to no higher than 30 percent, if quotas were lifted.

The only surprising responses came from the import industry: Despite the profits realized by import-car dealers under quotas, a spokesman for their association called for an end to the quotas.

Honda of America — which could surge ahead of other Japanese makers in the U. S. under quotas because it is the only one with U. S. car manufacturing capability — reiterated its free-trade stance.

And Subaru of America — which, along with the other smaller Japanese importers, is suffering disproportionally under quotas—said it is basing its planning on continuation of the quotas.

• Brock told the Washington Post last week the Administration's reluctance to extend the quotas is "a mile wide and a mile deep." When pressed, Brock told reporters he was not speaking for the President directly, but that he knew of no one in the White House who would disagree with him.

Indeed, Commerce Secretary Malcolm Baldrige and Chief White House Economic Advisor Martin Feldstein both have called for an end to the Voluntary Restraint Agreement (VRA) when it expires next March 31.

UAW President Owen Bieber asked to meet with Vice President Bush before he leaves for trade talks with Japan next month. Bush said he cannot meet with Bieber but offered a meeting with his staff.

In a Washington press conference, Bush said he will not tell the Japanese the U. S. expects the VRA to end next year.

But Trade Representative Brock called the restrictions an "embarrassment" to the U. S. He said their continuation cannot be justified after the recent disclosure of "unbelievable new management bonuses."

The bonuses will increase the costs of U. S.-made cars, he said.

With "U. S. cars already costing $1,500 to $2,000 over the competition's cost of production, then the industry will be in here saying, 'We need another four or five years of protection,'" he said. "It's hard not to feel a little bit 'had' at this point."

• Michigan Senator Donald Riegle, a Democrat, said Brock's proposal to end the quotas would push the U. S. toward recession in 1985 and worsen the U. S. trade deficit.

"If Japanese car penetration goes from 23 percent to 40 percent, over one million additional American workers will lose their jobs," he said.

Riegle cautioned both management and labor that if they do not temper their compensation demands, "a national climate will be created where those of us who are fighting to help the industry and the workers will increasingly find our arguments falling on deaf ears."

The "voluntary" quotas were imposed by the Japanese government more than three years ago under pressure from the U. S. The original three-year agreement called for an annual auto ceiling of 1.68 million. The agreement was extended to a

Continued on Page 7, Col. 1

Subdued

Jim Dunne

Pared-down Riviera

The 1986 Buick Riviera, scheduled to be assembled at GM's Poletown facility in Detroit, retains its typical verticle-barred grille but otherwise is understated as it shrinks to a wheelbase of 108 inches from 114 inches and a length of 185 inches from the present 206.6 inches. Powerplant choices include cross-mounted gasoline or diesel V-6 engines.

Sales agreements mailed to current dealers

Porsche moves ahead on new setup

By John A. Russell
New York Staff Writer

NEW YORK. — On both the distribution and dealer levels, Porsche Cars of North America is rapidly building its organization to meet the Sept. 1 deadline when it will be marketing its cars in the U. S.

Several key elements have been taken care of, or are close to solution. Perhaps most importantly, in light of the controversial beginning of the company, dealer sales agreements have been mailed to the dealers who currently hold franchise agreements from Volkswagen of America and its distributors.

John A. Cook, president of Porsche America, stressed that the agreements went out 30 days ahead of the anticipated schedule. (See story on Page 8.)

Cook also outlined several other key elements under development in the chain of distribution.

1. He denied rumors that Porsche was negotiating with VW to resume distribution and also denied that the company was negotiating with any other auto importer to distribute in the U. S.

2. Sites have been selected for the Western and Eastern distribution centers and parts warehouses and construction will begin shortly. The site of the corporate headquarters has also been selected and offices leased.

3. Air freight of cars is being considered as a method of shipping product to the U. S. as an alternative to using cargo ships.

4. All top executives have been hired by the company though Cook would not reveal their names since some have not left their present positions with other companies.

5. Parts have been ordered from Germany to start service operations on the Sept. 1 start-up date.

• The distribution and parts warehouse sites are key to the operation and both are located at airports, Cook said.

In the West, Porsche America has purchased 15 acres at the Reno airport. This will serve as a storage, pre-delivery and parts warehousing site. A 20,000-square-foot pre-delivery center will be built along with a 100,000-square-foot parts building.

In the East, the company

Continued on Page 8, Col. 1

New products rolling in under eased quota

Japanese set to flex muscle in U. S.

By Joseph Bohn
Marketing Editor

Importers of Japanese cars are busily refilling their supply pipelines and getting ready to flex their market muscle, as new products roll in under what may be their last year of voluntary restrictions.

For Toyota, more liberal quotas, which began in April, provide a chance to push its new 4Runner four-wheel-drive utility vehicle, at the same time a new Cargo Van is arriving in dealerships.

Honda figures it will get enough cars from Japan and Marysville, O., to set an industry record for the highest number of per-dealer car sales this year.

For Nissan, the allotments will give it a chance to beef up 200-SX and 300-ZX sales, and refocus its marketing attention toward cars, easing off a little on trucks.

Nissan's inventory dipped to 15 days' car supply at the end of March, the lowest it's ever been — but mid to late May should see dealers, particularly in the Midwest and East, begin restocking, said Chuck King, senior vice president and general manager of sales.

For Honda, the April 1-March 31 quota period should produce banner sales of over 500,000 cars. Honda's quota was upped to 372,000, and it expects another 140,000 out of Marysville.

The importer is currently signing up new dealers, but not as many as originally anticipated.

Rick Caille, manager of market representation, figures that Honda can get its sales job done with 875 to 900 dealers, rather than the original 1,000 it planned.

Projecting about 875 dealers by calendar year's end and 502,000 sales, Caille estimates that per-dealership sales will climb to 574 in 1984 which will eclipse the previous record 541 car sales per dealership set by Toyota in 1980.

Caille said Honda wants to keep dealership sales and profits high and feels it can increase volume and market share mostly through existing dealers.

Therefore, a minimum of new points are planned — some in metro markets and some in larger single-point markets, being established mostly for customer convenience.

In 1983, Honda averaged 494

Continued on Page 63, Col. 2

breaking news

It's April '85 for Ford Aerostar minivan

DEARBORN. — Ford Motor Co.'s downsized van, the Aerostar, was due to go into production late this year. Things have slipped, however, and Job One rolls in early 1985. The company now is shooting for an April showroom date. Some of Ford's most substantial successes have gone on sale April 17.

New model rolled out in India

MADRAS, India.—Maruti Udyog, Ltd., has started production of a new small passenger car here in a joint venture with Suzuki. Suzuki reportedly has a 26-percent interest in the operation, with an option to increase this to 40 percent. Under the agreement, Maruti is licensed to build cars, vans, microbuses and light trucks with 800 to 1,000-cc engines. Production plans call for 20,000 cars in 1985, rising to 100,000 by 1988.

See BREAKING NEWS, Page 8, Col. 4

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Combined total tops year ago by 17 pct.

Sales swell despite import setback

By Jenny L. King
Staff Writer

Everything was coming up roses for the domestic auto makers as April sales climbed 24.35 percent from their year-ago level.

Dandelions sprouted in the imports' garden, where the total was down 5.28 percent and market penetration shriveled to its smallest share in nearly five years.

Domestic sales totaled 721,091 in April, up 24.35 percent from 579,911 in 1983 and the best for April since 1979 when 763,702 new cars were delivered.

With 25 selling days this year compared with 26 in '83, the daily rate increase was even more impressive: Up 29.32 percent, to 28,844 from 22,304.

April import sales drooped 5.28 percent, to 174,311 from 184,034, carving out a 19.47-percent share of the month's total market. That was their lowest penetration since October, 1979, when their piece was 19.09 percent. Just a year ago, imports earned 24.03 percent; the record for April was 28.93 percent in 1981.

Total new-car sales reached 895,402, up 17.21 percent from 763,945 a year earlier.

Year-to-date domestic sales were up 33.32 percent, to 2,715,427 from 2,036,833. In the past four months, 763,292 new imports were delivered to customers, down 1.10 percent from 771,794 in 1983. Total sales were up 23.86 percent, to 3,478,719 from 2,808,627.

• Ford Motor Co. paced the domestic auto makers in April with its 39.88-percent sales increase. Ford, Mercury and Lincoln dealers combined efforts to deliver 164,055 cars, up some 47,000 units from 117,282 a year ago. General Motors was up 22.86 percent, to 435,908 from 354,804.

Chrysler Corp. reported sales of 86,924 passenger cars, up 10.94 percent from 78,355. American Motors slipped 23.54 percent, to 14,924 from 19,518. Volkswagen moved up 5.86 percent, to 7,119 from 6,725, and Honda surpassed VW and nudged AMC with its sales total of 12,161 U.S.-built Accords, up 276.85 percent from 3,227 a year earlier.

GM's share of the domestic market slipped to 60.45 percent from 61.18 percent in April. Ford climbed to 22.75 percent from 20.22 percent. Chrysler was off to 12.05 percent from 13.51 percent. AMC earned 2.07 percent, down from 3.37 percent. VW sales accounted for 0.99 percent, down from 1.16 percent, and Honda grabbed 1.69 percent, up substantially from just 0.56 percent its first year on the domestics charts.

Buick and Oldsmobile boasted record sales for April and all domestic makes save AMC were on the plus side. Buick was up 12.57 percent to a record 90,785 from 80,646 last year, and Oldsmobile's 102,105 was a best for April and an increase of 16.57 percent over 87,588 a year earlier.

Pontiac was up 54.26 percent, Chevrolet was up 23.41 percent and Cadillac was up 22.95 percent.

At Chrysler Corp., Dodge was up 15.55 percent, Chrysler was up 15.03 percent and Plymouth was up 2.87 percent, Ford Division was up 40.84 percent, Lincoln was up 53.39 percent and Mercury was up 34.39 percent.

AMC was off 76.62 percent, Renault was up 0.07 percent, VW was up 5.86 percent and Honda was up 276.85 percent.

The European importers were busy setting records of their own in April while the Japanese operations, confined by

Continued on Page 66, Col. 3

Where auto market was in April

	Total Sales	Pct. of Total
SUBCOMPACT	128,200	14.32
COMPACT	161,977	18.09
INTERMEDIATE	255,600	28.54
STANDARD	101,029	11.28
LUXURY	74,285	8.30
IMPORT	174,311	19.47
TOTAL	895,402	100.00

RWD Electra finale

Bill Lamb, producer of Buick's Factory Whistle radio show, was at the end of the final assembly line when the last rear-wheel-drive Electra was built in Flint. After producing more than 2.6 million Electras since 1959, Buick will continue to assemble LeSabres and Regals in Flint until 1985, when renovations will be completed for production of a new full-size car at Buick City.

Industry optimistic that standards will be delayed

Makers win split in Clean Air battle

Continued from Page 2

the hazardous pollutant section. These are 0.26 particulates for '86 light trucks and 0.08 for '88 light trucks; for '89 model HDs 0.25, and by calendar 1987, a ban on lead in gasoline.

That section would also address ethylene dibromide and benzene in gasoline by mandating EPA standards.

Also up in the air is a Senate bill. Last March, the Senate Environment Committee, 16-2, reported a reauthorization bill for the Clean Air Act, which left current standards untouched, despite industry's pleas for a lessening of CO controls.

The bill does contain strong anti-tampering provisions — extending to individuals — and anti-fuel-switching provisions. An amendment for a ban on lead in gasoline was also expected when the bill got to the floor, although a separate bill exists and could possibly get attention.

• Now, however, the same stalemate that occurred in the last Congress has become a likely scenario once again — that is, the Senate ready to act but reluctant because of seemingly hopeless controversy in the House.

Actually, the real fight is over acid rain with its enormous political ramifications — Western states pitted against Eastern ones, the smokestacks of the former damaging lakes in the East and in Canada and the high sulfur coal of the East vying in price with scarcer low-sulfur coal.

Nitrogen oxides from trucks, although the industry maintains their contribution is miniscule, have some impact, thus their inclusion along with diesel particulate standards because of the connection between NOx and diesel particulates.

The Ruckelshaus lengthy waiver document spells out all industry and California Air Resources Board arguments over diesel particulates, and concludes with EPA supporting California.

For example, industry says trap oxidizers — regardless of their merits—will not be commercially available by '85 model year. Not so, says CARB.

One by one, Ruckelshaus goes through the company arguments about models companies may have to drop from the rich California market. If Daimler-Benz cannot sell diesels weighing over 3,500 pounds, it can still sell smaller diesels and larger gasoline-powered cars. Even if GM cannot sell 5.7-liter and 6.2-liter engine families, hurting it especially in the light-truck areas, these engines represent only one percent and 37 percent of GM car and light truck sales in the state.

GM has two other diesel engine families to use in meeting '85 state standards even though they cannot be used in GM's biggest cars. As for VW's claims that its largest displacement diesels will be knocked out of the market, six '83 and '84 model engine families meet both '85 NOx and particulate standards.

As for Ford's assertion that it would have to drop its two diesel car engines planned for '85 models for large cars and light trucks, EPA says Ford can still sell a diesel line of light-duty trucks and all but its heaviest diesel cars.

Other makers, including Nissan, Toyota, Mitsubishi, BMW and Peugeot, also filed complaints but EPA says all these (except BMW, which now has certification testing underway) have already certified one engine family capable of staying in the state market.

EPA also rejects arguments by makers and their associations that California should set separate standards for cars and small, medium, and big trucks.

As for the availability of trap oxidizers, Ruckelshaus notes, EPA already found there was enough leadtime for its proposed standards.

New type of headlamp gets tentative approval

WASHINGTON. — A new General Motors-designed sealed-beam headlamp system, tentatively endorsed by NHTSA, offers improvements in lighting, aim, vehicle weight and streamlined design and could serve as the standard for future headlamp systems, according to the agency.

NHTSA has granted the petitions of GM and American Motors and has started rule-making on the four-lamp rectangular headlamps, known collectively as Type F, which are about half the size of the smallest headlamps currently permitted by law.

The Type F headlamps "offer the prospect of improved fuel economy through lighter vehicle weight and more aerodynamic front-end design," the agency said in its rulemaking petition on the 92-mm-x-150mm lights.

GM believes the Type F headlamps offer better upper-beam aiming characteristics than current rectangular sealed-headlamps — conclusions in which NHTSA tentatively concurs after discussing the matter with GM.

"In reviewing the lighting improvements offered by GM such as common aiming/seating planes, reduced sensitivity to horizontal mis-aim and improved total light output with little or no increase in glare, the question arises whether such improvements should be required on future headlamp systems," NHTSA said.

Therefore, the agency in this rulemaking seeks comments not only on the Type F headlamps, but on all headlamp systems.

"In making such comments, segregation of such comments on this petition and on future headlighting would help expedite the review of both," NHTSA said.

The agency is soliciting comments on the rulemaking proposal until May 30.

Record sales, profits compared for quarter

By Kathleen Hamilton
Financial Editor

The domestic auto industry recorded its highest quarterly sales and profits totals ever and set quarterly highs in both columns for the fourth consecutive quarter.

Combined net income for the Big Four last quarter was $3.22 billion, up 232 percent from the $970 million made in the first quarter of 1983.

Sales rose only 37 percent year to year, to $41.89 billion from $30.66 billion.

General Motors, Ford Motor Co. and Chrysler Corp. set any-quarter profits and sales records. Sales for American Motors, at $1.08 billion, were only a first-quarter record. Its all-time high was $1.10 billion, set in the final quarter of 1983.

That final quarter of 1983 was when the previous all-quarter records were set for both sales and profits. Combined net income was $2.20 billion; sales, $39.09 billion.

Traditionally, the second quarter of the year is the strongest period for auto sales and profits, and there is no reason to doubt U.S. auto makers will report even better numbers for this quarter.

Last quarter's profit was nearly a $4 billion turnaround from the corresponding period of 1982, when the auto industry reported a combined net loss of $74 million. And that loss was considerably less than the first-quarter losses of 1980 and 1981: $457 million and $591 million.

BIG FOUR FIRST-QUARTER RESULTS
(In Millions)

	Profits (Loss) 1984	Profits (Loss) 1983	Sales 1984	Sales 1983
American Motors*	$ 5	($ 66)	$ 1,083	$ 782
Chrysler Corp.	706	172	4,915	3,100
Ford Motor Co.	897	211	13,009	10,036
General Motors	1,614	653	22,886	16,744
INDUSTRY TOTAL	$3,222	$970	$41,893	$30,662

*AMC figure includes sales of AM General, sold in September, 1983. If restated to eliminate AM General, 1983 sales would be $637 million and 1983 industry total would be $30.517 billion.

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59th year — No. 5021

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But panic subsides at week's end

Brock touches off furor on quotas

Continued from Page 1

fourth year, which began in March, but the ceiling was raised to 1.85 million cars.

The House sponsor of the UAW's domestic-content legislation, New York Democrat Richard L. Ottinger, said he favors scrapping the quota arrangement in favor of his content bill.

He said import penetration had increased from 16.5 percent in 1979 to 22 percent in 1983, and that Japanese penetration of the American car market would jump to 35 or 40 percent if quotas were lifted.

He also said the quotas have failed to bring about competitive small-car manufacturing in the U. S.

"The American companies are meeting Japanese competition by moving their production overseas," he said. "General Motors alone, in its bid to import 300,000 Isuzus and Suzukis, would jeopardize the jobs of 71,400 American workers."

The UAW said 200,000 jobs would be lost and the Japanese market share could rise to 40 percent if the VRA is dropped.

Both Ford Motor Co. and Chrysler Corp. have said that if GM is allowed to import small cars from Japan, they will begin moving small-car production offshore. Ford already has plans to produce small Mazdas in Mexico. That could mean 50 percent of the U. S.-sold cars could be produced offshore, Bieber said.

"If Brock's view prevails, they won't be punishing General Motors for their excessive executive pay—they will be rewarding them, by making it possible for GM to import small cars from Japan and export American jobs," he said.

He criticized U. S. auto makers for not using some of the bonus money to, instead, reduce car prices.

High bonuses at Ford and GM will make bargaining with them this summer tougher, Bieber said. He said he is still hopeful a strike can be avoided.

Expected record second-quarter profits will "underline the belief that it is time for substantial (wage) increases," he said.

• GM said executive pay was actually 6 percent below the 1978 level if inflation is considered. It argued that compensation should have no bearing on trade negotiations. Removal of quotas instead "should be tied to removal of the nontariff barriers which restrict access of American products to Japanese markets," GM said.

EXECUTIVE COMPENSATION

	1983	1982	% Change
AMERICAN MOTORS			
Paul Tippett, chairman	$ 360,000	$376,536	— 4%
Jose J. Dedeurwaerder, president	250,000	248,738	0%
Jean-Marc Lepeu, vice president	210,000	80,480	16%
George A. Maddox, vice president	172,315	N.A.	
Joseph E. Cappy, group vice president	150,000	N.A.	
CHRYSLER CORP.*			
Lee A. Iacocca, chairman	475,308	365,676	30%
Bennett E. Bidwell,** executive vice president	415,069	N.A.	
Gerald Greenwald, vice chairman	351,254	252,352	39%
Harold K. Sperlich, president	327,169	255,470	28%
Stephan Sharf, executive vice president	275,633	229,180	20%
FORD MOTOR CO.			
Philip Caldwell, chairman	1,420,534	446,328	218%
Donald E. Petersen, president	1,113,256	366,427	204%
Harold A. Poling, executive vice president	924,890	282,917	227%
Will M. Caldwell, executive vice president	871,012	280,003	211%
Thomas C. Page, executive vice president	721,150	252,280	186%
GENERAL MOTORS CORP.			
Roger B. Smith, chairman	1,511,584	565,134	167%
F. James McDonald, president	1,345,233	498,184	171%
Howard H. Kehrl, vice chairman	1,252,322	462,134	171%
Reuben R. Jensen, executive vice president	1,104,849	410,634	169%
F. Alan Smith, executive vice president	1,019,449	307,634	231%

* Chrysler 1983 compensation figures incomplete. Stockholders will be asked to approve a bonus payment plan at annual meeting.

**Includes one-time payment equal to amount Bidwell forfeited from former employers by joining Chrysler.

NOTE: Compensation figures include salary, stock and cash bonuses awarded for 1983 and benefits listed in proxy statements. They do not include stock options, granted to all executives listed except for Ford officials. Income generated from the exercise of stock options or stock appreciation rights is not included.

Ford has invested $10 billion in machinery and $7 billion in R&D in the U. S. during the restraint period, Chairman Philip Caldwell said.

"It is surely too soon to give the game away," he said. "When the patient is just recovering from pneumonia, it doesn't make much sense to open the windows and let the cold air blow in."

The industry's problems aren't over, and they can't be solved by mediocre management, he said. Bonuses are necessary to attract and keep good management, he said.

Ford's bonus plan has been in effect 29 years, so the 1983 bonuses "were not a sudden raid on the company's treasury." They were simply the first bonuses in four years, because bonuses are paid only in profitable years, Caldwell said.

Chrysler shareholders have not yet approved a bonus plan for executives for 1983. But its executives have been the most outspoken on the need to continue quotas until taxation and currency barriers are lifted.

"We are surprised our chief trade negotiator would throw away a bargaining chip like the import restraints," Chrysler said. "That is no way to represent American interest abroad or at home."

American Motors refused to comment, saying it expects the debate to continue for another 11 months, when the quota agreement will expire.

Even if quotas are lifted, auto analyst Arthur Davis, of Prescott, Ball & Turben, expects the Japanese Government to closely monitor auto exports to the U. S., in effect maintaining an informal quota.

• The Japanese share will not shoot up suddenly because inventories have to be rebuilt and because of price competition from domestic small cars, he said.

Other analysts agreed. Thomas F. O'Grady, director of automotive services at Chase Econometrics, predicted an unrestrained market would find an import share of about 30 percent.

David Healy, of Drexel Burnham Lambert, said the Japanese share would be 23 to 24 percent, the total import share 29 to 30 percent. The market demand for larger cars will limit a Japanese surge, he said.

Robert McElwaine, president of the American International Automobile Dealers Assn., said that if the record profits, "exorbitant" bonuses and anticipated high wage demands are the result of the quotas, than the Administration should remove the limits now.

Meluzio is sole owner

YORK, Pa. — Don Meluzio has become sole owner of York Chrysler-Plymouth here. He invested in the dealership in 1980 under the Chrysler Marketing Investment Program.

PAYING OFF THE BRASS

	Executive Compensation			Executive Compensation Per Vehicle			Executive Compensation Per Employe		
	1983	1982	% Change	1983	1982	% Change	1983	1982	% Change
AMERICAN MOTORS									
Top 5 executives	$ 1,135,415	$ 1,219,597	— 8%	$2.96	$4.26	— 31%	$ 43.84	$50.19	+ 13%
Top 22 executives	3,114,440	N.A.	N.A.	8.12	N.A.	N.A.	120.25	N.A.	N.A.
CHRYSLER CORP. (Incomplete; See Note 1.)									
Top 5 executives	1,844,433	1,303,403	+ 42%	1.23	1.10	— 12%	22.64	17.68	— 28%
Top 33 executives	6,083,894	N.A.	N.A.	4.07	N.A.	N.A.	74.67	N.A.	N.A.
FORD MOTOR CO.									
Top 5 executives	5,050,842	1,627,955	+210%	1.02	3.81	+ 73%	13.29	4.29	+210%
Top 45 executives	22,349,904	N.A.	N.A.	4.53	N.A.	N.A.	58.80	N.A.	N.A.
GENERAL MOTORS									
Top 5 executives	8,233,437	2,243,720	+178%	0.80	0.36	+122%	9.02	3.42	+164%
Top executives	29,614,327	10,119,771	+193%	3.81	1.62	+135%	42.86	15.40	+178%

NOTES:

(1)—Executive compensation includes salaries, stock and cash bonuses and benefits other than retirement. It does not include stock options, which were granted by all auto makers except Ford. Chrysler stockholders have not yet approved executive bonus package.

(2)—Employe figures used in computation are average employment levels for the years, with the exception of AMC. Its year-end employment level has been used.

(3)—GM figures represent compensation for 55 executives in 1983, 57 in 1982. Proxy statements of other makers don't break out comparable figures for 1982.

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Dressing up

Ford's Thunderbird is dressed up with nose cover, rocker panels and rear spoiler molded from Union Carbide RIM urethane elastomers by Zefflamp Industries, Inc. The parts comprise the Thunderbird Dress Up Kit designed and marketed by Spoilers Plus, Blauvelt, N. Y.

Unhappy diesel owners unite, plan to give GM their terms

By Richard Johnson
Staff Writer

Four consumer groups that were formed to represent unhappy owners of General Motors diesel cars have united under one name and are preparing a letter to the corporation setting ground rules for future settlement negotiations.

The four groups are the Chicago-based General Motors Diesel Users Demanding Satisfaction (GM-DUDS), Lemon-On-Wheels from the New York area, the Seattle-based Consumers Against General Motors and Disgruntled Diesel Owners (D-DOG), of Virginia.

During a recent meeting in Reno, the organizations linked their efforts under the name GM Consumer Group, Intl. Buddy Finkelberg, head of GM-DUDS, said the association represents about 47,000 "card-carrying" members of the four regional groups and about 70,000 diesel owners who are in contact with the organizations.

"The intent is to share the wealth of knowledge we all have and give direction to one another," said Finkelberg. "The executives of each local group will serve on the board of directors."

Customer dissatisfaction stems from Oldsmobile's 5.7- liter, V-8 diesel engine installed in Oldsmobile, Cadillac, Chevrolet, Pontiac and Buick models from 1978 through 1981. Owners have alleged a variety of mechanical problems and filed numerous lawsuits against GM, including several class actions.

The four organizations are in various stages of negotiation with GM.

However, GM-DUDS recently broke off talks with the corporation, claiming GM reneged on a promise to compensate for lost cash value and provide an extended warranty. GM spokesmen have denied that cash reimbursement of any lost value or extended warranties were part of their agreement.

The issue of resale value has been the most significant bone of contention between owner groups and the corporation. Finkelberg said a letter being composed by the new group's attorneys seeks to discuss reimbursement for loss of value, extended warranties and reimbursement for repairs.

Finkelberg said the new organization plans "a national promotion" if GM does not proceed with what he termed "fair" negotiations by "late May or early June." He declined to offer details of the promotion.

The FTC last fall approved a nationwide arbitration program to settle owner disputes arising from the V-8 diesel and GM gasoline engine and transmission problems. Rulings by Better Business Bureau arbitrators are binding on the corporation, but not on car owners.

Illinois Sunday close upheld; some dealers continue fight

CHICAGO. — A group of dealers interested in doing business on Sundays is challenging a recent Illinois Supreme Court ruling that upheld a "blue law" prohibiting Sunday auto sales in that state.

The law became effective Jan. 1, 1983, but has not been enforced because the case was on appeal.

Attorney Robert E. Gordon, representing a group of about eight dealers doing business on Sundays, said he will first challenge the law by asking for a rehearing, then will take it to the U. S. Supreme Court.

The dealers earlier challenged the law mandating Sunday dealer closings on grounds it discriminated against a particular type of business. Their challenge, upheld by a Circuit Court ruling was overturned.

The Sunday-closing law in its most recent form was initiated by Illinois auto dealer groups representing some 2,000 members, said Dennis M. O'Keefe, attorney for the Chicago Automobile Trade Assn. and the Illinois New Car and Truck Dealers Assn.

An earlier, 1962 Illinois law prohibiting Sunday car sales was overuled by the state's Supreme Court. O'Keefe said about a dozen such state laws have been ruled constitutional; another half dozen have been overturned at the state level. None has been heard by the U. S. Supreme Court, he said.

Company plans better communication with dealers

Rolls-Royce sees 15 pct. sales gain

By John A. Russell
New York Staff Writer

LYNDHURST, N.J. — Anticipating a 15-percent sales increase in 1984, Rolls-Royce Motors, Inc., is taking steps to ensure continued growth by increasing the sales of communication with its dealer body.

Robert Schwartz, recently appointed executive vice president of the company, said that this communication would be a key to Rolls-Royce's planning for the U.S. market.

Schwartz, who assumed his post several months ago, was formerly vice president for North American sales at American Motors.

After coming off a relatively poor 1982, the company rebounded in 1983 to a 15-percent sales increase to 1,050 units. Schwartz expects 1984 to show another 15-percent gain.

But this is not the same market as it was five years ago. For Rolls-Royce, two changes have occurred. The model mix now is dominated by the larger, more expensive ($108,000) Silver Spur and the Rolls-Royce buyer is changing.

As for the model mix, Schwartz said this has been gradually shifting over the past several years until it reached 60 percent Spurs to 40 percent Spirits. At $98,000, the Silver Spirit once led sales for Rolls-Royce in the U.S. with percentages exactly the opposite of today.

But, Schwartz said, "Americans are the kind of customers who want the larger cars" and the extra four inches on the Spur plus several more luxury items seems to be the attraction.

Today, the Rolls-Royce customers are younger, still as affluent, but expecting to have their purchases justified in their minds. In addition, 12 percent are women.

The median age of buyers has dropped considerably over the past several years. Once it was in the mid-50s and today it is in the mid-40s, Schwartz said.

Consumer attitudes also have changed in the past five years.

Rolls-Royce over the years has appealed to the status-consciousness of its customers by bluntly stating that Rolls-Royce cars are the best. Now, however, customers want to see reasons to back up those statements, Schwartz said.

Consequently, Rolls-Royce developed more of a technical advertising campaign explaining the craftsmanship involved in building each automobile. Here, individual craftsman are featured in the copy to stress the technical points.

Schwartz is most adamant on one fact: Rolls-Royce is part of the auto business, not apart from it.

The company faces many of the same problems other manufacturers and importers confront, though on a different scale, he said.

Communication with the 70 dealers is high on his list of priorities.

A dealer meeting has been scheduled for the spring to explain the advertising and marketing strategy now under development.

In line with this, Schwartz said the company would be attending the NADA convention next year, as it did this year, and he also is planning a dealer announcement for new models in December.

Rolls-Royce has not been involved with these types of actions on a regular basis in the past. Schwartz said, "we have to be closer to the dealer organization so we can do it together."

Also, he is planning to take dealers to the factory at Crewe, England, so they can see how the cars are built. Once the dealers see "how it (Rolls-Royce) is different" they can "tell people the difference," he said.

The U.S. market is being emphasized by the factory, he said, since it accounts for 50 percent of Rolls-Royce production. The models now offered in the U.S. are better tuned to the desires of the U.S. buyer, he said, and this will continue.

He is also stressing service and parts. Schwartz said today parts can be obtained overnight and service is being emphasized throughout the organization.

Rolls-Royce intends to hold the line on prices for as long as possible, according to Schwartz. There was not a price increase for 1984 and in 1983 the company had a price reduction. The goal in holding the line on pricing is to expand the market, he said.

Longer rebuttal period set on used-car rule

WASHINGTON. — An extra rebuttal period is being offered by the FTC for the public to comment on NADA's cost-benefit study of the still pending used-car rule. Closing date is May 14.

The decision already has been delayed beyond the usual rebuttal period.

Honda to give up production of midget van, truck

TOKYO.—Honda plans to end production of its TN Acty 550-cc van and truck and subcontract the job to one of its suppliers instead.

Yachio Industry has concluded a deal with Honda under which it will build the midgets starting in the summer of 1985, thus freeing up some extra capacity for Honda's other models at the Suzuka factory.

Yachio is now making three-wheeled cycles, fuel tanks, air cleaners and some minor assemblies for Honda motorcycles. It is investing $40 million in its Yokkaichi plant.

To build the vans at a rate of 10,000-12,000 a month, a body welding shop, paint shop and final assembly shop are to be built covering 400,000 square feet. Honda will supply the pressings and the engines and transmissions.

The timing of the move is significant. By the summer of 1985, Honda will want to install tooling for the XX executive car developed jointly by Honda and BL in time for production to start in 1986.

Whether the XX car will be built at Sayama or Suzuka is not yet known, but the move will give Honda sorely needed capacity.

'Hands-free' cellular phone offered on 1984 Mark VII

DETROIT. — Lincoln-Mercury customers now may order factory-installed "hands-free" cellular mobile telephones on the '84 Continental Mark VII.

The option is priced at $3,700.

The phone system permits persons, after dialing, to talk through a microphone concealed in the headlining of the car and to listen through the car's regular sound system speakers. The driver may talk while keeping both hands on the steering wheel.

The "hands-free" feature ensures that all who ride in the car may talk through the omnidirectional speaker and all who ride may listen.

The phone's dialing buttons are integrated into the Mark VII's console between the two front seats. The only indication that there is a mobile phone in the car is the short pigtail antenna on the deck lid.

Drivers who wish traditional telephone calling or who wish privacy in listening may use a handset integrated into the car's console.

Robert L. Rewey, L-M general manager, said, "As the new mobile phone market takes shape, we plan to offer the 'hands-free' phone on other L-M products."

The telephone is designed to work with cities offering the cellular mobile radio system—to date, Chicago, Washington, Baltimore, Indianapolis and Milwaukee.

Scheduled to be in service by the end of 1984 are Atlanta, Boston, Buffalo, Cincinnati, Cleveland, Dallas, Denver, Detroit, Houston, Kansas City, Los Angeles, Miami, New Orleans, New York, Philadelphia, Phoenix, Pittsburgh, St. Louis, San Francisco, Seattle and Tampa.

The mobile telephone hardware is being supplied by Motorola, Inc.

No hands!

The '84 Continental Mark VII cellular mobile telephone concept car features "hands-free" operation. Driver speaks into a hidden microphone in the headlining of the car and listens through the car's regular entertainment system speakers.

IMPORT SALES BY MODEL

	March, 1984	March, 1983	3 Months, 1984	3 Months, 1983
Alfa Romeo	341	320	709	609
Audi	6,634	3,651	17,296	9,293
4000	1,526	985	3,790	2,556
4000d	.....	170	.....	532
5000S	4,076	1,151	9,912	3,045
5000d/td	.....	725	.....	1,520
5000 S turbo gas	411	253	1,715	670
Coupe	329	261	899	793
Quattro	1	73	8	177
4000 S Quattro	291	.....	972	.....
Tourist	.....	33	.....	50
BMW	5,890	4,707	15,395	12,607
325e	420	.....	420	.....
318/320	3,281	2,574	9,198	7,540
528/533	1,322	1,378	3,209	3,304
633	272	250	711	585
733	595	505	1,857	1,178
Chrysler/Mitsubishi	6,624	8,885	22,471	22,980
Colt	5,159	6,204	17,239	16,399
Conquest/Sapporo/Challenger	688	2,681	2,273	6,581
Vista	777	.....	2,959	.....
Fiat	.....	300	.....	1,276
Honda	36,592	29,958	103,842	88,416
Civic	12,034	12,241	34,335	37,616
Civic CRX	3,495	.....	10,529	.....
Accord	13,841	17,694	39,755	50,418
Prelude	7,222	23	19,223	382
Isuzu	1,014	3,023	3,669	5,668
I-Mark	228	3,023	1,091	5,668
Impulse	786	.....	2,578	.....
Jaguar	1,786	1,441	3,871	2,958
XJ6	1,507	1,164	3,337	2,435
XJS	279	277	534	523
Lancia	.....	30	.....	175
Mazda	14,930	18,196	40,424	45,483
GLC	4,018	5,432	10,424	12,528
626	6,149	6,766	16,800	18,818
RX-7	4,763	5,998	13,200	14,137
Mercedes-Benz	7,947	6,954	20,584	16,013
190D	534	.....	1,993	.....
190E	1,495	.....	3,294	.....
240D	2	1,373	15	3,071
300D	1,675	1,843	4,291	4,291
300CD	167	166	399	406
300TD	244	230	685	608
300SD	1,608	1,681	4,214	3,727
380SE	614	.....	1,559	.....
500/380SEL	431	493	1,128	1,272
380SL/SLC	977	975	2,496	2,204
500/380SEC	200	193	510	434
Mitsubishi	3,304	3,222	9,887	7,091
Starion	719	544	2,003	1,266
Cordia	1,190	1,336	3,985	3,004
Tredia	1,395	1,342	3,989	2,821
Nissan	43,024	49,223	115,116	135,733
210	.....	48	.....	290
Sentra	16,060	19,672	47,208	56,883
310	.....	342	1	1,566
Pulsar	3,429	5,404	9,182	15,131
Stanza	3,563	5,267	11,704	14,730
Maxima	5,666	6,163	14,955	16,404
200SX	6,819	4,556	11,357	11,513
300ZX/280ZX	7,191	7,258	19,476	18,025
Hawaii	296	513	1,233	1,191
Peugeot	1,672	1,613	4,691	3,724
Porsche	2,319	1,980	6,271	4,940
944	1,445	1,024	3,987	2,524
911SC	612	631	1,606	1,502
928	262	273	678	805
Tourist	.....	51	.....	111
Renault	1,123	2,422	3,255	5,930
LeCar	.....	1,231	.....	2,672
18i	135	303	338	721
Fuego	988	888	2,917	2,537
Saab	3,279	2,245	8,415	5,999
900	840	572	2,234	1,504
900S	999	588	2,433	1,484
Turbo	1,388	1,066	3,580	2,954
Tourist	52	19	168	67
Subaru	11,637	14,383	38,511	38,642
Toyota	39,274	51,505	119,145	135,954
Starlet	7	990	257	3,189
Corolla	10,935	13,290	33,937	35,899
Tercel	6,650	14,996	22,027	42,865
Celica	7,097	10,240	20,064	28,255
Supra	2,115	3,299	6,383	8,616
Camry	6,612	4,180	17,736	4,676
Corona	.....	2	.....	12
Cressida	2,816	3,664	8,217	9,843
Land Cruiser	181	435	401	1,360
VanWagon	2,301	.....	7,866	.....
Hawaii	560	409	2,257	1,239
Volkswagen	10,487	8,140	28,176	20,733
Rabbit Convertible	1,015	1,325	2,559	2,949
Jetta	4,090	1,949	11,938	4,993
Vanagon	1,742	1,363	4,792	3,681
Quantum	1,536	1,818	4,064	4,619
Scirocco	2,104	1,685	4,823	4,495
Volvo	9,742	8,265	27,238	22,931
DL	4,650	4,040	13,097	11,592
GL	2,681	1,639	7,328	4,604
GLT/Turbo	841	1,098	2,841	3,191
GLE	.....	25	.....	161
DL/GL Diesel	333	462	966	1,562
Coupe	.....	2	.....	6
760 (gas)	591	582	1,564	873
760 TurboDiesel	319	216	874	512
Tourist	327	201	568	431
TOTAL	207,619	220,479	588,966	587,196

Increases sales at McCafferty Ford

Paint/body work is boon for dealer

LANGHORNE, Pa.—About 18 months ago, Fran DiDonato was called in by Gary Buch, the new owner of McCafferty Ford, to launch the dealership in the paint and body business. Up to that time, the 30-year-old dealership only sold cars.

"All it did have in the way of paint and body service was a painter and body man who did a minimal amount of service, such as taking out a small dent or making a touch-up, DiDonato said.

"Where more work was needed, the job was sent out and this dealership never accepted any body or paint work as such," he said.

When Buch took over, he decided that this had to be changed.

It was quite obvious to the owner that a paint and body shop influenced customers' buying decisions. That for the most part, car buyers wanted to do business with a dealership that also did its own servicing. And since his dealership intended to do this, it might just do other work as well.

At the time, DiDonato was the body shop foreman in another deal. He implored the management to place greater emphasis on its body shop, but there was great reluctance.

"Competition is going to get more intense between new-car dealers and the cost of body repairs is going to increase," DiDonato said.

"In order to sell more cars and to hold down the cost of repairs, it is going to become increasingly more important that a body shop update its equipment. And if it is already doing this, it might just as well take in other work because of its profit-making opportunity.

"The shop that doesn't update itself is going to be out of business. And if it's a body shop in a dealership, it is going to create a hardship on the sale of new cars. And since I was working for a dealership that didn't want to face these facts, it meant that it had nowhere to go."

When Buch told DiDonato to set up a shop the way he thought it should be, he seized the opportunity to develop a growth situation.

"We now have 11 men in our shop, and I am getting ready to put on a couple more," DiDonato said.

"And in the past 18 months, this dealership has been selling more cars than in any other 18-month period. And also doing its paint and body work at a lesser cost.

"Moreover, we are continually attracting more outside work without doing any advertising. We will begin to advertise as soon as we feel that we will be able to handle all the extra work that this will attract to our body shop.

"Right now, word of mouth and satisfied customers are all we need to keep us busy. And body work can be profitable when you have the right equipment and men to do the job."

To place greater emphasis on its new paint and body-work department, McCafferty Ford put up a separate 9,000-square-foot shop. At the suggestion of DiDonato, it was divided into a separate frame and paint area to ensure safer and cleaner working conditions.

"Without question, our equipment and workmanship is responsible for the growing number of estimates that we are now making weekly," DiDonato said.

"We now do better than 100 a week. And we credit the high percentage of work orders that they produce to the appeal that our shop has to the motorist who comes here."

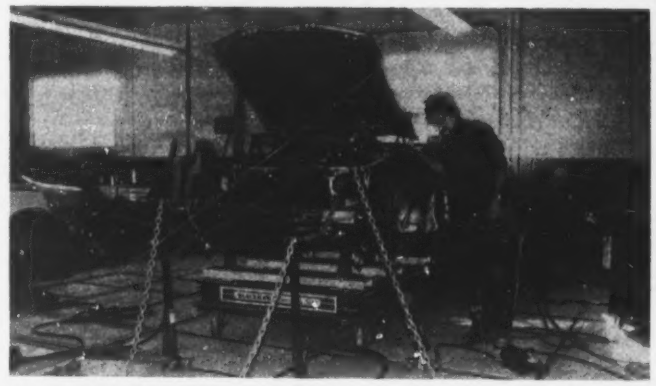
Currently, DiDonato is thinking of adding another bench and paint booth.

"Our body shop has had a tremendous effect on this dealership's direction," said DiDonato.

Office in Washington opened by Subaru

WASHINGTON. — Subaru of America, Inc., is opening a Washington office at 1700 K Street, N.W., Suite 901, Washington, D.C. 20006.

Responsibilities at the new location will be handled by Carina Kjellstrom, Governmental Affairs Washington representative for Subaru.



A good influence

McCafferty Ford, Langhorne, Pa., found that adding a paint and body shop to its new-car sales operations has positively influenced customers' buying decisions.

Japan's first-quarter sales up 5 pct. with record March

TOKYO.—Passenger-car sales set an alltime record in Japan in March at 452,216 units against 413,083 in March, 1983. That increase of 9.47 percent bodes well for the industry for the rest of the year, especially as the year started badly.

January is always a bad month for auto sales and only Toyota and Daihatsu increased sales in January over 1983.

Despite the bad start, overall sales of passenger cars increased by 5.84 percent for the first quarter — up from 803,123 to 849,985 units.

The 550-cc midgets, which have been gaining more ground than the larger autos for some time, are now losing out, increasing sales by about 4 percent against 6 percent for larger cars.

Overall, the biggest surprises were in the top-sellers' list, with the Nissan Sunny (Sentra) coming out as biggest seller not just for March but for the quarter as a whole, when its sales totaled 54,727, against 51,763 Corollas.

This is really bad news for Toyota, since it usually does well in March, the biggest sales month of the year.

Overall, Toyota did sell a lot of cars in March — 182,598 against 162,911 a year ago—but the front-drive Corolla slipped back a little compared with the previous model.

Thanks to the popularity of the Sunny, Nissan was able to increase sales over the period compared with last year, but failed to increase market share. In fact, its share dropped marginally from 30.7 to 30.6 percent, whereas Toyota pushed upwards from 41.6 to a dominant 43 percent.

Honda (7.6 percent), Mazda (7.0 percent) and Mitsubishi (5.4 percent) all lost market share slightly, the difference being that whereas Mitsubishi increased sales, and Honda remained steady, Mazda sales fell back.

The result is that whereas Mazda outsold Honda in the first quarter of 1983, this year the tables were turned—60,800 Hondas were sold against 56,195 Mazdas.

Mitsubishi trailed at 43,000 units, and the new Colt models, despite being introduced last fall, failed to equal sales of the previous model in the same period. The Sigma, introduced at about the same time, however, is about 30 percent ahead of its predecessor.

Whereas diesel auto sales have been increasing rapidly over the past two years, as a number of new models have been introduced, there has now been a mild setback, with sales down from 50,600 to 47,800 for the quarter.

The reduction is fairly widespread across the board, owing to the receding fear of a fuel shortage. If it continues, Isuzu seems certain to suffer most, especially since the R-car replacement for the aging Chevrolet Gemini is not due until late fall at the earliest.

factories list auction dates

American Motors

May 8—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

May 9—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

May 10—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

May 11—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

May 15 — D-A Auto Auction, New Stanton, Pa.

May 16—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

May 17 — Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

May 22—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

May 23—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

May 24 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

May 25—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

May 29—D-A Auto Auction, New Stanton, Pa.

May 30—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

May 31 — Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Ford Motor Co.

May 9—Arena Auto Auction, Chicago, Ill.; Brasher's Southern California Auto Auction, Fontana, Calif., and Clanton's Auto Auction, Darlington, S. C.

May 10—Dallas Auto Auction, Dallas, Tex.

May 15 — Harrisonburg Auto Auction, Harrisonburg, Va.

May 16—Lakeland Auto Auction, Lakeland, Fla.

May 17—Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

May 22—Aptco Auto Auction, Taylor, Mich.

May 23—Concord Auto Auction, Acton, Mass.; Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 31—Skyline Auto Exchange, Fairfield, N. J.

Chrysler Corp.

May 8 — Hatfield Auto Auction, Hatfield, Pa.; High Point Auto Auction, High Point, N. C., and South Seattle Auto Auction, Kent, Wash.

May 9—Columbus Fair Auto Auction, Columbus, O.

May 10 — Evansville Auto Auction, Evansville, Ind.; 166 Auto Auction, Springfield, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

May 11—Concord Auto Auction, Acton, Mass.

General Motors

May 8—Florida Auto Auction of Orlando, Orlando, Fla.

May 9—Hatfield Auto Auction, Hatfield, Pa., and Northstar Auto Auction, Shakopee, Minn.

May 10—Nashville Auto Auction, Nashville, Tenn.

May 15—Southern Auto Auction, E. Windsor, Conn.

May 16—Metro Auto Auction, Kansas City, Mo.

May 17 — Indianapolis Auto Auction, Indianapolis, Ind.

May 22—Seattle Auto Auction, Kent, Wash.

May 23—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C.; Brasher's Auto Auction, Fontana, Calif., and Omaha Auto Auction, Omaha, Neb.

May 24—Butler Auto Auction, Gibsonia, Pa.

May 31—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Used Car Sales

Auction Averages

May to date	$5,483
Month ago	$5,244
Year ago	$4,914

Model breakdown

Auction Averages

	MAY TO DATE	APRIL	MARCH
1984	$14,246	$13,891	$12,302
1983	8,349	8,850	8,066
1982	6,958	6,589	6,357
1981	5,508	5,344	5,393
1980	4,789	4,621	4,351
1979	4,061	4,008	3,698
1978	2,237	2,910	2,744
1977	1,590	2,159	2,365
Overall Average	$ 5,483	$ 5,418	$ 5,162

auction directory

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday—11 A.M. Pickup service.

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UAW's Ephlin cites job security as top goal

'No single issue' can cause strike

By Marjorie Sorge
Labor Editor

DETROIT. — There is no single issue that could cause a strike during this year's bargaining between the UAW and Ford Motor Co. and the UAW and General Motors, according to union Vice President Donald F. Ephlin.

The union's chief issue in this year's bargaining is job security, and the UAW plans to build on certain issues negotiated in the 1982 agreement. That includes more lucrative profit-sharing formulas at both companies.

Contracts between the UAW, Ford and GM expire at midnight Sept. 14.

But, Ephlin said, given the high profits of the Big Two in 1983 and during the first quarter of this year, the workers "have the right to expect economic increases." He said the workers have not had a real wage increase in three years.

Ephlin also warned that high executive bonuses were sending the wrong message to the workers and government, leading many to believe the industry is no longer in trouble.

"The industry is not back; there are still serious corporate problems," he said.

While Ephlin said he hopes the union chooses to bargain at GM first to set the pattern for the contract, he emphasized that whichever company is chosen as the "strike target," the contract negotiated there will be expected to be accepted by the other company.

The UAW is not looking for a strike in this year's negotiations, Ephlin said, emphasizing that there is no single issue which could back the union into a strike. That happened in 1970, when the major demand was lifting the cap on the cost-of-living-adjustments (COLA) which made a strike "almost inevitable," he said.

• Some analysts have predicted that the UAW has to strike this year because of the high profits, executive bonuses and the need for Owen Bieber, new UAW president, to prove himself as the union leader.

Ephlin said such predictions were "nonsense."

Other analysts have predicted that the union will not strike because it is an election year and it could damage the chances of the Democratic candidate. But Ephlin said a strike is not a political issue and reminded reporters that 1976 was also an election year and there was a strike at Ford.

Ephlin was speaking to reporters following a meeting of the President's Commission on Industrial Competitiveness, of which he is a member.

During last week's meeting, the commission called for greater labor-management cooperation to improve the U.S. competitive position in world markets, but it offered few specifics on how to accomplish that.

The commission did make six recommendations:

1. Endorsed the principle of labor-management cooperation, open communications and worker participation in company decisions.

2. More effective use of computers in elementary and secondary education through software research and teacher training.

3. A public-private sector partnership offering technical assistance to schools, providing coordinated services to assist potential dropouts and other troubled students.

4. Improved trade law practices, including streamlining and clarifying anti-dumping and counter-ailing-duty measures.

5. Congressional enactment of the Foreign Sales Corporation Act (FSC), the Administration's alternative to the Domestic International Sales Corp. (DISC). FSC would allow U. S. firms to establish subsidiaries managed outside the U. S. which would engage in exporting and would become eligible for certain tax exemptions on export income.

6. Incentives to increase the number and quality of engineering graduate students and faculty members and increased funding support for engineering equipment and research.

U. S. CAR SALES BY MARKETING UNITS

	April, 1984	April, 1983	4 Mos., 1984	4 Mos., 1983
Chevrolet	148,363	120,221	544,514	401,152
Ford	108,301	76,897	430,711	301,284
Oldsmobile	102,105	87,588	393,683	318,394
Buick	90,785	80,646	317,161	263,120
Toyota	31,971	39,530	151,116	175,484
Pontiac	64,429	41,766	242,302	148,459
Nissan	30,357	41,111	145,473	176,844
Mercury	43,811	32,599	173,679	118,313
Honda	40,011	30,503	172,949	124,017
Dodge	35,753	32,153	137,579	113,065
Plymouth	28,741	28,575	113,052	100,360
Cadillac	30,226	24,583	106,299	90,875
Chrysler/Imperial	27,968	24,540	103,371	81,112
AMC-Renault	15,877	22,600	68,648	75,557
Mazda	11,229	13,817	51,653	59,300
Volkswagen of America	26,450	18,352	99,156	70,779
Subaru	11,427	13,452	49,938	52,094
Lincoln	11,943	7,786	47,594	31,574
Volvo	10,360	8,172	37,598	31,103
Mercedes-Benz	7,097	6,309	27,681	22,322
BMW	7,438	3,334	22,833	15,941
Mitsubishi	2,584	1,858	12,471	8,949
Saab	3,690	2,773	12,105	8,772
Isuzu	997	989	4,666	6,657
Jaguar	1,571	1,536	5,442	4,494
Peugeot	1,606	1,093	6,297	4,817
Fiat	.....	873	.....	2,875
Alfa Romeo	312	289	1,021	898
TOTAL	895,402	763,945	3,478,719	2,808,627

IMPORTED CAR SALES

	April, 1984	April, 1983	4 Mos., 1984	4 Mos., 1983
Alfa Romeo	312	289	1,021	898
Audi	7,093	3,392	24,389	12,735
BMW	7,438	3,334	22,833	15,941
Conquest/Challenger	511	1,348	1,721	5,072
Plymouth Colt	1,782	2,122	9,806	9,544
Dodge Colt	2,019	2,424	11,234	11,401
Fiat	.....	773	.....	2,541
Honda	27,850	27,276	131,692	115,692
Isuzu	997	989	4,666	6,657
Jaguar	1,571	1,536	5,442	4,494
Lancia	.....	100	.....	334
Mazda	11,229	13,817	51,653	57,300
Mercedes-Benz	7,097	6,309	27,681	22,322
Mitsubishi	2,584	1,858	12,471	8,949
Nissan	30,357	41,111	145,473	176,844
Peugeot	1,606	1,093	6,297	4,817
Porsche	2,312	2,365	8,583	7,305
Renault	953	3,082	4,223	9,012
Saab	3,690	2,773	12,105	8,772
Conquest/Sapporo	372	1,019	1,435	3,876
Subaru	11,427	13,452	49,938	52,094
Toyota	31,971	39,530	151,116	175,484
Vista	854	.....	3,813	.....
Volkswagen	9,926	5,870	38,102	26,607
Volvo	10,360	8,172	37,598	31,103
TOTAL	174.311	184,034	763,292	771,794

April sales swell despite setback for import cars

Continued from Page 3

import restrictions, were down for the most part.

Porsche-Audi reported its second monthly record in as many months, BMW had a record April, Jaguar set another record, as did Mercedes-Benz and Saab. Volvo broke into the five-digits arena with whiz-bang sales of 10,360 new passenger cars in April.

Toyota was down 19.12 percent, Nissan was down 26.16 percent, Honda was up a few hundred units, Mazda was down 18.73 percent and Subaru was down 15.05 percent.

With imports slipping to 19.47 percent of the month's market, the remaining pie was sliced as follows: Intermediates with 28.54 percent, compacts with 18.09 percent, subcompacts with 14.32 percent, standards with 11.28 percent and luxury models with 8.30 percent.

Excluding imports, intermediates had 35.45 percent, compacts had 22.46 percent, subcompacts had 17.78 percent, standards had 14.01 percent and luxury cars had 10.30 percent.

Third-period domestic sales were up 20.66 percent, to 278,540 from 230,846. The daily selling rate was up 35.74 percent, to 34,818 from 25,650, with eight days this year compared with nine in 1983.

GM was up 20.56 percent, Ford was up 36.07 percent, Chrysler was up 1.38 percent, AMC was off 26.79 percent, VW was down 12.76 percent and Honda was up 310.50 percent.

The market-class breakdown was 58.94 percent for GM, 23.59 percent for Ford, 12.23 percent for Chrysler, 2.02 percent for AMC, 1.16 percent for VW and 2.06 percent for Honda.

DOMESTIC CAR SALES

	April 21 to April 30, 1984	Same Period, 1983	April, 1984	Same Month, 1983	April 30, to Jan. 1, 1984	Same Period, 1983
Alliance	.....	.....	7,708	13,509	26,189	46,517
Encore	.....	.....	5,506	.....	18,583	.....
Renault Total	5,114	.....	13,519	13,509	54,359	46,517
Spirit	.....	.....	.....	737	.....	2,336
Concord	.....	.....	.....	2,191	.....	6,425
Eagle	500	.....	1,405	3,081	5,077	11,285
AMC Total	500	.....	1,405	6,009	7,140	20,046
AMERICAN MOTORS*	5,614	7,668	14,924	19,518	64,425	62,603
Horizon	2,598	1,943	6,764	4,411	27,700	13,841
Turismo/TC3	1,869	1,465	4,467	3,179	15,372	10,356
Reliant	4,468	6,651	12,964	15,827	51,924	55,275
Plymouth	757	831	1,968	2,017	4,984	7,468
Plymouth Total	9,692	10,890	26,163	25,434	99,980	86,940
Laser	2,024	.....	4,847	.....	18,116	.....
LeBaron K	3,674	2,956	8,931	7,399	32,081	25,606
Cordoba	.....	656	.....	1,618	136	5,431
Fifth Avenue	2,717	3,310	7,069	8,474	24,381	27,880
E-Class	998	1,277	2,817	3,215	10,996	12,259
New Yorker E	1,707	1,439	4,304	3,608	17,661	9,153
Chrysler Total	11,120	9,638	27,968	24,314	103,371	80,329
Total Imperial	.....	82	.....	226	.....	783
Omni	2,485	1,846	6,084	3,759	23,412	12,460
Charger/024	2,158	1,778	5,064	3,787	17,883	11,888
Daytona	1,732	.....	4,360	.....	15,527	.....
Aries	3,389	5,484	8,953	11,417	39,167	40,624
Dodge 400	1,004	1,332	2,273	3,221	7,819	10,812
Diplomat	868	1,266	2,517	2,960	6,459	9,483
Mirada	.....	234	.....	560	282	1,920
Dodge 600	1,611	1,046	3,542	2,677	12,093	9,405
Dodge Total	13,247	12,986	32,793	28,381	122,642	96,592
CHRYSLER CORP.	34,059	33,596	86,924	78,355	330,850	264,644
EXP	1,070	841	2,684	2,164	8,727	6,898
Escort	11,135	11,610	29,050	28,242	114,139	106,998
Mustang/Mustang II	4,297	3,798	10,371	9,464	44,487	37,791
Tempo	6,917	.....	18,484	.....	84,535	.....
Fairmont	.....	1,258	.....	3,531	.....	27,980
Granada	.....	.....	.....	173	.....	3,751
Thunderbird	5,221	4,251	13,198	10,505	54,927	26,319
LTD '83	8,282	4,606	18,316	11,951	67,054	47,202
Crown Victoria	6,218	4,304	16,198	10,867	55,842	44,345
Ford Division	43,140	30,668	108,301	76,897	430,711	301,284
LN7	.....	222	.....	531	.....	2,176
Lynx	2,109	3,526	5,363	7,349	22,295	25,988
Topaz	2,474	.....	5,732	.....	24,710	.....
Zephyr	.....	299	.....	961	.....	9,413
Cougar	.....	.....	.....	71	.....	906
XR-7	4,196	3,105	10,551	7,012	39,419	15,065
Capri	564	734	1,288	1,659	6,879	7,722
Marquis '83	3,462	2,937	8,634	5,995	33,609	19,437
Grand Marquis	4,718	3,883	12,243	9,021	46,767	37,606
Total Mercury	13,205	14,706	43,811	32,599	173,679	118,313
Continental ('82)	706	364	1,709	969	7,316	5,910
Lincoln	3,334	1,654	7,732	4,426	26,810	16,284
Mark VI	999	893	2,502	2,391	13,468	9,380
Lincoln Total	5,039	2,911	11,943	7,786	47,594	31,574
L-M Division	22,562	17,617	55,754	40,385	221,273	149,887
FORD MOTOR	65,702	48,285	164,055	117,282	651,984	451,171
Skyhawk J	4,790	2,933	12,201	8,272	37,574	24,765
Skylark	3,966	4,320	10,922	11,064	34,987	34,068
Century	8,445	3,986	21,510	11,570	73,500	38,779
Regal	7,308	8,664	17,649	22,795	68,850	78,337
LeSabre	5,216	5,384	14,025	14,489	55,056	47,178
Electra	3,221	3,059	9,480	7,817	28,240	23,782
Riviera	1,840	1,701	4,998	4,639	18,954	16,211
Buick Division	34,786	30,047	90,785	80,646	317,161	263,120
Cimarron	529	697	1,326	1,953	6,175	6,447
Seville	1,122	889	3,133	2,442	11,189	9,119
Cadillac	6,961	5,595	20,052	14,871	65,230	54,890
Eldorado	2,117	1,962	5,715	5,317	22,805	20,419
Cadillac Division	10,729	9,143	30,226	24,583	106,299	90,875
Chevette	5,755	7,416	15,004	18,230	65,356	59,006
Cavalier	13,563	8,286	35,102	21,422	119,852	63,823
Citation	3,860	4,261	10,051	10,507	36,498	35,875
Camaro	7,414	6,295	18,344	15,423	66,776	53,379
Celebrity	11,217	4,465	30,645	12,587	109,659	42,720
Malibu	33	3,716	99	9,827	775	36,695
Monte Carlo	4,680	3,064	12,749	7,937	49,037	30,948
Chevrolet	8,897	7,782	23,878	20,222	86,418	71,226
Corvette	884	2,349	2,491	4,066	10,044	7,480
Chevrolet Division	56,303	47,634	148,363	120,221	544,514	401,152
Firenza	1,958	1,644	5,222	4,466	19,733	13,930
Omega	1,637	2,469	4,674	5,946	15,718	18,055
Cutlass/Ciera	8,416	5,163	23,744	13,274	88,411	49,215
Cutlass Supreme	12,013	10,829	33,708	29,092	130,821	109,903
Olds 88	8,735	8,103	25,353	21,261	92,349	77,536
Olds 98	1,854	3,747	5,932	10,109	33,204	37,213
Toronado	1,220	1,270	3,472	3,440	13,447	12,542
Oldsmobile Division	35,833	33,225	102,105	87,588	393,683	318,394
Fiero	3,655	.....	9,634	.....	38,685	.....
T1000	951	1,089	2,385	2,946	9,294	10,793
J2000	4,639	2,884	11,092	7,743	39,297	24,888
Phoenix	562	917	1,353	2,405	4,827	9,132
Firebird	3,897	2,838	9,389	7,613	35,000	27,937
A6000	5,376	2,523	12,018	6,549	44,823	23,476
Bonneville ('82)	2,549	2,621	6,339	6,722	25,395	24,617
Grand Prix	2,972	2,900	7,372	7,405	26,991	27,233
Pontiac	1,919	354	4,847	383	17,990	383
Pontiac Division	26,520	16,126	64,429	41,766	242,302	148,459
GENERAL MOTORS	164,171	136,175	435,908	354,804	1,603,959	1,222,000
VOLKSWAGEN	3,247	3,722	7,119	6,729	28,082	24,134
HONDA	5,747	1,400	12,161	3,000	41,257	7,350
Total Cars U. S.	278,540	230,846	721,091	579,688	2,715,427	2,031,902
Import Total	.....	.....	174,311	184,034	763,292	771,794
Industry Total	.....	.....	895,402	763,945	3,478,719	2,808,627

*—AMC does not issue a breakdown for ten-day periods.

Criss Cadillac opens

PROVIDENCE. — Criss Cadillac Corp., headed by Richard Douglas, has opened here.

Month's total is 730,358 cars

April auto output best since 1978

By Joe Wilssens
Staff Writer

U. S. auto manufacturers wrapped up production in April with their best output for that month in six years.

The makers completed an estimated 730,358 cars last month, up a substantial 36.82 percent over 533,972 assembled in the year-ago month. It was the best April build since 875,652 cars were finished in 1978.

Domestic auto manufacturers slated production of 169,055 units last week, 1.90 percent behind than the prior week's 172,329 and 31.68 percent better than 128,386 finished in the year-ago week.

Year-to-date, 2,992,790 cars have been completed, 37.93 percent above the year-ago total of 2,169,787 at this point. The year's 3-millionth auto is due to be built today (May 7).

Breakdown for last week was: General Motors, 56.44 percent; Ford Motor Co., 22.90 percent; Chrysler Corp., 14.73 percent; American Motors, 2.84 percent; Honda, 1.70 percent, and Volkswagen of America, 1.39 percent.

GM announced temporary layoffs of 2,300 workers on its Lansing B-line and 2,500 on its Lansing G-line. The B-line layoffs have been in effect since March 16, with the workers expected to return June 18. The G-line layoffs are expected to extend from May 6-Aug. 6. GM gave conversion to N-car production as the reason for the layoffs.

Eighteen auto assembly facilities operated extra hours last week.

At GM, Detroit, Flint (B and G lines), Framingham (Mass.), Lordstown (O.) and Oklahoma City worked two shifts Saturday (May 5).

Ford's Atlanta, Chicago, Dearborn, Edison (N. J.), Kansas City, St. Louis, Wayne (Mich.) and Wixom (Mich.) put in extra daily hours. The Wayne facility also operated Saturday.

This week, Ford plans the same daily overtime, with Atlanta, Kansas City and Wixom working Saturday (May 12).

Chrysler slated extra daily hours at Belvidere (Ill.), Jefferson (Detrot), St. Louis No. 1 and No. 2 and Newark (Del.). Jefferson worked two 8½-hour daily shifts while the four other assembly plants operated two 9-hour shifts. Belvidere operated two 8-hour shifts Saturday.

Wirth urges Dole to act on passive-restraint rule

WASHINGTON. — Rep. Timothy E. Wirth, Colorado Democrat and chairman of the House Telecommunications, Consumer Protection and Finance Subcommittee, is urging Transportation Secretary Elizabeth Dole to put a passive-restraint standard into effect "as soon as possible."

A hearing last March before the subcommittee, in which such companies as General Motors, Ford Motor Co. and Mercedes-Benz testified on air bags and automatic seat belts, reinforced Wirth's belief "that strong federal leadership is necessary if we are to begin to move forward and reduce the terrible carnage that occurs daily on our highways," he said in a letter to Dole.

The emotional and political overtones of the automatic crash protection debate have blurred reasonable thinking on the subject, Wirth insisted, and all attempts to introduce air bags voluntarily have failed.

"You now have a rare opportunity to set aside the past and respond to the facts on record," he said. "You have the opportunity, indeed the mandate as supported by the Supreme Court, to deploy a technological vaccine of enormous proportions."

Truck production reaches 6-year high for April

U. S. truck production in April was the highest for that month in six years.

Domestic truck production reached an estimated 256,669 units last month, 35.74 percent above 189,085 built during the year-ago month. It was also the best estimated total for April since 315,994 were finished in 1978.

Truck manufacturers slated completion of 62,556 units last week, down 4.37 percent from the prior week's 65,416, but 26.13 percent higher than the year-ago week's 49,598.

So far this year, the industry has finished 1,109,361 trucks, an impressive 47.86 percent gain over 750,294 finished at this time in 1983.

General Motors Truck & Bus announced the temporary layoff of 2,000 at GM's Baltimore assembly facility. The layoff, which went into effect March 30, is expected to end Aug. 20, and was attributed to conversion to M-van production.

GM had three plants on Saturday (May 5) overtime last week. Detroit worked one shift, while Lordstown (O.) and Pontiac No. 5 operated two shifts.

All six Ford Motor Co. assembly facilities worked daily overtime last week. This week, Ford again plans extra daily hours at all plants and Saturday (May 12) hours at Kansas City.

Canadian makers set April record for truck output

Canadian truck manufacturers posted their best April production total ever, while Canadian auto makers wrapped up their best April in six years.

Auto producers slated production of 97,020 cars during the month, the best output for April since 106,210 units were finished in 1978, and the best any-month build since 105,854 were assembled in May, 1983.

The makers targeted completion of 23,936 cars last week, 1.98 percent greater than the prior week's 23,471 and 9.95 percent above 21,770 assembled in the year-ago week.

To-date this year, the manufacturers have produced 400,071 cars, 14.77 percent ahead of 348,573 completed during the same period in 1983.

April truck production was estimated at 70,573 units. It was the best-ever April build, due to the current truck classification placed on T-115 vans built at Chrysler Corp.'s Windsor (Ont.) facility.

Truck makers slated completion of 17,934 units last week, six more than the prior week's 17,928 and 41.17 percent greater than the year-ago week's 12,704.

So far this year, the Canadian industry has completed 299,227 trucks, a 64.92-percent increase over 181,435 built at this time in 1983.

Chrysler estimated assembly of 2,370 Dodge Caravans, 2,190 Plymouth Voyagers and 912 Mini-Ram Vans at its Windsor plant last week, bringing the year-to-date T-115 total to 80,-296.

U. S. CAR PRODUCTION

	Week Ended May 5, 1984	Ended Week May 7, 1983	Week Ended April 28, 1984	April Est.	Jan. 1, to May 7, 1983	Jan. 1, to May 5, 1984
AMERICAN MOTORS	4,800	3,049	.....	14,395	60,307	69,057
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	3,049	.....	14,395	56,236	69,057
Alliance	2,750	3,049	.....	8,249	56,236	37,268
Encore	2,050	.....	.....	6,146	.....	31,789
CHRYSLER CORP.	24,900	22,011	30,001	111,113	289,260	468,706
Plymouth Total	8,200	8,320	9,106	33,211	107,380	139,738
Horizon	3,800	2,777	3,627	13,212	35,309	57,102
Reliant	3,700	5,304	4,684	17,080	70,599	72,723
Caravelle†	200	239	297	842	1,472	3,286
Gran Fury	600	.....	498	2,077	.....	6,627
Chrysler Total	7,400	5,709	10,518	38,144	68,292	154,926
LeBaron	2,600	2,824	3,292	11,437	32,475	46,457
Laser	1,600	.....	1,595	6,060	.....	28,368
Chrysler E-Class	1,100	2,885	2,644	9,660	35,817	38,165
Fifth Avenue	2,100	.....	2,987	10,987	.....	41,936
Dodge Total	9,300	7,982	10,377	39,758	113,588	174,042
Omni	3,300	3,554	3,363	12,533	37,900	53,384
Aries	2,800	2,623	3,160	12,721	49,419	57,183
Daytona	800	.....	1,252	4,529	.....	21,928
Dodge 400	.....	825	.....	.....	11,469	.....
Dodge 600	1,600	980	1,877	7,399	14,800	30,338
Diplomat	800	.....	725	2,576	.....	11,209
FORD MOTOR	38,715	25,645	41,257	159,045	500,182	629,180
Ford Division	25,601	15,460	25,830	101,547	328,254	412,094
Escort	8,480	4,283	8,050	30,822	93,300	127,960
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,008	.....	3,125	12,760	44,494	46,163
LTD	4,215	3,339	4,174	17,210	63,806	82,797
Thunderbird	3,485	5,446	3,313	14,282	69,552	57,995
Crown Victoria	1,597	1,780	1,586	6,777	31,803	29,146
EXP	632	.....	646	2,372	1,184	11,789
Tempo	4,184	612	4,936	17,324	387	56,244
L-M Division	13,114	10,185	15,427	57,498	171,928	217,086
Mercury Total	9,657	7,543	11,269	44,043	135,454	157,161
Lynx	1,348	905	1,807	6,550	23,373	25,837
Capri	547	.....	556	1,913	7,966	6,672
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,689	1,701	3,076	11,141	24,978	38,805
Cougar	2,104	2,721	2,717	11,703	31,842	36,539
Grand Marquis	2,029	1,893	2,038	7,698	38,151	33,377
LN7	.....	.....	.....	.....	340	.....
Topaz	940	323	1,075	5,038	203	15,932
Lincoln Total	3,457	2,642	4,158	13,455	36,474	59,925
Continental	912	257	1,098	3,316	6,349	12,045
Lincoln	2,161	1,507	2,600	8,421	17,794	34,281
Mark VI/VII	384	878	460	1,718	12,331	13,599
GENERAL MOTORS	95,415	76,671	95,215	425,237	1,277,776	1,740,685
Buick Division	20,504	18,191	20,940	96,464	298,034	370,438
Skylark	2,077	1,547	2,136	9,284	31,708	34,860
Skyhawk	3,027	1,357	3,187	15,727	24,123	59,518
Century	4,670	3,619	4,805	22,308	55,568	81,514
Regal	4,770	5,336	4,817	22,482	88,173	81,554
Buick	3,741	5,508	3,812	16,950	84,560	83,911
Riviera	893	824	900	4,490	13,902	19,973
Electra (fwd)	1,326	.....	1,283	5,223	.....	9,108
Cadillac Division	6,542	6,380	5,907	34,084	119,389	124,100
Cimarron	346	269	368	1,694	8,347	7,226
Seville	884	710	888	4,416	12,944	15,134
Eldorado	1,679	1,592	1,688	8,384	27,942	27,986
Cadillac	2,097	3,809	1,766	13,828	70,156	63,876
DeVille (fwd)	1,536	.....	1,197	5,762	.....	9,878
Chevrolet Division	33,981	22,590	34,643	137,930	384,611	598,353
Chevette	5,640	.....	6,039	23,328	66,040	85,104
Cavalier	8,114	6,310	8,431	34,871	81,305	149,163
Celebrity	6,767	2,485	6,817	25,276	26,627	108,342
Camaro	6,115	3,866	5,720	22,994	64,753	96,523
Citation	2,305	1,489	2,496	11,057	36,788	39,866
Malibu/El Camino	917	3,823	734	3,173	52,474	12,576
Monte Carlo	914	2,134	1,165	5,023	31,146	52,196
Chevrolet	2,754	1,859	2,619	9,919	18,522	42,471
Corvette	625	624	622	2,289	6,956	12,112
Oldsmobile Division	22,293	22,301	22,828	106,242	343,954	437,632
Omega	1,023	910	1,155	5,547	22,629	19,368
Firenza	1,830	1,054	1,702	8,524	16,274	27,925
Cutlass Supreme	3,518	6,362	4,484	22,676	101,442	124,601
Cutlass Ciera	5,840	5,276	6,728	29,320	63,858	99,667
Oldsmobile	7,530	7,994	6,545	29,008	125,546	139,401
Olds 98 (fwd)	1,592	.....	1,249	6,363	.....	10,048
Toronado	960	705	965	4,804	14,205	16,622
Pontiac Division	12,095	7,209	10,897	50,517	131,788	210,162
Acadian†	750	.....	777	3,424	6,498	7,893
2000 Sunbird	3,752	2,332	3,188	14,040	33,159	53,076
1000	1,296	.....	1,196	5,708	14,932	16,518
Firebird	2,565	1,697	2,301	11,712	31,488	40,617
Phoenix	765	713	470	2,246	10,322	6,633
Grand Prix/Bonneville	.....	2,467	.....	.....	35,389	29,733
Parisienne	267	.....	287	1,434	.....	11,596
Fiero	2,700	.....	2,678	11,953	.....	44,096
HONDA	2,875	1,010	3,373	11,216	10,336	43,643
VOLKSWAGEN	2,350	.....	2,483	9,352	31,926	41,519
Total Cars, U. S.	169,055	128,386	172,329	730,358	2,169,787	2,992,790
Total Cars, Canada	23,936	21,770	23,471	97,020	348,573	400,071
N. American Cars	192,991	150,156	195,800	827,378	2,518,360	3,392,861
N. American Trucks	80,490	62,302	83,344	327,242	931,729	1,408,588
North American Cars and Trucks	273,481	212,458	279,144	1,154,620	3,450,089	4,801,449

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended May 5, 1984	Week Ended May 7, 1983	Week Ended April 28, 1984	April Est.	Jan. 1, to May 7, 1983	Jan. 1, to May 5, 1984
AMERICAN MOTORS	600	820	.....	1,214	10,437	8,720
CHRYSLER CORP.	.....	5,248	.....	.....	80,999	.....
FORD MOTOR	9,600	2,731	9,619	39,266	59,488	149,842
GENERAL MOTORS	13,511	12,746	13,627	55,640	193,689	237,589
VOLVO	225	225	225	900	3,960	3,920
Total Cars, Canada	23,936	21,770	23,471	97,020	348,573	400,071

TRUCK PRODUCTION IN U. S.†

	Week Ended May 5, 1984	Week Ended May 7, 1983	Week Ended April 28, 1984	April Est.	Jan. 1, to May 7, 1983	Jan. 1, to May 5, 1984
CHEVROLET	19,370	17,713	19,746	78,073	258,309	352,085
DODGE	3,800	3,157	4,279	16,921	46,307	73,482
FORD	24,989	20,020	26,885	101,810	296,487	424,470
GMC	6,674	5,071	6,848	26,205	88,191	113,784
INTERNATIONAL	1,573	753	1,769	6,668	16,352	26,253
VOLKSWAGEN	.....	.....	.....	.....	1,933	.....
JEEP	3,600	1,834	2,974	14,781	24,865	66,990
NISSAN	1,500	.....	1,865	7,171	.....	32,757
AM GENERAL	50*	50*	50*	240*	850*	940*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,800*	17,000*	18,600*
Total Trucks, U. S.	62,556	49,598	65,416	256,669	750,294	1,109,361

CANADIAN TRUCK PRODUCTION

	Week Ended May 5, 1984	Week Ended May 7, 1983	Week Ended April 28, 1984	April Est.	Jan. 1, to May 7, 1983	Jan. 1, to May 5, 1984
CHRYSLER CORP.	8,124	2,736	8,107	31,401	47,650	127,208
FORD MOTOR	3,400	3,452	3,410	13,068	45,764	57,928
GENERAL MOTORS	6,248	6,263	6,257	25,503	85,305	111,558
INTERNATIONAL	162	253	154	601	2,716	2,533
Total Trucks, Canada	17,934	12,704	17,928	70,573	181,435	299,227
N. American Trucks	80,490	62,302	83,344	327,242	931,729	1,408,588

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

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Sprint by Suzuki

For Western Chevy dealers May 31

Chevrolet dealers in nine Western states will sell the Sprint, a one-liter minicar manufactured by Suzuki, starting May 31. Base price has been tentatively set at $4,949. Riding on an 88.4-inch wheelbase, the new car is 141.2 inches long, 60.3 inches wide and 53.2 inches high.

Chevy's Suzuki Sprint carries $4,949 sticker

By Matt De Lorenzo
Los Angeles Reporter

SEDONA, Ariz. — Sprint, a one-liter minicar manufactured by Suzuki, goes on sale May 31 at Chevrolet dealers in nine Western states, including Alaska and Hawaii.

Base price has been tentatively set at $4,949, meeting a divisional objective of having an entry-level car at under $5,000. However, the base price for the three-cylinder Sprint is only $41 less than that of the Chevette Scooter, which carries a sticker price of $4,990.

"Pricing is as critical to this product as any we've had," said Robert Burger, Chevrolet general manager. "Everything we've done has been done with an eye to the final price."

In some quarters, the sub-$5,000 price tag tentatively set by Chevrolet may not be considered low enough to prevent a price war among Japanese competitors for the title of lowest-priced car in the U.S.

Aside from the Chevette Scooter, the only other car currently under $5,000 is the Dodge/Plymouth Colt at $4,995. Chevette and Colt are somewhat larger than the Sprint.

Riding on an 88.4-inch wheelbase, the new car has the shortest overall length of any sold in the U.S. at 141.2 inches. Overall width is 60.3 inches and height is 53.2 inches. Curb weight is 1,500 pounds and the three-cylinder aluminum block engine with cast iron sleeves weighs just under 150 pounds.

• While it is left to be seen if the car will retain the lowest-priced status, Sprint wins the fuel economy derby with an EPA rating of 53 MPG city and 68 highway.

The overhead-cam engine produces 48 HP at 5,100 RPM and 57 pounds-feet of torque at 3,200 RPM. The powerplant is mated to a five-speed manual transaxle driving the front wheels. Fourth and fifth gears are overdrive.

The front suspension features MacPherson struts while the

Continued on Page 4, Col. 1

Nissan to assemble Sentra in Tennessee next April

By Marjorie Sorge
Labor Editor

Nissan Motor Mfg. Corp., U.S.A. will begin building the Nissan Sentra two-door notchback at its plant in Smyrna, Tenn., next April, company officials said last week.

The Sentra will be a 1985 model and will be built on the same line as the trucks currently being produced at the facility, according to Jerry Benefield, manufacturing vice president.

Earlier this year, NMMC President Marvin T. Runyon told Automotive News the company would begin to see a profit by 1985. According to Benefield, the addition of the Sentra will increase that profit substantially.

NMMC currently builds trucks at a rate of 10,000 a month (120,000 a year) on one shift. Next April, the number of trucks will be cut to accommodate the car production and there will still be only one shift.

A second shift will be added in September, 1985, Benefield said. Production will increase gradually and plans call for annual output of 100,000 cars and 140,000 trucks within three years plus an increase of 1,100 workers. There are currently 1,900 employes at the plant.

Capacity at the NMMC Smyrna plant is 240,000 units annually. According to Benefield, there are currently no plans to increase that capacity although there is plenty of room on the plant site.

"The Nissan philosophy is to go international and build products in the marketplace where they are selling," Benefield said.

• Nissan sold 214,337 Sentras in the U.S. last year. It produced a total of 556,340 for worldwide distribution. Sentra is the company's top-selling line in this country.

But, like the Nissan philosophy for truck production, the company will never build the total U.S. volume for Sentra regardless of how high the market rises.

"Our plan is always to build the lowest number that can be sold in the U.S., and everything over that will come from Japan," Runyon told Automotive News in an interview earlier this year.

"So if there is a drop in sales of our vehicles, we won't have

Continued on Page 60, Col. 3

breaking news

Second shift due July 9 at GM Orion plant

ORION TOWNSHIP, Mich. — General Motors plans to start a second shift July 9 at its assembly plant here. The plant produces the new front-wheel-drive Cadillac DeVille and Oldsmobile Ninety-Eight. Some 2,300 employes will be added. Priority will be given to Pontiac and Fisher Body employes who lost their jobs when those plants in Pontiac were phased out when the Orion Township plant was built.

Toyota SV-3 due in June

TOKYO.—Due to debut in June is the Toyota SV-3, the mid-engined coupe modeled on the Fiat X 1/9. To be powered by a transversely mounted 1.6-liter 16-valve engine and transaxle, the new car is based on standard strut suspension from the front-wheel-drive Corolla. A prototype was shown at the Tokyo Motor Show last year. Toyota plans to build 4,500 monthly, evidence that, as ever, it intends to tackle the mass market, leaving the specialist market to Lotus, which is due to unveil its new car based on Toyota mechanical components in the fall.

See BREAKING NEWS, Page 8, Col. 4

Luxury, standard models are scarce

New-car stocks drop to 53 days

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory continued to decline during April and the industry opened May with a 53-day supply, down from a 56-day stock a month earlier and a 59-day supply the month before that.

The May 1 inventory totaled 1,541,985, down a bit from 1,579,155 a month earlier. A year ago, the domestic new-car inventory totaled only 1,193,296 units, which was also a 53-day supply, a reflection of the much higher sales pace this year.

Table on Page 61.

Shortages spread through the industry's lineup, with luxury and standard models in particularly meager supply—although the shortest of all were two subcompacts, the Pontiac Fiero at 12 days and the Honda Accord at 13.

All corporate makers except Ford Motor Co. trimmed their days-supply tallies during April. General Motors accounted for more than the decline in the total unit count, as Chrysler Corp., Ford Motor Co. and Volkswagen all added to their stockpiles during the month.

• GM opened May with a 47-day supply, down from 53 days a month earlier. GM chopped almost 60,000 units from its unit count during April. Fiero was lowest in the industry at 12 days, but a number of GM big-car lines were also short, including Buick Century, LeSabre and Electra, Cadillac DeVille and Olds Cutlass Ciera, 88 and 98.

Ford Motor Co. was the only corporate maker to increase its days-supply figure, opening May

Continued on Page 61, Col. 1

March business 15 pct. ahead of last year

Service volume posts another gain

By Francis J. Gawronski
Service Editor

Although the rate of growth of service and parts business in new-car dealerships in March dipped 10.9 percent below the record-setting pace achieved in February, shop business still registered a healthy increase over the volume recorded in the same month a year ago.

According to the Automotive News Service Index, service and parts business in dealerships in March amounted to 115.3 percent of the volume recorded in March, 1983.

In February, the increase in shop volume was 26.2 percent, the biggest gain in the 23-year history of the Service Index.

March also marked the 11th consecutive month in which shop volume registered an increase over the year-earlier month.

In March, all five indicators used in compiling the Service Index scored impressive gains.

The biggest gainer was shop parts sales, those used on both customer-paid and warranty repairs, which climbed 22.0 percent, while sales of all parts

Continued on Page 60, Col. 1

SERVICE INDEX
115.3*

	March, '84 vs. March, '83	3 mos., '84 vs. 3 mos., '83
Gross Profit on All Labor and P&A Sales	+14.8%	+19.6%
Repair Orders Written	+ 6.3%	+11.7%
Total Labor Sales (Customer & Warranty)	+17.3%	+18.1%
Shop Parts Sales (Customer & Warranty)	+22.0%	+25.0%
Sales of All Parts and P&A	+18.6%	+24.6%

*—Survey by Automotive News shows that dealers' service and parts business in March, 1984, was 115.3 percent of business in March, 1983. Service business in the three months of 1984 was 119.8 percent of business in the corresponding period in 1983.

NEWSPAPER

Preceded deposition in X-car brake case

Peck meeting with GM disclosed

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Former NHTSA head Raymond A. Peck failed to mention a meeting with GM lawyers just five days before those same lawyers took his testimony under oath for possible use in the ongoing GM X-car brake litigation.

In reconvening the deposition and under cross examination by government lawyers, Peck admitted the meeting had occurred, contrary to the impression created in his sworn testimony.

Peck considered the meeting a "casual" one to clarify Congressional testimony he had given a year earlier and not as preparation for a trial which he says he did not even know was imminent.

Both the private meeting with GM lawyers and their later deposition involve issues about the allegedly defective brakes in some 1.1 million 1980 GM X-cars common to both Congressional testimony and the current trial.

Here are some facts:

Peck, now employed by a local law firm, is being represented by NHTSA lawyers because he is a former NHTSA head, but they do not represent him as a person.

Although NHTSA lawyers asked for a protetction order to prevent his being deposed, this was denied.

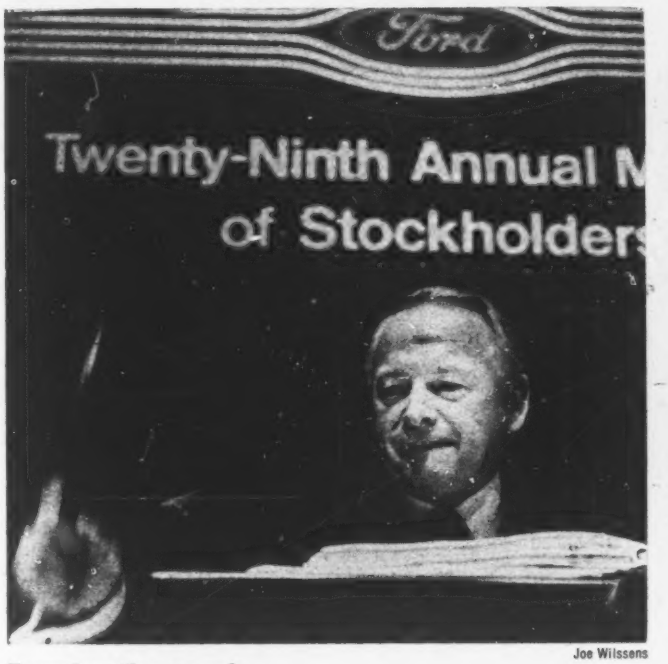
Peck is himself a lawyer but is not licensed to practice in the District of Columbia. Peck had requested a subpena to testify in this deposition. The law firm with which Peck is associated will bill GM for Peck's services, according to Peck.

• Statements which Peck made while NHTSA administrator to a House Oversight Subcommittee headed by Rep. Tim Wirth, Colorado Democrat, tend to support aspects of GM's defense against the government's suit, but Peck disavows all knowledge of events leading to the filing of the suit as well as even such public knowledge as the date on which the trial was set to start. (Incidentally, the trial, which has been in recess, is scheduled to resume today May 14.)

At immediate issue is Peck's failure to mention a meeting several hours long with GM's assistant general counsel William L. Weber Jr., and with Michael B. Lewiston, of Bodman, Langley & Dahling, of Detroit, at the request of GM Washington Vice President James D. Johnston although Peck was asked directly to list all contacts with GM after he left NHTSA on May 21, 1983.

The suit was not filed until Aug. 3, 1983, and Peck was not involved with the alleged de-

Continued on Page 60, Col. 1



Joe Wilssens

Rapping the gavel

Ford Chairman Philip Caldwell raps the gavel to signal the beginning of the company's annual shareholder's meeting in Detroit last week. Caldwell defended Ford's bonus system.

Bonuses spotlighted at Ford annual meeting

By Michelle Krebs
Financial Editor

Ford Motor Co. Chairman Philip Caldwell had plenty to say about executive bonuses at the auto maker's 29th annual meeting in Detroit last week, but little to say about when he will retire.

Caldwell defended to the nearly 900 shareholders his own $7 million in compensation, which included his bonus and stock options he exercised.

"I did not get cash. I did not invest it in yachts and condominiums, and I didn't run away from the company," he said. "Instead, I invested in the company because I believe in it."

Caldwell said he now owns 113,000 shares of Ford stock compared with the 20,000 he owned last year.

The bonus system, he noted, has been in place for 29 years, approved by the stockholders and administered by outside directors.

The executives who stayed with Ford during the tough times deserved to be rewarded, he said.

"If the management of this company had been inclined to play games, it could have pursued a course of action of short-term decisions and short-term profits," Caldwell said.

"This management did not do that. Instead, it made decisions to ensure the company will be around in the next 80 years."

A shareholder and Ford Motor employe claimed the bonuses indicated an "inequality of sacrifice."

However, Caldwell responded that while executives took major salary cuts, others did not; rather their vacations and fringes were reduced and pay increases were slowed.

• Caldwell sidestepped shareholder questions on when he will retire and who will succeed him. Caldwell will be 65 next Jan. 27.

"I don't have a thing to offer on that," he said, adding that there is no pattern as to how such matters are handled at Ford.

He said he hadn't given any thought to staying on if requested to do so by the board if directors.

Caldwell said Mazda Motor Corp., in which Ford has a 25-percent interest, has not decided if it will use Ford's Flat Rock (Mich.) plant for its vehicle production. The Flat Rock plant is one of three U. S. sites being considered by Mazda.

Ford Motor Co. likes the idea

Continued on Page 61, Col. 1

Joe Wilssens

Presiding at Ford meeting

Presiding executives at Ford's annual shareholders' meeting were, from left: General Counsel Vice President Henry Nolte; Board Vice Chairman William Clay Ford; Board Chairman Philip Caldwell; President Donald Peterson; Exec. Vice President Will Caldwell, and Secretary Sidney Kelly.

Keller, Dingell, Williams to address World Congress

The international vehicle industry is gearing up for Automotive News Week, Aug. 26-30, which features the ninth annual Automotive News World Congress and the third annual Automotive News World Expo.

World Congress is a four-day automotive seminar to be held at the Westin Hotel in downtown Detroit.

Thirty-four top-level decision makers from inside and outside the industry will address World Congress attendees.

Among those 34 are: Maryann Keller, money manager with Vilas-Fischer Associates; Rep. John D. Dingell, Michigan Democrat, and Edson Williams, general manager of Ford Truck Operations.

John D. Dingell

Keller will discuss the industry's financial outlook. Dingell's presentation will focus on the current situation of industry-government relations. Williams' topic is the new foreign truck competition.

World Expo, a three-day buy/sell trade fair, will bring leading car and truck manufacturers and hundreds of suppliers and distributors to Detroit's Cobo Hall, which is near the Westin Hotel.

With the show 3½ months in the future, 120 companies have signed up to exhibit automotive materials, machinery, design concepts and service.

Some 28,400 square feet of exhibition space have been spoken for. Last year, 182 exhibitors occupied 37,700 square feet of space.

Once again, more than 50 of the world's major car and truck makers have been invited to staff complimentary buying offices on the show floor.

For further information on both events, advance registration and hotel accommodations, contact: Automotive News Week, 965 E. Jefferson, Detroit, MI 48207. Telephone: (313) 567-9520. Cable address: TWX 810-221-5122 AUTNEW.

Maryann Keller

Edson Williams

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Hamilton, Krebs are promoted by Automotive News

Kathleen Hamilton has been appointed assistant managing editor of AUTOMOTIVE NEWS, effective immediately.

Michelle Krebs succeeds Hamilton as financial editor.

Hamilton joined AUTOMOTIVE NEWS in 1979, was named news editor in 1980 and has served as financial editor since early 1983. She is a graduate of Oakland University.

Krebs joined AUTOMOTIVE NEWS earlier this year as a staff writer. She had been on the staff of Financial Diagnostics, a Detroit-area financial-planning magazine. She is a graduate of Syracuse University.

Hamilton succeeds Richard A. Wright, who has moved to another publication.

Kathleen Hamilton

Michelle Krebs

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59th year — No. 5022

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truck industry news

Compucheck called industry's most comprehensive diesel-coverage program

Cummins unveils protection plan

By Jack Walsh
Truck Editor

ANAHEIM, Calif.—Cummins Engine Co. has introduced what it calls the trucking industry's most comprehensive engine-coverage program — the Compucheck Protection Plan.

Dave Lynch, general manager, automotive dealer marketing, said Compucheck, the firm's new computerized engine-diagnostic system, and the protection plan will help reduce engine-operating costs, minimize repair time and provide higher resale value.

"Currently, there are nearly 35 Compucheck units in operation in Cummins distributorships in North America, and we expect to have more than 75 installed by the end of September," he said at a press conference here.

Cummins' strategy, he noted, is "to cover all the main trucking arteries by pushing the technology into the industry through our distributor network this year. Next year Compucheck will be available to the rest of the Cummins service network."

The result of a 10-year design and development program, Lynch said, the microprocessor-based Compucheck system measures engine pressures, temperatures and speeds without removing the engine from the truck.

• "We are convinced that truckers who follow a regular preventive maintenance schedule including Compucheck inspections can expect reduced engine-operating costs," Lynch said.

The plan was developed principally for independent truckers and small fleets, he added.

The Compucheck Protection Plan is available to buyers of Cummins NTC-400, NTCC-400 or Formula 400 engines in new trucks. The plan will be expanded in 1985 to other Cummins diesels, Lynch said.

He explained that for $550, selected engine components will be covered for four years or 400,000 miles, provided the owner has the engine Compucheck-inspected every 80,000 miles, follows the maintenance schedule in the Cummins operation and maintenance manual, and has all covered repairs made at Cummins distributors or dealers.

Lynch said field testing conducted at four Cummins distributors has shown that the

Continued on Page 24, Col. 3

Registrations move up in all market segments

Two-month and February registrations of new trucks of all types in the U.S. were up dramatically from a year ago, with increases in all three market segments and all eight weight classifications.

Through February, registrations totaled 584,758 units, according to R.L. Polk & Co. statistics, a gain of 60 percent over the year-earlier 365,407. February tallies were up 71.2 percent, from 176,611 a year ago to 302,360.

GVW Table on Page 44.

New York and Oklahoma figures for 1984 were compiled from manufacturers' sales records. No registrations were available for Oklahoma in 1983.

Light-truck tallies in the first two months totaled 553,512 units and accounted for 94.7 percent of the industry total. They were 61.4 percent higher than last year's 342,867.

The medium-truck count through February was 6,855, a gain of 12.4 percent over the year-ago 6,100. Heavy trucks were up 48.4 percent to 12,246 units, compared with 7,624 in the first two months of 1983.

• There were 312,380 Group 1 tallies through February, an increase of 62 percent over the year-earlier 192,833. The Group 2 count was up 57.5 percent to 235,805 units, compared with 149,741 last year. There were 5,327 Group 3 units, versus only 293 a year ago.

Groups 4 and 5 also recorded impressive gains. The Group 4 total was 101 in the first two months of 1984, compared with 53 a year earlier. Group 5 had 345 tallies, as against 114 last year.

Group 6, the only class to

Continued on Page 36, Col. 4

U.S. HEAVY-DUTY REGISTRATIONS

TWO MONTHS, 1984 VS. 1983★

Make	2 mos., 1984	Percent Share of '84 market	2 mos., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
International	5,464	22.40	3,995	24.30	− 1.90
Ford	4,600	18.86	3,973	24.17	− 5.31
GMC	3,223	13.21	2,106	12.81	+ 0.40
Mack	2,328	9.54	1,686	10.26	− 0.72
Kenworth	2,276	9.33	808	4.91	+ 4.42
Freightliner	1,990	8.16	1,136	6.91	+ 1.25
Peterbilt	1,733	7.11	871	5.30	+ 1.81
Chevrolet	1,134	4.65	978	5.95	− 1.30
White	950	3.90	307	1.87	+ 2.03
Volvo	244	1.00	208	1.26	− 0.26
Autocar	154	0.63	91	0.55	+ 0.08
Mercedes-Benz	103	0.42	84	0.51	− 0.09
Western Star	72	0.30	48	0.29	+ 0.01
Miscellaneous	120	0.49	149	0.91	− 0.42
TOTALS	24,391	100.00	16,440	100.00	.....

★—Groups 7 and 8 trucks only; New York and Oklahoma figures compiled from manufacturers' sales records, 1984; no registrations for Oklahoma, 1983.

U.S. TRUCK REGISTRATIONS

TWO MONTHS, 1984 VS. 1983★

Make	2 mos., 1984	Percent Share of '84 market	2 mos., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
Ford	170,816	29.21	117,139	32.06	− 2.85
Chevrolet	164,476	28.13	109,883	30.07	− 1.94
Dodge	57,499	9.83	30,108	8.24	+ 1.59
GMC	44,044	7.53	31,200	8.54	− 1.01
Jeep	21,056	3.60	9,517	2.60	+ 1.00
Plymouth*	9,514	1.63	1,285	0.35	+ 1.28
International	7,615	1.30	6,305	1.73	− 0.43
Mack	2,737	0.47	1,963	0.54	− 0.07
Kenworth	2,276	0.39	808	0.22	+ 0.17
Freightliner	1,990	0.34	1,136	0.31	+ 0.03
Peterbilt	1,733	0.30	871	0.24	+ 0.06
White	950	0.16	307	0.08	+ 0.08
Mercedes-Benz	313	0.05	330	0.09	− 0.04
Volvo	244	0.04	208	0.06	− 0.02
Autocar	154	0.03	91	0.02	+ 0.01
Western Star	72	0.01	48	0.01	.....
Miscellaneous**	99,269	16.98	54,208	14.84	+ 2.14
TOTALS	584,758	100.00	365,407	100.00	.....

★—New York and Oklahoma figures compiled from manufacturers' sales records, 1984; no registrations for Oklahoma, 1983.
* Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

One of two new Mercedes models

Powered by a 168 horsepower turbocharged diesel engine, the Mercedes-Benz L1317 is one of two new models that feature more power than the trucks they replace.

New Mercedes models feature greater power

PORTLAND, Ore.—Mercedes-Benz Truck Co. is introducing two truck models that feature higher power and other improvements over the models they replace, according to Peter E. Rupp, president.

The new 25,000-pound GVW L1117 and 30,000-pound GVW L1317 replace the L1116 and L1316 models, and are being phased in at the company's Hamtpon (Va.) assembly plant.

The new trucks will cost the same as the older models, Rupp said.

The L1117 and L1317 are powered by a new 168-HP version of Mercedes' 0M352A turbocharged diesel. Torque has been increased by 19 percent to 369-foot pounds, and a peak torque achieved at 1,700 RPM allows the engine to maintain its excellent fuel economy, Rupp noted.

In addition to more power, the engine also features an "aneroid compensator" to adjust fuel mixture when altitude changes, "moly"-coated top compression rings plus reshaped combustion recesses in the piston heads for improved performance, a larger-capacity water pump and increased cylinder-head thickness to handle the higher 17.4:1 compression ratio.

Continued on Page 38, Col. 4

Styleside 4 x 2 added to '84 Ranger lineup

DEARBORN.—The Ranger "S," a 4x2 styleside model with a 108-inch wheelbase, has been added to the Ford compact-pickup line for 1984. It has a suggested retail price of $5,993.

Standard equipment includes a 2-liter, four-cylinder engine, four-speed manual transmission, 1,235-pound payload, vinyl bench seat, argent-painted grille and black windshield molding. A 2.3-liter four is standard in California and high-altitude areas.

25 firms start 2-year test of modified Ranger engine

Natural gas powers Ford pickups

By Arthur M. Flax
Assistant Truck Editor

Ford Motor Co. has delivered a test fleet of 27 natural-gas-powered Ranger pickup trucks to 25 utility and natural-gas-related companies.

Ford initiated the natural-gas vehicle (NGV Ranger) program through the American Gas Assn. and its member companies. The utilities, located in the U.S. and Canada, paid $20,000 to lease each vehicle for the two-year test, according to W. Dale Compton, Ford research vice president.

"While many vehicle operators, especially companies in the natural-gas industry, have modified their cars and trucks to operate on natural gas," Compton said, "this is the first time a domestic auto manufacturer has set out to design and build a fleet of such vehicles for a major test."

He said the test would provide Ford with information on economy, range and performance under actual operating conditions.

The Rangers are equipped with 2.3-liter engines modified to take advantage of the high-octane (130) rating and other characteristics of natural gas.

Compression ratio has been boosted from 9.1 to 12.5:1 and hardened valve-seat inserts compensate for the lack of lubrication with the "dry" fuel.

In addition, a specially designed gaseous fuel mixer replaces the carburetor and the distributor and spark plugs have been specially calibrated.

Compton said a Ranger with

Continued on Page 38, Col. 3

Ford puts on the pressure

These 3,000-pound-per-square-inch pressure, fiberglass-wrapped, aluminum natural-gas tanks were constructed with "space age" processes for Ford Motor Co.'s natural-gas-powered Ranger pickup trucks, set for testing by 25 utility fleets.

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Total 584,758 through February

Registrations move up in all market segments

Continued from Page 16

show a drop in January, with a 10.5 percent loss, scored an 8 percent increase on 6,409 units for the 1984 two-month period, compared with 5,933 in 1983.

Group 7 registrations climbed 17.8 percent, from 7,121 during the first two months of 1983 to 8,389 this year. The Group 8 count jumped 71.7 percent, from 9,319 last year to 16,002.

• The success of the Dodge and Plymouth minivans and downsized Jeep Cherokee and Wagoneer led to increases in market share for these nameplates.

Dodge had 57,499 registrations through February and accounted for 9.83 percent of the industry total. Its share was up 1.59 percentage points from a year ago, when it had 8.24 percent on 30,108 tallies.

Plymouth's penetration was 1.28 points higher than a year ago, rising from 0.35 percent on 1,285 tallies in 1983 to 1.63 percent this year on 9,514 units.

Jeep's 21,056 registrations through February accounted for 3.60 percent of the total, an increase of one point over last year, when its 9,517 units took 2.60 percent of the market.

No. 1 Ford's 170,816 registrations in the first two months accounted for 29.21 percent of the industry total, a decrease of 2.85 points from the year earlier 32.06 percent on 117,139 tallies.

Second-place Chevrolet took 28.13 percent with 164,476 tallies. Its share was down 1.94 points from the 30.07 percent on 109,883 units last year.

HD registrations continue climb through February

Heavy-duty truck registrations continued their sharp rise in February, with 12,546 tallies, up 64.6 percent over last year's.

The two-month total was 24,391, an increase of 48.4 percent over the year-ago.

According to R. L. Polk & Co. statistics, Group 8 registrations for the first two months were up 71.7 percent to 16,002 units, compared with the previous year's 9,319.

Group 7 registrations increased to 8,389, a gain of 17.8 percent over the year-earlier 7,121.

International continued to lead Ford with 5,464 units through February, compared with Ford's 4,600 units.

Ford and International also were the biggest market-share losers. Ford's 4,600 tallies represented an 18.86 percent share of the market, down 5.31 percentage points from its year-earlier share of 24.17 percent on 3,973 units.

International's 5,464 tallies, representing 22.40 percent of the market, was off 1.90 points from last year's 24.30 percent on 3,995 units.

Kenworth's 9.33 percent share on 2,276 units represented the biggest boost in penetration, a gain of 4.42 points over the 4.91 percent share on 808 units during the same period last year.

White, Peterbilt, Freightliner, GMC, Autocar and Western Star also increased their market share for the first two months of 1984. Chevrolet, Mack, Volvo Mercedes-Benz and the miscellaneous group suffered losses.

Honda owners in N.Y. area get BBB mediation

NEW YORK. — Honda owners in the New York area may now settle their unresolved complaints through the Better Business Bureau as the result of an agreement between the Better Business Bureau of Metropolitan New York and American Honda.

The service will be available at all 140 BBBs throughout the U. S. and supplements the existing NADA - sponsored AUTOCAP program used by Honda since 1981.

The program allows access to BBB mediation and arbitration for owners of all Honda models beginning with the 1978 model year.

Owners of new and used Hondas are eligible for the program, as well as Honda lessees for all matters except those involving title to their cars.

The BBB will work with the customer and Honda to mediate the complaint, the bureau said. If mediation fails, a BBB volunteer arbitrator will hear the case and issue a decision within 10 days of the hearing.

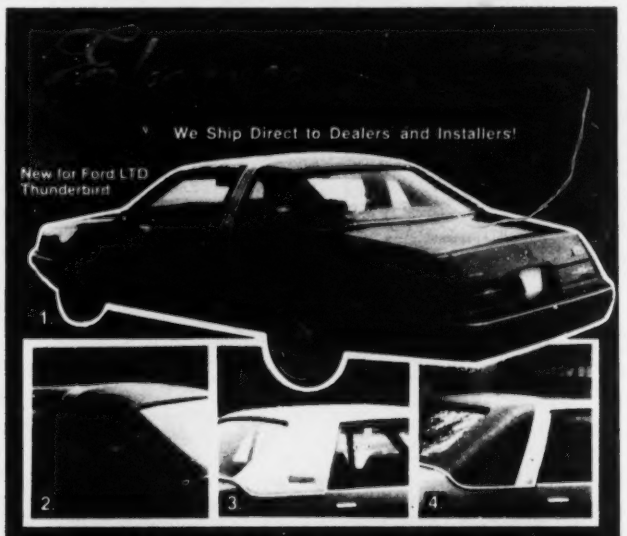
Honda joins General Motors, Volkswagen, Audi, Porsche and Nissan in the BBB's Autoline program for mediation and arbitration of consumer complaints. Last year, the Autoline program in metropolitan New York handled more than 4,300 complaints, of which more than 90 percent were resolved by mediation.

M-B dealership opens

ESCONDIDO, Calif. — Investment Motorcars (Mercedes-Benz) has opened here. Lyle Bradley and Alan Skuba own and operate the dealership.

McCombs' 25th

Kenneth McCombs, left, McCombs Chevrolet, Inc., Cadiz, O., receives a 25-year dealer award from D. S. West, Chevrolet Cleveland zone manager.



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NEW TRUCK SALES BY MAKE AND GVW CLASS

TWO MONTHS, 1984 VS. 1983★

		Group 1 6,000 pounds and less	Group 2 6,001-10,700	Group 3 10,000-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Jan., '84**	.....	.....	.....	.....	.....	.....	.....	**71**	**71**
	Feb., '84	.....	.....	.....	.....	.....	.....	.....	62	62
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**154**	**154**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	91	91
CHEVROLET	**Feb., '84**	**42,097**	**37,356**	**2,810**	.....	**10**	**368**	**578**	**27**	**83,246**
	Feb., '84	29,040	23,797	199	.....	21	315	479	57	53,908
	Year to Date '84	**83,952**	**73,495**	**5,134**	.....	**31**	**730**	**1,079**	**55**	**164,476**
	Year to Date '83	60,036	48,875	286	.....	46	662	900	78	109,883
(Memo Units) #	**Feb., '84**	**28,176**	**14,990**	.....	.....	.....	.....	.....	.....	**43,166**
	Feb., '84	20,001	9,797	.....	.....	.....	.....	.....	.....	29,798
	Year to Date '84	**56,686**	**29,210**	.....	.....	.....	.....	.....	.....	**85,896**
	Year to Date '83	41,185	18,282	.....	.....	.....	.....	.....	.....	59,467
DODGE	**Feb., '84**	**21,302**	**10,526**	.....	.....	.....	.....	.....	.....	**31,828**
	Feb., '84	9,788	6,014	.....	.....	.....	.....	.....	.....	15,802
	Year to Date '84	**37,769**	**19,730**	.....	.....	.....	.....	.....	.....	**57,499**
	Year to Date '83	18,982	11,126	.....	.....	.....	.....	.....	.....	30,108
(Memo Units) #	**Feb., '84**	**14,199**	**6,563**	.....	.....	.....	.....	.....	.....	**20,762**
	Feb., '84	6,009	4,290	.....	.....	.....	.....	.....	.....	10,249
	Year to Date '84	**25,260**	**12,357**	.....	.....	.....	.....	.....	.....	**37,617**
	Year to Date '83	11,885	7,885	.....	.....	.....	.....	.....	.....	19,740
FORD	**Feb., '84**	**22,852**	**59,662**	.....	.....	.....	**1,298**	**1,585**	**661**	**86,058**
	Feb., '84	19,797	34,330	.....	.....	.....	660	1,141	476	56,404
	Year to Date '84	**46,579**	**117,504**	.....	.....	.....	**2,133**	**3,145**	**1,455**	**170,816**
	Year to Date '83	41,640	70,097	.....	.....	.....	1,429	2,942	1,031	117,139
(Memo Units) #	**Feb., '84**	**21,972**	**19,896**	.....	.....	.....	.....	.....	.....	**41,868**
	Feb., '84	14,611	13,613	.....	.....	.....	.....	.....	.....	28,224
	Year to Date '84	**44,242**	**39,469**	.....	.....	.....	.....	.....	.....	**83,711**
	Year to Date '83	30,869	27,809	.....	.....	.....	.....	.....	.....	58,678
FREIGHTLINER	**Feb., '84**	.....	.....	.....	.....	.....	.....	.....	**924**	**924**
	Feb., '84	.....	.....	.....	.....	.....	.....	.....	582	582
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**1,990**	**1,990**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	1,136	1,136
GMC	**Feb., '84**	**9,830**	**10,208**	**74**	.....	**160**	**420**	**960**	**886**	**22,538**
	Feb., '84	6,375	7,432	7	.....	31	652	796	337	15,630
	Year to Date '84	**19,537**	**20,021**	**173**	.....	**314**	**776**	**1,784**	**1,939**	**44,044**
	Year to Date '83	13,347	14,666	7	.....	65	1,009	1,415	691	31,200
(Memo Units) #	**Feb., '84**	**5,844**	**3,543**	.....	.....	.....	.....	.....	.....	**9,387**
	Feb., '84	3,708	2,776	.....	.....	.....	.....	.....	.....	6,484
	Year to Date '84	**11,917**	**6,690**	.....	.....	.....	.....	.....	.....	**18,607**
	Year to Date '83	7,704	4,742	.....	.....	.....	.....	.....	.....	12,446
INTERNATIONAL	**Feb., '84**	.....	.....	.....	.....	.....	**1,142**	**1,054**	**1,817**	**4,013**
	Feb., '84	.....	.....	.....	.....	.....	832	694	1,111	2,637
	Year to Date '84	.....	.....	.....	.....	.....	**2,151**	**2,039**	**3,425**	**7,615**
	Year to Date '83	.....	.....	.....	.....	.....	2,310	1,506	2,489	6,305
JEEP	**Feb., '84**	**8,444**	**1,947**	.....	.....	.....	.....	.....	.....	**10,391**
	Feb., '84	2,687	1,882	.....	.....	.....	.....	.....	.....	4,569
	Year to Date '84	**17,001**	**4,055**	.....	.....	.....	.....	.....	.....	**21,056**
	Year to Date '83	5,190	4,327	.....	.....	.....	.....	.....	.....	9,517
(Memo Units) #	**Feb., '84**	**8,444**	**1,638**	.....	.....	.....	.....	.....	.....	**10,082**
	Feb., '84	2,687	1,582	.....	.....	.....	.....	.....	.....	4,269
	Year to Date '84	**17,001**	**3,435**	.....	.....	.....	.....	.....	.....	**20,436**
	Year to Date '83	5,190	3,613	.....	.....	.....	.....	.....	.....	8,803
KENWORTH	**Feb., '84**	.....	.....	.....	.....	.....	.....	.....	**1,251**	**1,251**
	Feb., '84	.....	.....	.....	.....	.....	.....	.....	364	364
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**2,276**	**2,276**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	808	808
MACK	**Feb., '84**	.....	.....	.....	.....	.....	**225**	**32**	**1,155**	**1,412**
	Feb., '84	.....	.....	.....	.....	.....	120	64	691	875
	Year to Date '84	.....	.....	.....	.....	.....	**409**	**49**	**2,279**	**2,737**
	Year to Date '83	.....	.....	.....	.....	.....	277	117	1,569	1,963
MERCEDES-BENZ	**Feb., '84**	.....	.....	.....	.....	.....	**88**	**45**	.....	**133**
	Feb., '84	.....	.....	.....	.....	.....	150	49	.....	199
	Year to Date '84	.....	.....	.....	.....	.....	**210**	**103**	.....	**313**
	Year to Date '83	.....	.....	.....	.....	.....	246	84	.....	330
PETERBILT	**Feb., '84**	.....	.....	.....	.....	.....	.....	.....	**952**	**952**
	Feb., '84	.....	.....	.....	.....	.....	.....	.....	372	372
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**1,733**	**1,733**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	871	871
PLYMOUTH	**Feb., '84**	**5,410**	**19**	.....	.....	.....	.....	.....	.....	**5,429**
	Feb., '84	401	286	.....	.....	.....	.....	.....	.....	687
	Year to Date '84	**9,469**	**45**	.....	.....	.....	.....	.....	.....	**9,514**
	Year to Date '83	759	526	.....	.....	.....	.....	.....	.....	1,285
VOLVO	**Feb., '84**	.....	.....	.....	.....	.....	.....	**94**	**29**	**123**
	Feb., '84	.....	.....	.....	.....	.....	.....	59	41	100
	Year to Date '84	.....	.....	.....	.....	.....	.....	**179**	**65**	**244**
	Year to Date '83	.....	.....	.....	.....	.....	.....	129	79	208
WESTERN STAR	**Feb., '84**	.....	.....	.....	.....	.....	.....	.....	**39**	**39**
	Feb., '84	.....	.....	.....	.....	.....	.....	.....	27	27
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**72**	**72**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	48	48
WHITE	**Feb., '84**	.....	.....	.....	.....	.....	.....	.....	**325**	**325**
	Feb., '84	.....	.....	.....	.....	.....	.....	.....	126	126
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**950**	**950**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	307	307
MISCELLANEOUS*	**Feb., '84**	**53,001**	**513**	**12**	**40**	.....	.....	**7**	**54**	**53,627**
	Feb., '84	23,621	504	.....	46	.....	.....	13	83	24,267
	Year to Date '84	**98,073**	**955**	**20**	**101**	.....	.....	**11**	**109**	**99,269**
	Year to Date '83	52,879	1,124	.....	53	3	.....	28	121	54,208
TOTALS	**Feb., '84**	**162,936**	**120,231**	**2,896**	**40**	**170**	**3,541**	**4,355**	**8,191**	**302,360**
	Feb., '84	91,709	74,245	206	46	52	2,729	3,295	4,329	176,611
	Year to Date '84	**312,380**	**235,805**	**5,327**	**101**	**345**	**6,409**	**8,389**	**16,002**	**584,758**
	Year to Date '83	192,833	149,741	293	53	114	5,933	7,121	9,319	365,407

★—New York and Oklahoma figures compiled from manufacturers' sales records, 1984; no registrations for Oklahoma, 1983.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-7 and Commando. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Priced between $14,000 and $25,000

Alfa to use sedans to grow in U.S.

By John A. Russell
Staff Writer

ENGLEWOOD CLIFFS, N.J. —Breaking into the luxury performance sedan market is not simple, but within 18 to 24 months Alfa Romeo intends to enter this segment in what will be an entirely new approach for the company.

Until now, Alfa Romeo has been known for its sports cars in the U.S. though it markets a full line of sedans in Europe.

However, according to Ernesto Vettore, president of Alfa Romeo here, the sports-car market is limited and if the company wants to grow, it must introduce sedans. The initial announcement that the company would enter the sedan market was made several months ago.

Details are now coming to the forefront. There will be two sedans ranging in price from $14,000 to $25,000.

The lower-priced model, a four door powered by a 2.5-liter 6-cylinder engine, will be introduced first — probably in 1986. The second will follow in 1987 or 1988.

The second car will be Alfa's entry in the luxury sedan market. It will represent a breakthrough for the company in both marketing and engineering.

On the marketing side, it represents Alfa's move into the $20,000-plus sedan market which is dominated by the German manufacturers.

Alfa Romeo does not market such an upscale sedan in Europe. According to Vettore, it will be a front-wheel-drive car, but he declined to reveal any further details.

• Executives, both here and in Europe, indicated that these cars are being designed with the U.S. in mind.

As Vettore commented, "The U.S. now accounts for one percent of the Alfa Romeo production and is commanding 20 percent of the time and effort of the staffs in Italy."

The sedans are 18 months to two years away. Vettore and Joseph E. Cooley Jr., sales and marketing director, are using the time to revamp the organization in the U.S. as well as expand the current product lineup.

With only the Spider convertible and the GTV-6 coupe available, both men are focusing their attention on those two products.

The Spider will be expanded from one model to three over the next year. In June, the Spider Graduate will make its appearance at under $14,000.

This car represents a move to attract a "traditional" sports-car market of younger buyers.

It is a new marketing platform, according to Vettore and Cooley, an entry-level car without many of the standard equipment items of the current model such as power windows and leather interior.

For 1985, there will be a face-lifted Spider and another model added to the list. This top-of-the-line Spider will be loaded and include a custom hard top. With the three models, the Spider prices will range from below $14,000 to above $20,000.

Also in 1985, the company is planning "action" on the GTV-6. But neither of the men would specify what type of action may be taken.

However, some indication may be gained from the special edition Maratona which will be in dealer showrooms this month. Only 150 have been built and Cooley said all have been ordered by dealers.

"It is sold out," he said, on the wholesale level and some dealers already have advance orders for the car.

Listing for $21,000, the Maratona is a move by Alfa Romeo to spark interest in the GTV-6 with a design concept.

Fender flares, louvered windows, a new front spoiler and other features have been added to the basic car. And the work is being done in the U.S. at the port.

Don Black, chief of engineering here, said the cars are ordered with some of the normal treatment omitted so the work can be done here.

The goal was to create a lower-profile car without tampering with the mechanicals.

And it is at the port that another key element in the Alfa chain has been added — quality control. Before the cars are shipped to the dealers, a complete inspection and necessary work are done at the port.

Quality has become a key at both the factory and here. The Spider has been a major focus of this quality drive, and Vettore said the goal is to have a reputation for improved quality. This includes both the product and the dealer network.

There are now 117 dealers in the network and Cooley wants this raised to around 175 before the sedans arrive in the U.S.

Upgrading the dealer network as well as adding new, committed dealers is another task at Alfa, but Cooley and Vettore stressed that it is a slow process and cannot be rushed.

DeRollo is Pontiac dealer

Frank DeRollo, seated, signs a Pontiac dealer agreement for DeRollo Pontiac-Buick, Stockton, Calif. Pontiac San Francisco zone personnel witnessing the signing are Robert J. Durant, left, zone manager, and Gary G. Mattila, business manager.

Used Car Sales
Auction Averages

May to date	$5,695
Month ago	$5,604
Year ago	$5,067

Model breakdown
Auction Averages

	MAY TO DATE	APRIL	MARCH
1984	$11,180	$13,891	$12,302
1983	9,378	8,850	8,066
1982	6,374	6,589	6,357
1981	5,249	5,344	5,393
1980	4,301	4,621	4,351
1979	3,817	4,008	3,698
1978	2,212	2,910	2,744
1977	1,834	2,159	2,365
Overall Average	$ 5,695	$ 5,418	$ 5,162

Auction directory

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American Motors

May 15 — D-A Auto Auction, New Stanton, Pa.

May 16—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

May 17 — Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

May 22—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

May 23—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

May 24 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

May 25—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

May 29—D-A Auto Auction, New Stanton, Pa.

May 30—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

May 31 — Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Ford Motor Co.

May 15 — Harrisonburg Auto Auction, Harrisonburg, Va.

May 16—Lakeland Auto Auction, Lakeland, Fla.

May 17—Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

May 22—Aptco Auto Auction, Taylor, Mich.

May 23—Concord Auto Auction, Acton, Mass.; Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 31—Skyline Auto Exchange, Fairfield, N.J.

General Motors

May 15—Southern Auto Auction, E. Windsor, Conn.

May 16—Metro Auto Auction, Kansas City, Mo.

May 17 — Indianapolis Auto Auction, Indianapolis, Ind.

May 22—Seattle Auto Auction, Kent, Wash.

May 23—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S.C.; Brasher's Auto Auction, Fontana, Calif., and Omaha Auto Auction, Omaha, Neb.

May 24—Butler Auto Auction, Gibsonia, Pa.

May 31—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

May opens with 53-day supply

Domestic stocks' slide continues during April

Continued from Page 1

at 61 days compared with 57 a month earlier. The corporation's shortest line was the hot-selling Lincoln Town Car at 25 days.

Chrysler Corp. had a 66-day supply May 1, little changed from 67 days a month earlier. In shortest supply was Plymouth Gran Fury with a 21-day stock.

American Motors had an 87-day supply May 1, up slightly from 86 days, while Volkswagen of America had a 97-day supply of U.S.-built Rabbits, down from 100 days, and Honda had a 13-day stock of U.S.-built Accords, down from 20 days.

The May 1 domestic new-car inventory was divided this way: GM, 53.62 percent; Ford Motor Co., 26.01 percent; Chrysler Corp., 14.79 percent; AMC, 3.38 percent; VWoA, 1.78 percent, and Honda, 0.42 percent.

A month earlier, the domestic inventory was divided as follows: GM, 56.00 percent; Ford Motor Co., 24.45 percent; Chrysler Corp., 14.01 percent; AMC, 3.39 percent; VWoA, 1.67 percent, and Honda, 0.48 percent.

• By size class, subcompacts increased their supply during April, while compacts held steady and the bigger car segments dipped.

On May 1, the industry had the following days supplies by market class: Subcompact, 59; compact, 66; intermediate, 48; standard, 48, and luxury, 44.

The May 1 domestic inventory was divided this way among the market segments: Subcompact, 19.51 percent; compact, 27.83 percent; intermediate, 31.72 percent; standard, 12.54 percent, and luxury, 8.40 percent.

A month earlier, the inventory was divided as follows: Subcompact, 18.87 percent; compact, 26.91 percent; intermediate, 33.66 percent; standard, 12.16 percent, and luxury, 8.40 percent.

The May 1 days-supply figures by market class were:

Subcompact — Fiero, 12; Accord, 13; Horizon, 48, Omni, 51; EXP, 51; Escort, 59; Turismo, 61; Charger, 64; Chevette, 69; Pontiac 1000, 75; Daytona, 76; Laser, 76; Lynx, 83; Alliance, 87; Encore, 88, and Rabbit, 97.

Compact — Cavalier, 45; Firebird 52; LeBaron, 60; Mustang, 63; Reliant, 66; 2000 Sunbird, 67; Camaro, 68; Skyhawk, 68; Dodge 400, 69; Aries, 81; Firenza, 84; Tempo, 85; Eagle, 87; Topaz, 92; Capri, 103, and Cimarron, 124.

Intermediate — Cutlass Ciera, 31; Century, 33; Cutlass Supreme, 37; Marquis, 39; Pontiac 6000, 40; Celebrity, 42; LTD, 46; Citation, 47; Skylark, 49; Malibu, 52; Regal, 54; XR7, 59; Omega, 59; Dodge 600, 70; Chrysler E Class, 70; Grand Prix, 71; Bonneville, 72; Phoenix, 72; Thunderbird, 76; New Yorker E, 94.

Standard — Gran Fury, 21; Olds 88, 31; LeSabre, 36; Grand Marquis, 50; Crown Victoria, 54; Chevrolet, 57; Parisienne, 70, and Diplomat, 132.

Luxury — Lincoln, 25; Cadillac, 33; Electra, 35; Olds 98, 36; Seville, 43; Riviera, 45; Eldorado, 47; Corvette, 51; Toronado, 61; Mark VII, 94, and Continental, 94.

NEW-CAR STOCKS

	May 1, 1984	Apr. 1, 1984	May 1, 1983
Alliance	87	83	38
Encore	88	88	....
Eagle	87	94	44
AMERICAN MOTORS	87	86	45
Horizon	48	47	58
Reliant	66	65	48
Turismo	61	69	63
Plymouth	21	37	49
Plymouth Total	57	59	52
LeBaron	60	62	63
Laser	76	86	....
Fifth Avenue	72	69	69
New Yorker E	94	65	48
E-Class	70	69	76
Chrysler Total	72	69	66
Omni	51	54	69
Daytona	76	86	....
Charger	64	75	59
Aries	81	74	53
Dodge 400	69	73	63
Dodge 600	70	87	78
Diplomat	132	49	52
Dodge Total	67	71	61
CHRYSLER CORP.	66	67	59
EXP	51	65	90
Escort	59	55	58
Tempo	85	66	....
Mustang	63	60	102
Thunderbird	76	69	66
LTD	46	53	81
Crown Victoria	54	56	54
Ford Division	63	59	69
Lynx	83	67	60
Topaz	92	71	....
XR-7	59	65	34
Marquis	39	36	55
Grand Marquis	50	44	45
Capri	103	75	124
Total Mercury	61	55	53
Continental	94	66	94
Lincoln	25	21	39
Mark VII	94	85	73
Lincoln Total	48	42	56
FORD MOTOR CO.	61	57	64
Skyhawk J	68	81	36
Skylark	49	80	47
Century	33	41	57
Regal	54	57	....
LeSabre	36	45	33
Electra	35	68	51
Riviera	45	56	46
Buick Division	45	57	46
Cimarron	124	112	73
Eldorado	47	43	61
Cadillac	33	51	56
Seville	43	52	61
Cadillac Division	40	51	59
Chevette	69	49	57
Cavalier	45	54	33
Citation	47	34	74
Camaro	68	68	59
Celebrity	42	47	48
Malibu	52	61	43
Monte Carlo	68	82	60
Chevrolet	57	64	63
Corvette	51	47	23
Chevrolet Division	54	56	52
Firenza	84	84	52
Ciera	31	32	52
Omega	59	87	50
Cutlass Supreme	37	49	20
Olds 88	31	38	27
Olds 98	36	38	31
Toronado	61	64	55
Oldsmobile Division	38	45	36
Fiero	12	12	....
T1000	75	80	78
J2000	67	71	43
Phoenix	72	91	95
Firebird	52	52	63
A6000	40	39	63
Bonneville	72	78	60
Grand Prix	71	82	71
Pontiac	70	71	224
Pontiac Division	53	55	65
GENERAL MOTORS	47	53	49
VOLKSWAGEN	97	100	91
HONDA	13	20	21
Total Cars U.S.	53	56	54
SUBCOMPACT	59	57	58
COMPACT	66	66	55
INTERMEDIATE	48	54	53
STANDARD	48	50	46
LUXURY	44	51	51

Memories for Vermeil

Pictured with Jack Lindsay, right, at the opening of Jack Lindsay Cadillac (formerly Webb Cadillac), Jenkintown, Pa., is Dick Vermeil, former Philadelphia Eagles head coach. Vermeil said he repaired cars like this 1941 Cadillac Fleetwood Derham sedan in his father's auto repair shop.

Import stocks rise in April; Japanese shipments resume

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars finally began climbing in April as Japan resumed shipments with the opening of a new year of voluntary restraints.

New imported cars in dealer and port inventories totaled 221,547 on May 1, a 33-day supply, compared with 212,315 a month earlier, a 27-day stockpile. A year ago, there were 294,703 new imported cars in stock, a 42-day supply.

The increase during April was due almost entirely to Japanese lines replenishing their dried-out pipelines, as the stock of German and other European cars declined during the month.

Even more dramatic was the turnaround in the inventory of new imported trucks — all Japanese-built — which jumped from 61,009 on April 1, a 25-day supply, to 82,378 on May 1, a 68-day stockpile. A year ago, there were 91,961 new trucks in stock May 1, a 78-day supply.

Much of the increase in the days-supply figure for Japanese cars and trucks was the result of the lower selling rate in April, caused by the depletion of stock.

The combined imported car and truck inventory May 1 totaled 303,925, a 37-day supply, compared with 273,324, a 27-day stock, a month earlier and 386,664 a year earlier, a 45½-day supply.

• The inventory of Japanese-built cars in the U.S. rose to 106,908 units May 1 from its lowest-ever level of 94,499 a month earlier. The May 1 stock of Japanese cars represented a 24-day supply, up from 16 days a month earlier.

Japanese nameplates and their May 1 days-supply figures were: Honda, 12; Toyota, 14; Mazda, 21; Subaru, 37; Mitsubishi, 39, and Isuzu, 111.

In addition, Chrysler Corp. had a 66-day supply of Mitsubishi-built cars, including Dodge and Plymouth Vista, 42; Dodge Colt, 53; Plymouth Colt, 57; Dodge Conquest, 71, and Plymouth Conquest, 79.

West German-made cars in inventory May 1 totaled 78,927, a 59-day supply, compared with Mercedes-Benz, 24; Porsche, 28; 84,116 April 1, a 67-day stock.

German nameplates and their May 1 days-supply figures were: Audi, 57; BMW, 59, and Volkswagen, 91. (The VW figure is for imports only; VW also had a 97-day supply of U.S.-built Rabbits.)

Days-supply figures for other European lines included: Jaguar, 18; Alfa Romeo, 24; Saab, 31; Volvo, 41; Peugeot, 48, and Renault, 267.

Days-supply figures for imported pickup trucks May 1 were: Mazda, 46; Toyota, 50; Nissan, 56; Mitsubishi, 63; Chrysler/Mitsubishi, 165, and Isuzu, 171.

IMPORT STOCKS

	May 1, 1984	Apr. 1, 1984	May 1, 1983
Honda	12	15	30
Isuzu	111	40	77
Mazda	21	15	51
Mitsubishi	39	19	120
Nissan	25	15	37
Subaru	37	32	33
Toyota	14	7	20
Chrysler	66	56	102
JAPANESE MODELS	24	16	36
Audi	57	66	83
BMW	59	75	53
Mercedes-Benz	24	27	26
Porsche	28	34	18
Volkswagen	91	104	75
GERMAN MODELS	59	67	52
Alfa Romeo	24	23	90
Jaguar	18	19	19
Peugeot	48	52	143
Renault	267	187	183
Saab	31	44	38
Volvo	41	47	39
OTHER MODELS	39	44	76
TOTAL IMPORTED CARS	33	27	42
Isuzu	171	113½	127
Mazda	46	12	94
Mitsubishi	63	27	133
Nissan	56	17	71
Toyota	50	20	56
Chrysler	165	97	102
TOTAL IMPORTED TRUCKS	68	25	78
TOTAL IMPORTED VEHICLES	37	27	47

Senate committee approves odometer anti-tampering bill

WASHINGTON. — An odometer anti-tampering bill has cleared the Senate Commerce Committee, carrying an amendment that calls for auto maker development and use of tamper-proof odometers.

The rollback-proof odometer amendment was added by Senator John C. Danforth, Missouri Republican and chairman of the Senate Surface Transportation subcommittee, to a bill introduced by Senator James J. Exon, Nebraska Democrat.

Supporters of Exon's bill agreed to the amendment with the provision it not be tied to a six-month deadline that specifies implementation, by all 50 states, of an on-title mileage record for all vehicles.

The Senate Commerce Committee's odometer legislation would require mileage readings printed in "bank note intaglio printing process" on the face of vehicle titles as a requirement of registration or transfer of ownership in all 50 states.

An odometer anti-tampering bill has been introduced on the House side, but no action has been taken on the matter.

The odometer registration bill is supported by the vehicle makers and auto dealers.

Auto industry witnesses have testified that a truly tamper-proof odometer may be an impossibility, but proponents of the standard argue that odometers can be made far more tamper-resistant than those currently being used.

Bonuses highlight Ford meeting

Continued from Page 3

of an incentive compensation such as profit sharing for all its employes, Caldwell said. General Motors has indicated it would negotiate for profit sharing instead of cost of living increases and annual improvement raises in the upcoming contract talks with the UAW.

However, Caldwell noted that profit sharing cannot be an "additive" thing.

"You can't have everything and profit sharing on top of it," he said. "You have to have a proper mix."

Caldwell wouldn't indicate the direction of car prices on 1985 models, but he said that car prices have gone up by one point less than the Consumer Price Index.

As for interest rates, Caldwell said the consumer confidence factor appears to be offsetting the rise in interest rates.

"I wouldn't want to see them go anything like they were before," he said. "Over 20 percent would be disastrous."

Cresong ready to go

NORTHFORK, W. Va. — Leonard C. Cresong has signed franchises to operate Gregory J. Chevrolet-Olds-Cadillac, Inc., here.

Dealer Investment opens new headquarters

INDIANAPOLIS.—Dealer Investment Service Co. has opened a 155,000-square-foot headquarters here.

The company provides products and services for improving the operations and profitability of its more than 1,000 automobile dealership clients.

Six weeks earlier than in 1983

Makers build year's 3-millionth car

By Joe Wilssens
Staff Writer

U.S. auto manufacturers reached another milestone last week as they assembled the three-millionth automobile of 1984. It was built last Monday (May 7), nearly six weeks earlier than in 1983. Last year, the three-millionth mark was reached June 16.

So far this year, the industry has completed 3,159,849 cars, 36.89 percent higher than last year's 2,308,371.

With overtime scheduled at 15 assembly plants last week, domestic auto makers slated production of 170,543 units, 3.00 percent greater than the prior week's 165,571 and 22.49 percent better than the year-ago week's 139,233.

Of last week's estimated car production in the U.S., General Motors accounted for 54.80 percent followed by Ford Motor Co., 22.97 percent; Chrysler Corp., 16.36 percent; American Motors, 2.82 percent; Honda, 1.67 percent, and Volkswagen of America, 1.38 percent.

The number of GM employes on indefinite layoff will drop to 46,000 this week, 1,000 fewer than last week. The workers are being recalled to a number of GM component plants to support planned assembly schedule increases, according to a GM spokesperson.

GM's Wilmington (Del.) plant completed its build of Chevette and Pontiac 1000 models last week and is expected to remain down until mid-August when the facility will begin production of B-cars. The plant conversion affects 3,300 workers.

GM led last week's overtime list with seven plants working two Saturday (May 12) shifts. They were: Arlington (Tex.), Fairfax (Kans.), Flint (B and G lines), Janesville (Wis.), Linden (N.J.), Pontiac and Lakewood (Ga.).

Ford scheduled Saturday overtime at its Atlanta, Kansas City and Wixom (Mich.) facilities last week.

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2 worked two 9-hour daily shifts last week while Jefferson (Detroit) worked two 8½-hour daily shifts. Newark and both St. Louis facilities also scheduled two 8-hour Saturday shifts. Jefferson Assembly worked two 8½-hour Saturday shifts.

GM-Toyota venture taking applications for 2,500 jobs

FREMONT, Calif.—The joint venture between General Motors and Toyota, New United Motor Mfg., Inc. (NUMMI), opened its employment office here to applicants for the venture's 2,500 jobs, and 2,800 of the 5,000 former hourly employes at the huge GM plant here said they want to go back to work.

Tom Klipstine, NUMMI spokesman, said the company "has pledged that at least a majority of the employes to be hired will be veterans of the plant. If the various skills we need are not among the 2,800 applications we now have, we will look outside, but our first priority is to hire from the former work force."

Klipstine said the 2,800 applicants will be informed of the new company's hiring procedures no later than the end of May and that candidates for the first shift, which is expected to begin production in December, will be asked to attend summer pre-employment work training classes.

A second shift is expected to be added sometime during 1985.

The joint venture is filling foremen and sub-foremen jobs. Those who get those jobs will be called team and group leaders and as many as 300 supervisors will be sent to Japan for training at Toyota facilities there.

Team leaders, according to Klipstine, will be UAW members who will represent the hourly employes. Group leaders, Klipstine said, will be considered "management personnel."

Job applications from those who have not worked with GM here are being sent to the California Employment Development Department, which will help the joint venture in evaluating and training employes.

Truck production moves upward to 63,926 for week

With overtime scheduled at three assembly facilities, domestic truck manufacturers slated production of 63,926 units last week, 1.96 percent greater than the prior week's 62,700. The build was 23.98 percent higher than the year-ago week's 51,563.

So far this year, the industry has completed 1,173,431 trucks, a 46.36 percent improvement from 801,743 trucks assembled at this time in 1983.

General Motors scheduled two Saturday (May 12) overtime shifts at St. Louis and Janesville (Wis.).

Ford Motor Co.'s Kansas City facility also scheduled extra Saturday hours.

Canadian makers reach 1984 peak in car output

Canadian auto manufacturers stepped up production last week and slated their best weekly build for 1984.

Canadian auto makers estimated completion of 24,502 units last week, 3.53 percent greater than the prior week's 23,667. The total replaces the former 1984 peak of 24,166 cars finished during the week ended March 31. Although last week was a 1984 high, it was 12.48 percent below the year-ago week's assembly of 27,994.

To date this year, the manufacturers have finished 424,304 autos, 12.25 percent above 377,998 units completed during the same period in 1983.

Canadian truck manufacturers saw production slip slightly last week from the previous week, but it was still a substantial improvement over the year-ago week's build.

Truck makers targeted completion of 17,980 units last week, down 307 from the prior week's 18,287, but a solid 47.14 percent increase over the year-ago week's 12,220.

Year-to-date, 317,560 trucks have been completed, 62.51 percent higher than 195,414 finished during the comparable 1983 period.

Chrysler Corp. recorded a model year milestone May 9 as the 100,000th T-115 minivan was assembled at the company's Windsor (Ont.) plant. Two shifts are presently producing 912 vehicles a day, double the output before the second shift was added in January.

Chrysler estimated production of 2,286 Dodge Caravans, 2,274 Plymouth Voyagers and 912 Mini Ram Vans last week, bringing the year-to-date T-115 total to 85,615.

CANADIAN CAR PRODUCTION

	Week Ended May 12, 1984	Week Ended May 14, 1983	Week Ended May 5, 1984	April Total	Jan. 1, to May 14, 1983	Jan. 1, to May 12, 1984
AMERICAN MOTORS	600	818	609	1,214	11,257	9,329
CHRYSLER CORP.	.....	5,328	.....	.....	87,783	.....
FORD MOTOR	10,166	8,292	10,172	39,266	68,203	160,580
GENERAL MOTORS	13,511	13,331	12,661	55,640	206,795	250,250
VOLVO	225	225	225	900	3,960	4,145
Total Cars, Canada	24,502	27,994	23,667	97,020	377,998	424,304

TRUCK PRODUCTION IN U.S.†

	Week Ended May 12, 1984	Week Ended May 14, 1983	Week Ended May 5, 1984	April Total	Jan. 1, to May 14, 1983	Jan. 1, to May 12, 1984
CHEVROLET	19,263	18,242	18,770	78,073	276,827	370,748
DODGE	4,000	2,638	4,097	16,921	48,964	77,779
FORD	25,950	20,864	25,007	101,810	317,324	450,438
GMC	6,487	5,228	6,494	26,205	93,366	12[illegible]91
INTERNATIONAL	1,576	1,117	1,584	6,668*	17,600	2[illegible]840
VOLKSWAGEN	.....	146	.....	.....	2,062	.....
JEEP	3,700	2,278	3,721	14,781	26,700	70,811
NISSAN	1,900	.....	1,977	7,171	.....	35,134
AM GENERAL	50*	50*	50*	240*	900*	990*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,800*	18,000*	19,600*
Total Trucks, U.S.	63,926	51,563	62,700	256,669	801,743	1,173,431

CANADIAN TRUCK PRODUCTION

	Week Ended May 12, 1984	Week Ended May 14, 1983	Week Ended May 5, 1984	April Total	Jan. 1, to May 14, 1983	Jan. 1, to May 12, 1984
CHRYSLER CORP.	8,160	2,704	8,903	31,401	51,321	136,147
FORD MOTOR	3,400	3,553	3,423	13,068	49,523	61,351
GENERAL MOTORS	6,248	5,715	5,801	25,503	91,603	117,359
INTERNATIONAL	172	248	160	601*	2,967	2,703
Total Trucks, Canada	17,980	12,220	18,287	70,573	195,414	317,560
N. American Trucks	81,906	63,783	80,987	327,242	997,157	1,490,991

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U.S. CAR PRODUCTION

	Week Ended May 12, 1984	Ended Week May 14, 1983	Week Ended May 5, 1984	April Total	Jan. 1, to May 14, 1983	Jan. 1, to May 12, 1984
AMERICAN MOTORS	4,800	3,700	4,801	14,395	63,996	73,858
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	3,700	4,801	14,395	59,925	73,858
Alliance	2,750	3,700	2,716	8,249	59,925	39,984
Encore	2,050	.....	2,085	6,146	.....	33,874
CHRYSLER CORP.	27,900	18,293	26,677	111,113	307,321	498,383
Plymouth Total	8,300	6,150	8,530	33,211	112,950	148,368
Horizon	3,500	2,098	4,075	13,212	37,086	60,877
Reliant	4,000	3,848	3,693	17,080	74,203	76,716
Caravelle†	250	204	210	842	1,661	3,546
Gran Fury	550	.....	552	2,077	.....	7,229
Chrysler Total	9,800	4,975	8,634	38,144	73,501	165,960
LeBaron	3,100	2,413	2,655	11,437	35,119	49,612
Laser	1,900	.....	1,637	6,060	.....	30,305
Chrysler E-Class	2,500	2,562	2,302	9,660	38,302	41,867
Fifth Avenue	2,300	.....	2,040	10,987	.....	44,176
Dodge Total	9,800	7,168	9,513	39,758	120,870	184,055
Omni	2,300	3,179	3,089	12,533	41,354	55,473
Aries	3,600	2,458	2,829	12,721	51,942	60,812
Daytona	1,100	.....	959	4,529	.....	23,187
Dodge 400	.....	930	.....	.....	12,294	.....
Dodge 600	1,700	601	1,650	7,399	15,280	32,088
Diplomat	1,100	.....	986	2,576	.....	12,495
FORD MOTOR	39,170	33,906	38,679	159,045	534,436	668,314
Ford Division	25,500	21,249	25,745	101,547	349,389	437,738
Escort	7,627	5,895	8,338	30,822	99,221	135,445
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,075	3,355	3,150	12,760	47,748	49,380
LTD	4,097	3,730	4,231	17,210	67,591	86,910
Thunderbird	3,631	4,899	3,470	14,282	74,461	61,611
Crown Victoria	1,595	2,018	1,591	6,777	33,845	30,735
EXP	555	.....	626	2,372	1,184	12,338
Tempo	4,920	1,352	4,339	17,324	1,611	61,319
L-M Division	13,670	12,657	12,934	57,498	185,047	230,576
Mercury Total	9,557	9,995	9,491	44,043	145,834	166,552
Lynx	1,207	1,373	1,337	6,550	24,863	27,033
Capri	547	678	490	1,913	8,765	7,162
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,798	1,950	2,662	11,141	26,968	41,575
Cougar	1,957	3,294	2,119	11,703	35,104	38,511
Grand Marquis	2,035	2,216	2,023	7,698	40,422	35,406
LN7	.....	.....	.....	.....	290	.....
Topaz	1,013	484	860	5,038	821	16,865
Lincoln Total	4,113	2,662	3,443	13,455	39,213	64,024
Continental	1,086	261	911	3,316	6,622	13,130
Lincoln	2,570	1,506	2,153	8,421	19,350	36,843
Mark VI/VII	457	895	379	1,718	13,241	14,051
GENERAL MOTORS	93,448	80,370	90,015	373,715	1,352,836	1,828,733
Buick Division	20,139	18,532	20,282	79,776	313,309	390,355
Skylark	2,085	1,677	2,017	7,646	34,650	36,885
Skyhawk	2,985	1,682	3,076	13,351	26,814	62,552
Century	4,082	3,331	4,729	18,475	53,161	85,655
Regal	4,770	5,261	4,687	18,492	95,153	86,241
Buick	3,816	5,694	3,537	13,822	87,984	87,523
Riviera	971	887	889	3,768	15,547	20,940
Electra (fwd)	1,430	.....	1,347	4,222	.....	10,559
Cadillac Division	6,436	6,604	5,571	28,673	125,759	129,565
Cimarron	413	329	304	1,422	8,606	7,597
Seville	965	765	877	3,701	13,654	16,092
Eldorado	1,827	1,718	1,662	7,023	29,534	29,796
Cadillac	1,618	3,792	1,458	12,067	73,965	64,855
DeVille (fwd)	1,613	.....	1,270	4,460	.....	11,225
Chevrolet Division	33,327	26,873	31,852	137,930	414,409	629,551
Chevette	5,782	4,405	5,434	23,328	70,935	90,680
Cavalier	8,478	6,778	8,245	34,871	88,930	157,772
Celebrity	5,718	2,822	6,835	25,276	29,414	114,128
Camaro	5,507	3,820	3,809	22,994	68,928	99,724
Citation	2,327	1,851	2,349	11,057	39,391	42,237
Malibu/El Camino	913	3,022	829	3,173	56,252	13,501
Monte Carlo	1,050	2,152	850	5,023	33,769	53,252
Chevrolet	2,927	1,590	2,894	9,919	19,448	45,538
Corvette	625	433	607	2,289	7,342	12,719
Oldsmobile Division	22,384	19,452	21,242	85,780	363,854	458,965
Omega	985	873	1,059	4,754	23,360	20,389
Firenza	1,865	972	1,809	7,018	17,510	29,769
Cutlass Supreme	3,993	5,384	4,115	17,640	106,396	129,191
Cutlass Ciera	5,615	4,474	5,952	24,613	68,573	105,394
Oldsmobile	7,199	6,987	6,062	22,757	132,605	145,132
Olds 98 (fwd)	1,680	.....	1,289	4,969	.....	11,425
Toronado	1,047	762	956	4,027	14,910	17,665
Pontiac Division	11,162	8,909	11,068	41,556	135,505	220,297
Acadian†	650	458	649	3,424	5,821	8,442
2000 Sunbird	3,153	2,783	3,686	10,916	35,851	56,163
1000	1,279	1,451	1,320	4,829	12,967	17,821
Firebird	2,289	1,786	1,843	9,788	32,861	42,184
Phoenix	773	378	719	1,712	11,068	7,360
Grand Prix/Bonneville	.....	2,053	.....	.....	36,937	29,733
Parisienne	318	.....	269	1,139	.....	11,916
Fiero	2,700	.....	2,582	9,748	.....	46,678
HONDA	2,875	1,022	2,851	11,216	10,465	46,494
VOLKSWAGEN	2,350	1,942	2,548	9,352	39,317	44,067
Total Cars, U.S.	170,543	139,233	165,571	678,836	2,308,371	3,159,849
Total Cars, Canada	24,502	27,994	23,667	97,020	377,998	424,304
N. American Cars	195,045	167,227	189,238	775,856	2,686,369	3,584,153
N. American Trucks	81,906	63,783	80,987	327,242	997,157	1,490,991
North American Cars and Trucks	276,951	231,010	270,225	1,103,098	3,683,526	5,075,144

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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May 21, 1984

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59th year—$40 per year, $1.00 per copy

GM, Toyota set December for startup at Fremont plant

By Matt DeLorenzo
Los Angeles Reporter

FREMONT, Calif. — New United Motor Mfg., Inc. (NUMMI), last week announced it intends to produce its first car by December and introduced the management team at a press conference here.

Headed by President and Chief Executive Officer Tatsuro Toyoda, NUMMI is owned equally by Toyota Motor Co. and General Motors and has taken over the shuttered GM assembly plant to produce a small Corolla - class vehicle for distribution in 1985 by Chevrolet dealers.

The top management of the company has a decidedly Japanese look, with eight of the top 13 slots filled by personnel from Toyota. Only two of the officials are from GM with three coming from companies other than NUMMI's parents.

In addition to Toyoda, other officials coming from the Japanese car company include Kan Higashi, executive vice president; Kosuke Ikebuchi, vice president, manufacturing; Kiyoshi Hibino, general manager, inspection; Yasumasa Nishi, general manager, finance and treasurer; Nobuyoshi Nishioka, chief coordinator, engineering staff group; Koichiro Noguchi, general manager, purchasing, and Susumu Uchikawa, general manager, production control.

Joining NUMMI from GM are Robert Hendry, general manager, general affairs and comptroller, and Alan Perriton, advisor, materials management. Hendry formerly served on GM's Financial Staff, and Perriton was director, Materials Management Staff.

Gary L. Convis, general manager, plant; D. William Childs, general manager, human resources, and Dennis Cuneo, gen-

Continued on Page 73, Col. 1

Rogers' Rascal

Three-wheeled prototype microvan

Rogers Intr Auto, Inc., Vancouver, B. C., is debuting this prototype three-wheeler, called the Rascal, at the Los Angeles Auto Expo this week. The 126-inch-long microvan rides on an 88-inch wheelbase. Production is scheduled to start next year. Story on Page 38.

breaking news

Dodge dropping Rampage

DETROIT.—Chrysler is planning to discontinue its domestic small Dodge Rampage pickup truck, beginning with the '85 model year. Dealers, who were notified last week, attributed the move to sagging sales and the vehicle's lack of clearcut identity as either a car or truck. The Plymouth version, Scamp, was discontinued last year.

Art Center to confirm Swiss campus

VEVEY, Switzerland. — Art Center College of Design, Pasadena, Calif., will shortly confirm details of the European campus it is to establish near here. The development appears set to become a serious alternative to the London Royal College of Art's Automotive Design Unit, the only one of its kind in Europe.

BMW forms high-tech venture

MONTVALE, N. J.—BMW of North America has formed a venture capital company called BMW Technology Partners to invest in high-technology industries applicable to its business. Partners are Churchill International, of San Francisco, and BMW Ventures, a subsidiary of BMW AG, as well as BMW of North America.

Cash incentive offered on Tempo, Topez

DETROIT.—Ford Motor is running a dealer cash incentive on Tempo and Topaz from May 11 to June 10. Dealers get nothing for 0-20 percent of a Tempo or Topaz objective; $250 per unit for 20-60 percent of objective, and $400 for 60 percent and over, nonretroactively.

U.S. dealer total continues to rise; up 7 for quarter

By John K. Teahen Jr.
Managing Editor

Reflecting the happy days in the auto industry, the number of dealerships handling domestic makes of passenger cars increased during the first quarter of this year.

The rise was small — only 7 outlets — but any upturn at all is unusual in the first three months of the year.

The latest Automotive News census found 20,848 domestic-car establishments in business on April 1, compared with 20,841 on Jan. 1.

It is the only first-quarter gain in the 23 years that Automotive News has been compiling dealer totals on a quarterly basis, and it's safe to say that there have been mighty few other years in "modern history" when the total has climbed in the January-March period.

Possibly in 1955 and/or 1950, when the dealer count went up for the full year, and certainly in some of the early post-World War II years when the manufacturers were rebuilding their retail organizations.

This year's rise of 7 compares with a dip of 48 in the first three months of 1983. The 1983 figure was encouraging since it followed first-quarter drops of 276 in 1982, 221 in 1981 and 258 in 1980.

• Last year, the industry trimmed its dealer loss to 28 in the second quarter and then had increases of 94 in the third quarter and 24 in the fourth for a full-year advance of 42 outlets. It was the first full-year gain since 1955.

In the first quarter of this year, Chrysler Corp. showed a rise of 30 outlets and Ford Motor Co. was up seven. There were slips of 15 for American Motors-Renault, 10 for General Motors and six for Volkswagen. Factoring in a change in the number of intercorporate duals gave the domestic industry a gain of 7.

The first-quarter advance marked the third consecutive quarter in which the domestic dealer count has climbed. At the risk of being repetitious, it's the only time that has happened in the 23 years for which quarterly figures are available.

In fact, there have been only five other quarterly upturns during those 23 years, and three of those occurred in 1963 and 1964. The others were the first quarter of 1973 and the fourth quarter of 1977.

All figures in this article and in the accompanying tables refer to the net change in the dealer population, both for the individual corporations and car lines and for the domestic industry as a whole.

• Franchise totals continued to grow in the first quarter of this year. Each of the Chrysler Corp. makes had a sizeable upturn, and there were advances for every Ford Motor Co. make and for four of the GM lines.

Plymouth fared best, adding 39 franchises, followed by gains of 36 for Chrysler and 35 for Dodge car. Mercury added 13 selling agreements; Ford car, 8, and Lincoln, 7. At GM, there were jumps of 10 each for

Continued on Page 73, Col. 4

U. S. CAR OUTLETS

	April 1, 1984	Jan. 1, 1984
American Motors-Renault	1,511	1,526
Chrysler Corp.	3,894	3,864
Ford Motor Co.	5,515	5,508
General Motors	10,030	10,040
Volkswagen	900	906
TOTALS	21,850	21,844
Minus Intercorporate Duals	1,002	1,003
NET DEALERS	20,848	20,841

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U. S. dealers complain they can't compete

More Americans shopping for new cars in Canada

By Richard Johnson
Staff Writer

Some U.S. dealers along the Canadian border have reported an increase in the number of U.S. citizens buying cars in Canada to take advantage of a favorable exchange rate and the lack of an import duty.

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new along the border, but dealers is some areas—particularly in upper New York state and Maine—say crossover sales have picked up in recent months.

With the American dollar now valued at almost $1.30 against the Canadian dollar, spokesmen at some U.S. outlets say they with Canadian dealerships on certain models.

Depending on the car, U.S. dealers have cited price differences for customers ranging from a few hundred dollars to $2,500. An official with the Federation of Automobile Dealer Assns. of Canada (FADA) estimated that U.S. citizens can realize a savings of 8-10 percent on some cars.

The situation has prompted a few dealer organizations in the U.S. to contact both auto manufacturers and Washington lawmakers in search of a solution. But the matter has been overshadowed by the broader issue of overall U.S.-Canadian trade relations.

Purchases by U.S. citizens in Canada are already limited by differences in emission and safety standards between the two countries. Most cars sold north of the border cannot pass U.S. Customs without expensive modifications. But buyers can apparently reap benefits on cars which qualify for passage to the states without major alterations.

The 1965 U.S.-Canadian Automotive Trade Agreement basically allows Canadian vehicles to enter the U.S. duty-free so long as less than half the material value was imported to Canada from countries other than the U.S.

U.S. customers are entitled to a refund of Canada's 9 percent excise tax on vehicle purchases and may also apply for reimbursement of provincial sales taxes, which range from 7-9 percent, once cars are registered in the U.S.

But dealers in the U.S. have complained that retail trade terms between the two countries are not reciprocal. Although the U.S. implements a

Continued on Page 72, Col. 1

35-hour week is chief issue

German strike leads to quick shutdowns

By Richard Feast
European Editor

STUTTGART, West Germany. — The year-long phoney war over working hours in West German industry ended last week.

A series of carefully aimed pin-prick strikes brought nearly all of the auto industry's production to a halt and hastened the prospect of wide-scale lockouts by employers.

The effect of the component strikes was very rapid. By Friday (May 18), the picture across Germany was bleak:

Audi—Closure on Friday.

BMW—Car production finished Thursday, motorcycle production Friday.

Daimler-Benz — Car production at Sindelfingen and trucks at Wuerth closed Thursday. Limited output of components at Unterturkheim and cars at Bremen. Bus production continues at Manheim with great difficulties.

Ford—Some production still possible, "but we don't know for how long," said a spokesman.

MAN—Production finishes today (Monday).

Opel—Center of Hesse action which begins today (Monday). No production likely.

Porsche—Production winds down at the end of today (Monday).

Volkswagen—Production possible today and tomorrow (Tuesday) but closure likely Wednesday.

The likely effects of the dispute should not be under-estimated. Within a few days the ripple will, for instance, reach tire makers in Germany, component buyers in Sweden and auto customers in the U. S.

Following last week's targets in the northern part of the state of Baden-Wurttemburg—Boscn and other suppliers—this week's focus is the giant General Motors plant belonging to Adam Opel in the state of Hesse.

What is at issue is the length of the working week. Many German unions want it reduced from 40 to 35 hours, something which they believe could cut the country's 2.4 million unemployment roll by half.

IG Metall, the world's largest union, is making the running. Its 2.6 million members are employed in the metal working industries, including the auto industry. But instead of calling a widespread strike, the union has concentrated its attack on the most prosperous locations —the states of Baden-Wurttemburg and Hesse — where unemployment is the lowest in Germany.

Areas of high unemployment, such as the Ruhr steel-making centers, are not targets.

• There is no doubt that IG Metall has selected its target very well. Around Stuttgart, the Baden-Wurttemburg capital, there are auto makers like Daimler-Benz and Porsche. There are component makers like Mahle (pistons), BBS (wheels) and Beahr (radiators). There is also Bosch.

Bosch is a major supplier of fuel systems and electrical equipment to vehicle makers around the world, not just in Germany.

The situation for auto makers is further aggravated by the recent adoption of lower component stocking. The use of Japanese-style daily deliveries gives the makers no buffer stocks on which to draw.

German laws do not allow unions to hit more than one state at a time. Thus, this week's concentration will be on Opel — currently still riding the crest of a European sales surge — and will return to Baden-Wurttemburg next week.

IG Metall is reputedly set for a long dispute. It is alleged to hold reserves of $725 million, with $165 million immediately available in cash. At present, it has to pay only those members directly involved in the dispute, around 13,000 in 14 factories.

• The real test will emerge when employers decide — as seems highly likely — on lockouts because the lack of components will not allow production to continue. Just who will pay those laid-off employes has not been established in German law. It is at this point, probably some time this week, that the episode will turn nasty.

Attitudes on both sides seem just as divided as when the shorter working week was first discussed during last summer's wage negotiations. It has been a constant topic ever since, and last fall's Frankfurt Auto Show was overshadowed by the protracted negotiations.

These are carried out in each state by the union, IG Metall, and the employers' federation, Gesamtmetall. Individual companies, such as those from the auto industry, are observers to the process.

It soon became clear that the auto industry would be the key thrust of the campaign. It employs some 680,000 people directly, a further 900,000 in supply companies and altogether affects one in seven of the population.

It has recovered well from the recession, and some companies are positively blooming. Of last year's total production of 4.7 million units, 2.37 million were exported. With a value of $26 billion, the sector is far more significant for the country's trade balance than any other.

• Employers say the 35-hour week — which is also combined with a wage increase of just over 3 percent — will increase costs by 16 to 20 percent. They say they cannot afford this extra burden to their competitiveness when it is not occuring elsewhere. At Opel and Ford they envisage customers turning to Japan: At Mercedes and BMW, they say would-be customers will slip away to Volvo and Jaguar.

In addition, employers maintain that while German industry wages soared in the 1960s and '70s — with the inevitable introduction of automation in the factories as a consequence—the education system was not producing enough engineers.

"Today in Germany we have too many teachers and not enough engineers," commented one company executive.

German politics are not usually enmeshed in industrial disputes. But in the run-up to the current confrontation the ruling center-right coalition led by Chancellor Kohl's Christian Democrats lined up behind the employers and the opposition SPD (Social Democrats) behind the unions.

With no established conciliation service in the country, there are few avenues to travel looking for any kind of settlement.

Nissan, mayors dedicate office

Mayors of three nearby communities helped Nissan officials dedicate the new Portland (Ore.) regional office of Nissan Motor Corp. in U.S.A. At open house ribbon-cutting ceremonies are, from left: Jim Darr, mayor of Hillsboro, Ore.; James Watson, Nissan's Portland regional manager; Frank Ivancie, mayor of Portland; Tetsuo Arakawa, president of Nissan U.S.A., and Jack Nelson, mayor of Beaverton, Ore.

Will curb bonuses, prices, outsourcing if UAW and U. S. do their part

Iacocca offers deal on auto issues

By Michelle Krebs
Financial Editor

Chrysler Chairman Lee Iacocca last week vowed to restrain executive bonuses, car prices and outsourcing if the UAW agreed to work-rule changes and the Reagan Administration addressed fair-trade issues.

In a speech to the League of Women Voters convention in Detroit, Iacocca called upon U. S. Trade Representative William Brock and other trade officials to hold a "woodshed talk" with the Big Three auto makers and the UAW.

"We've had enough rhetoric and enough finger pointing," he said. "It's time for some action.

"I'd like to find out where the Administration and the leaders of both parties really stand on jobs, prices and fair trade, and where General Motors, Ford and the UAW stand and what they're willing to contribute."

Iacocca proposed freezing car prices and outsourcing as well as restraining executive bonuses to half of what GM and Ford pay in bonuses. Chrysler executives have not yet received bonuses for 1983. A bonus proposal is on the ballot for the June 7 shareholders' meeting.

In return, Iacocca said he would expect work rule modifications from the UAW that would allow the auto maker to be more competitive. He also called upon the union to tie wage increases to productivity and quality improvements and "to get serious" about trimming medical costs, now averaging $600 on every car.

"I'm not talking about concessions or rollbacks. I just want to know that labor will pick up its part," he said.

• As for the Federal Government's role, Iacocca demanded that the issue of the "unfair playing field" — that of Japan's advantage because of the yen value and tax structure — be addressed.

While GM, Ford and Brock had no comment on Iacocca's remarks, the UAW issued a statement that "with some reservations," it supported Iacocca's general goals and would participate in discussions proposed by the Chrysler chief.

Iacocca also criticized the Reagan Administration and the news media for making a "war dance" of auto executives' salaries and bonuses.

Trade Representative Brock had blasted Ford and GM for the large bonuses and salaries paid to executives while the Japanese are voluntarily restraining the number of cars they export to the U. S. Brock, claiming the American public "was had" by the Detroit auto makers, suggested ending the import restraints.

"We got clobbered when we lost money, and we get clobbered when we make money," Iacocca responded.

He said the Reagan Administration should focus its attention not on the auto makers' salaries and profits but on the federal budget deficit and the trade deficit — "the national scandal."

14 pct. of Fiero sales clinched in California

ENCINO, Calif.—April Fiero sales totaled 1,368 in California and represented 14 percent of national Fiero dealer deliveries, Pontiac said.

Pontiac's overall daily selling rate in California was up 99 percent over April, 1983.

Volvo slates U. S. tour for futuristic LCP

DETROIT. — AB Volvo is sponsoring a U. S. tour for its advanced manufacturing showcase, dubbed the Light Component Project (LCP) — a high-tech tour de force it unveiled at the Geneva Auto Show in March.

With the LCP, Volvo joins the ranks of manufacturers seriously studying variations of the modular assembly concept now being embraced by General Motors in its Saturn Project and other future car programs.

IH to end production of gas-powered trucks

CHICAGO.—The International Harvester Truck Group will discontinue production of gasoline-powered trucks, Dec. 1.

"We have studied this option at length and believe that the commitment of resources to the IH diesel program is, in the long-run, serving the best interests of our customers," said Neil A. Springer, Truck Group president.

"Diesel engines offer a number of significant advantages over comparable gasoline-powered engines," Springer added.

"Our experience has proven that diesels provide more usable power at lower engine-operating speeds, offer a considerable fuel-savings advantage, and cut maintenance costs since they don't require tuneups of the type normally associated with gasoline-powered alternatives."

"Finally, because diesels are more durable, they offer a longer service life and higher resale value," he said.

Another consideration involves the impact of future EPA emission standards on tomorrow's gasoline engines.

"With substantial investments, the EPA standards can be met, but it appears so only at the expense of fuel economy, performance, reliability and durability," Springer said. "We feel such sacrifices do not serve the best interests of the truck-buying public."

He said a complete family of International mid-range diesel alternatives will be available in 1985, consisting of four different horsepower offerings of the IH DT-466, two versions of the IH 9.0-liter diesel, and two horsepower offerings of the 6.9-liter mid-range diesel.

The Truck Group also will cease production of two V-8 gasoline engines at the Indianapolis plant which manufactures the 6.9-liter diesel.

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59th year — No. 5023

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Target is 40 to 50 pct. local content, Runyon says

Nissan details plans for Smyrna

By Marjorie Sorge
Labor Editor

The Nissan Sentra to be assembled at Nissan Motor Mfg. Corp.'s plant in Smyrna, Tenn., beginning next April will initially have 40 to 50 percent domestic content, according to NMMC President Marvin T. Runyon.

Runyon told AUTOMOTIVE NEWS that NMMC is "shooting for" that percentage when production begins and hopes to increase the content as quickly as possible. Trucks currently produced at the plant have 42 percent U. S. content.

NMMC plans to go to its current U. S. suppliers first to see if they can produce the products for the Sentra.

Engines for the car will be made in Japan while engines for the trucks will come from Nissan's new plant in Mexico as soon as that plant begins production, Runyon said. There are currently no plans to import the car engines from Mexico.

According to Runyon, it is not economically feasible to add an engine facility to the Smyrna plant until production reaches 350,000 to 500,000. The current annual capacity at Smyrna is 240,000, which it plans to reach in mid-1987.

Stampings for the Sentra will eventually be totally produced at Smyrna, but initially they will come from that plant as well as Nissan facilities in Japan, he said.

The move to produce cars at Smyrna is part of Nissan Motor Co.'s worldwide plan of becoming an international company, which will build more vehicles overseas and adopt more joint ventures, Runyon said. Nissan wants to take 10 percent of the world market by 1990, he said.

• According to Runyon, the Voluntary Restraint Agreement (VRA) had no bearing on the company's decision to build cars at Smyrna.

The Smyrna plant will be building cars and trucks on the same line on one shift beginning next April and hopes to add a second shift in September, 1985. Runyon said the ideal situation would be to have separate lines, but that change will depend on the marketplace.

Running both the Sentra and the small pickup truck on one line poses a slight problem since the car is front-wheel-drive and the truck is rear-wheel-drive. RWD engines have traditionally been inserted from the bottom while FWD engines are placed from the top.

When cars are added to the plant, truck production will be reduced to allow for the Sentra output, but Runyon emphasized that that move is not because truck sales are faltering.

He said Nissan sold 137,000 trucks in 1983, up 27 percent from the previous year. Sales have continued to be good in 1984. In February, Nissan sold 23,028 trucks and in March it sold 22,769.

While it will be another two years before NMMC sees a substantial profit, Runyon said the company will see a slight profit next year. He said the addition of the Sentra will help increase that profit because it will keep the fixed costs down and the volume up.

Adding the Sentra will also require hiring an additional 1,100 workers. Some maintenance technicians will be hired within the next few months and some of them will be sent to Japan to study as Nissan did with many of the workers hired for the truck operation.

So far, no decision has been made on how many will be sent or where they will be trained, Runyon said. Nissan builds the Sentra at its Zama and Murayama plants.

• Besides adding a new vehicle to the Smyrna operation, few other things will change. Runyon will be in charge of both the truck and car operations.

Like the truck, the Sentra will be priced the same as its Japanese sister. And, again like the truck, Sentras built at Smyrna will be sold basically east of the Rocky Mountains. The rest of the nation will sell Sentras imported from Japan.

The Smyrna plant will never build the total volume of cars needed for the U. S. market so, in case of a downturn, there will not be a need for layoffs, Runyon said. The Japanese-built vehicles will make up the rest of the sales need.

There are currently no plans to build any other models in the U. S. but there is plenty of room on the 782-acre site to expand the plant.

According to Runyon, the paint plant can be doubled without touching the original facility and, if production should be increased over the current 240,000 annual capacity, another trim and chassis plant would have to be built. There is also more than enough room to expand the stamping operation.

Meanwhile, the Smyrna plant remains non-union and there has been little interest on the part of workers in organizing. But UAW Vice President Stephen P. Yokich, head of the UAW organizing department, maintains the plant will be organized in the future.

Special car for special kids

Bonnie Quantrell, president of Quantrell Cadillac, Lexington, Ky., presents the keys to a 1984 Sedan DeVille to Pete Owens, chairman of the Kentucky Special Olympics. Attending the presentation along with six special Olympians were: Rep. Larry Hopkins, left, Kentucky Republican, and Dave Kirchner, executive director, Kentucky Special Olympics.

Pontiac expects big volume for its new '85 Grand Am

By Joseph Bohn
Marketing Editor

Pontiac sees an opportunity to make Grand Am its second-best selling car in '85 and its volume leader in the "not too distant future," according to Ed Benson, assistant general sales manager.

That's one of the reasons it will throw more advertising/marketing weight behind the new sporty model than last fall's splashy Fiero introduction.

The Grand Am is one of the GM20 cars that will go on sale this fall.

The total market for a car like Grand Am, Benson said, is 5-5½ times larger than for a Fiero-type vehicle.

But, at the same time, the 25-to-44-year-old "new values" group it's aimed at will be a tough sell. Some 60 percent consider imports, and 40 percent buy them, Pontiac research indicates.

This time out, too, Pontiac doesn't have the volume of advanced press it had with Fiero.

The latter's revolutionary production techniques and design captured considerable attention from the business, enthusiast and auto press for 1½ years before its introduction "which did an awful lot of the (communications) job for us," Benson noted.

By contrast, he characterized Grand Am as "more evolutionary than revolutionary. On that basis, we have a tremendous communications job in its segment of the market."

Some observers feel that Pontiac (and other GM divisions) may hedge their advertising bets this fall, because of the possibility of a strike. But Benson said that wasn't the case.

"The only thing we can do is plan for uninterrupted production. We cannot and wouldn't hedge," Benson said, adding it would be "foolish" to plan an interruption.

He added that "contingencies worked into arrangements on media buys" generally help protect advertisers such as Pontiac from big losses in case of unforeseen events like a strike.

Honda reaches capacity output at Ohio plant

MARYSVILLE, O. — Production at the Honda automobile plant here has attained full capacity of 600 cars per day, on two shifts, for a rate of 150,000 units annually.

The $250 million facility, which began production in November, 1982, produces three-door and four-door Accords on two shifts. Total employment of Honda of America, including motorcycle production, is now 2,300.

Honda recently began work on a $240-million, 700,000-square-foot expansion of the automobile plant. When it is completed in 1986, Honda will be manufacturing the Civic model, in addition to the Accord.

12 GM dealers stage 5th annual Silverdome Sale

PONTIAC. — Twelve dealers in this area staged their fifth annual GM Dealers Silverdome Sale last week.

Russ Shelton, Shelton Pontiac, Rochester, chairman of the event, anticipated selling a record 1,000-plus cars and trucks during the event. The previous high mark was 827 units sold in 1980.

The sale featured radio personalities, entertainment and 1,500 new GM vehicles on display.

As part of the hoopla, dealers released helium-filled balloons worth $150,000 in discounts. Each balloon was tagged with a card worth $100 to the finder toward purchase of a new vehicle, according to Al Dittrich, co-chairman and owner of Al Dittrich Oldsmobile, Pontiac.

New-car sales climb again; travel rate tops 9 million

By Jenny L. King
Staff Writer

New-car sales in early May climbed some 70,000 units above the total for the same period one year ago and were travelling at a rate in excess of nine million.

Ford Motor Co. paced the major U. S. auto makers with its 53.31-percent sales increase May 1-10. The domestic industry's total for the period was the best since 1979, and year-to-date sales were 33.93 percent ahead of the 1983 figure.

Retail deliveries in the first May period this year numbered 238,240, up 41.15 percent from 168,785 in 1983. The recent period had the advantage of an extra selling day — 9 vs. 8 a year earlier—and the daily rate of 26,471 was up 25.47 percent from 21,098.

Ford Motor Co. reported sales of 54,537 new passenger cars, up 53.31 percent from 35,574. General Motors sales were up 45.09 percent, to 148,431 from 102,302. Chrysler Corp.'s 26,359 total was up 15.93 percent from 22,737.

American Motors reported estimated sales of 4,050 AMC and domestic Renault products, down 20.59 percent from 5,100. Honda was up 147.90 percent, to 3,126 from 1,261, and Volkswagen slipped 4.09 percent, to 1,737 from 1,811.

• GM climbed to 62.30 percent of the domestic market for the period from 60.61 percent in 1983. Ford climbed 22.89 percent, up from 21.08 percent. Chrysler sales accounted for 11.07 percent, down from 13.47 percent.

AMC dropped to 1.70 percent from 3.02 percent of the market; Honda had 1.31 percent, up from 0.75 percent, and VW dropped to 0.73 percent from 1.07 percent.

Oldsmobile set a record for the period with sales of 38,062, up 44.84 percent from the year-ago 26,278, and demolishing the former record of 32,639 set in 1978.

Other GM makes scored well, if short of records: Buick was up 11.64 percent, Cadillac was up 24.30 percent, Chevrolet was up 65.43 percent and Pontiac was up 64.67 percent.

At Chrysler Corp., Plymouth sales were down 15.71 percent, Chrysler was up 48.82 percent and Dodge was up 34.26 percent.

Ford was up 42.87 percent, Mercury was up 74.70 percent and Lincoln was up 91.19 percent.

Whereas Renault was up an estimated 7.58 percent, AMC plunged 72.22 percent. VW dipped 4.09 percent and Honda more than doubled its sales, to 3,126 from 1,261.

Year-to-date sales reached 2,953,667, up 33.93 percent from 2,205,357. The annualized figure, based on May 1-10 sales, stood at 9.6 million domestic units.

DOMESTIC SALES

	May 1-10, 1984	May 1-10, 1983
Renault		
Alliance/Encore	3,550†	3,300†
AMC	500†	1,800†
AMERICAN MOTORS	4,050†	5,100†
Chrysler	8,170	5,490
Imperial	.....	36
Plymouth	8,297	9,843
Dodge	9,892	7,368
CHRYSLER CORP.	26,359	22,737
Ford	35,678	24,972
Mercury	14,951	8,558
Lincoln	3,908	2,044
FORD MOTOR CO.	54,537	35,574
Buick	25,014	22,405
Cadillac	9,816	7,897
Chevrolet	54,336	32,84(
Oldsmobile	38,062	26,278
Pontiac	21,203	12,876
GENERAL MOTORS	148,431	102,302
VOLKSWAGEN	1,737	1,811
HONDA	3,126	1,261
U. S. INDUSTRY TOTAL	238,240	169,785

† estimated

Hoernig to head Mercedes R&D

STUTTGART, West Germany. — Daimler-Benz has named Rudolf Hoernig a member of the board of management for research and development.

He succeeds Werner Breitschwerdt, who was named chairman in December.

Sports/utility vehicle joins Toyota lineup

A sports/utility vehicle called the 4Runner has been introduced in the U. S. by Toyota Motor Sales, U.S.A., Inc. There are two models, a deluxe truck version with seating for two and an SR5 passenger-car version that seats five. Both models feature a removable rear top.

Toyota 4Runner eyes sports/utility buyers

TORRANCE, Calif. — Toyota's new 4Runner sport/utility vehicle combines the benefits of a station wagon with those of the firm's compact 4x4 pickups.

The 4Runner will be available in a deluxe truck version that seats two, and an SR5 passenger-car version that seats five.

It features the aerodynamic front-end styling of the Toyota 4x4 truck, a detachable rear top, large glass area, steel roll bar, and a rear power window that lowers into the tailgate.

The 2.4 - liter, four - cylinder, overhead-cam engine found in Toyota 4x4 trucks also powers the 4Runner.

Toyota said its research indicates sports/utility truck buyers are slightly older and more likely to be married than its 4x4 customers. However, the company said there is enough overlap in the demographics of both classes to assure the 4Runners' appeal to many customers looking at Toyota's four-wheel-drive trucks.

• "Nearly 30 percent of our 4x4 truck buyers report that they either bought their truck with a camper shell installed by the dealer or had one installed later," said Warren Christell, marketing vice president, Toyota Motor Sales, U.S.A., Inc.

"We think the 4Runner models are right on track for those buyers and for families who want the extra passenger carrying capability of a station wagon in an off-road tough 4x4."

He added that "industry sales forecasters predict that the sports/utility market will expand in the next few years by nearly 50 percent. And a majority of that expansion will be in

Continued on Page 37, Col. 5

Truck calendar

May 18-23 — Truck Trailer Manufacturers Assn. annual convention, Palm Beach, Fla.

May 23-25 — New England Truck Show, Hynes Auditorium, Boston.

Aug. 7-12—30th annual Midwest RV Show, Notre Dame University campus, South Bend.

Sept. 30-Oct. 3 — TRUCK '84, American Trucking Assns. convention and exposition, Las Vegas Hilton/Las Vegas Convention Center, Las Vegas.

Sept. 30-Oct. 3 — 37th Annual Convention & Exposition, Truck Body & Equipment Assn., MGM Grand Hotel & Convention Center, Las Vegas.

Oct. 13-18 — Recreation Vehicle Dealers Assn., annual convention, Sheraton World, Orlando, Fla.

Oct. 31-Nov. 11—32nd Annual RV & Manufactured-housing Show, Dodger Stadium, Los Angeles.

Nov. 27-30 — 22nd annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

Dec. 3-6—SAE annual truck and bus meeting, Hyatt Regency Hotel, Dearborn.

1985

Feb. 14-17 — Seventh Annual Convention, Truck Renting & Leasing Assn., The Registry, Scottsdale, Ariz.

April 13-16 — 22nd Annual Convention & Exposition, NADA American Truck Dealers Division, Sheraton Washington, Washington, D.C.

truck industry news

Total climbs to 1,333,796, up 2.3 pct. over 1978 mark

4-month truck sales hit new high

Four - month sales of new trucks of all types in the U. S. reached their highest level in industry history, and the April total was the second-highest for that month.

During the January-April period, according to factory and distributor reports, franchised dealers and factory outlets retailed 1,333,796 units, up 2.3 percent from the previous high of 1,303,947 established in 1978 and 45.2 percent above last year's 918,605 units.

In April, 350,230 new trucks were retailed, an increase of 39.8 percent over the year - ago 250,476 units. The alltime April high of 362,951 sales also was set in 1978.

If sales continue at the April rate for the final eight months of calendar 1984, the total could top the four-million mark for the second time and exceed the record 4,108,096 sales achieved in 1978. At the April pace, the total would approximate 4,135,-625 units.

Sales were up sharply in all three market segments in the first four months and in April.

• Through April, retailers sold 1,253,987 light trucks, an increase of 45.7 percent over last year's 860,610 units. Heavies were up 42.2 percent, 62,201 versus 43,733, and the mediums hit 17,608 units, 23.5 percent higher than the year-ago 14,262.

During the month, light-truck sales totaled 326,567 units, up 38.8 percent over the year-earlier 235,252. Heavies were up 64.8 percent to 18,814, compared with 11,415 a year ago. Mediums totaled 4,849, a gain of 27.3 percent over last year's 3,809.

Compact trucks of all types, domestic and imports, increased their share of the light-truck total for both April and the four-month period.

April sales of 140,427 compacts accounted for 43 percent of the light-truck total and were 70.9 percent higher than the year-earlier 82,159. In 1983, the downsized units took 34.9 percent of the light-truck count.

Through April, compact sales totaled 540,219 units and accounted for 43.1 percent of the light-truck total. They were 75.8 percent higher than the 307,301 units sold in the like period in 1983. Last year's four - month total accounted for 35.7 percent of the light-truck sales.

Domestic compacts increased their share of the small - truck market during the month and for the January-April period.

Dealers retailed 99,640 small trucks in April for 71 percent of the total, compared with 62.6 percent a year ago with 51,444 sales. April sales of the imports totaled 40,787 units, versus 30,-715 last year.

Through April, the 358,592 domestic compact sales accounted for 66.4 percent of the small-truck total, compared with 57.5 percent on 176,723 units in 1983. The import count was 181,627, up from the year - earlier 130,-578.

Chevrolet truck sales in April topped Ford for the first time this year, but Ford held the

Continued on Page 56, Col. 3

Two air suspensions introduced by Neway

ANAHEIM, Calif.—Two new air suspensions, one for on-highway truck drive axles, and the other for on-road trailers, were introduced by the Neway Division, Lear Siegler, Inc., at the International Trucking Show here.

Both suspensions—the ARD-238 drive-axle and the AR-90 trailer unit — are lighter in weight, lower in cost and have design features that reduce maintenance, according to John Conley, Neway sales/marketing vice president.

He said use of high-strength, low alloy steel keeps the suspension weight down to 680 pounds for the tandem unit and 340 pounds for the single, and the rigid trailing arm contributes to the suspension's strength and long life.

"Neway's patented Smart Nut provides a positive clampload that extends pivot bushing life," Conley said, "and the suspension also incorporates a rubber-bushed, single-pin axle connection which users say has logged more than 500,000 miles of trouble-free service.

"Compatible with disc brakes and automatic slack adjusters, the ARD-238 has a patented axle - alignment feature which allows for easier installation and simplifies field alignment if necessary," he added.

The tandem-axle suspension has a capacity of 38,000 pounds and the single-axle capacity is 20,000 pounds, and is available as a truck-factory-installed unit or through Neway distributors.

Conley said the AR-90 trailer suspension makes optimum use of the rigid trailing arm and a unique top-mount design to reduce weight without sacrificing stability or durability.

"The AR-90-14 has a 14-inch ride height and weighs 389 pounds, while the AR-90-17 weighs 443 pounds and has a 17-inch ride height," he said. "The suspension has a capacity of 22,500 pounds."

The trailer suspension also uses the Smart Nut, which Conley said "helps extend both pivot and axle connection busing life."

Both the rear-drive axle and trailer suspensions are warranted for 100,000 miles, and the rigid trailing arms for three years or 250,000 miles.

Rockwell extends axle exchange through April, '85

TROY, Mich. — Rockwell International's On-Highway Products Operations has extended its "Carrier (axle ratio) Exchange Program" through April, 1985, and will add six of the firm's more popular axles to the program.

The program now covers 10 axles. They are the H-172, H-173, L-172 and R-170 single rear axles, and the SL-100 SL-100P, SQ-100, SQ-100P, SQHP and SSHD tandem axles.

Rockwell said the exchange program allows truck dealers to quickly obtain a gear carrier that meets a customer's needs, so that the dealer can make a sale that might otherwise have been lost.

When faced with a right-truck, wrong-axle situation, a dealer calls Rockwell's Service Parts Distribution Center in Florence, Ky., and requests the carrier with the axle ratio specified by the customer.

The carrier is shipped FOB immediately to the dealer. The dealer replaces the existing carrier and returns it to the Florence facility within 30 days.

Causes shortage of emergency, recreational vehicles

Lack of Ford vans, cutaways hurts

By Arthur M. Flax
Assistant Truck Editor

Demand for Ford vans, and the cutaway chassis in particular, has caused a critical shortage among manufacturers of emergency and recreational vehicles.

The cutaway model, according to David Tarrant, Ford Division recreational vehicle sales manager, OEM, is in particularly short supply because Budd Co., which previously supplied Ford with dual wheel assemblies, dropped out of that business. Firestone Steel Products now is Ford's only supplier, he said.

Tarrant said production of cutaways has been cut from nine per hour to less than five.

Ambulance makers say the Ford cutaway is ideally suited to their industry because it is available with a more powerful engine and higher GVW rating than its competitors. Ford vans also are popular among ambulance builders.

Ford estimates the ambulance market at 4,500 units a year, 3,-000 of which are supplied by Ford.

• "It's been difficult to get a handle on the ambulance market," Tarrant said. "There are a lot of small builders scattered around. We've done a survey and found there are 25 active ambulance builders."

Normally, he added, Ford doesn't get involved with the smaller builders. They buy equipment directly from the dealer, he explained, while larger builders receive consignments based on past purchases and other factors.

Several weeks ago, however, Ford formed a special committee to give priority allocations to special cases — emergency vehicles and in several instances, vehicles for the handicapped.

In addition, Tarrant said Ford has plans to step up cutaway production in September, and again next January. By that time, Ford should be able to meet demand for its cutaways, he said.

Tarrant also predicted production of Ford's Aerostar minivan next year also would free up capacity for commercially used full-size vans.

"Production on all Econolines is 51 per hour," he said. "That's faster than we originally thought we could build them. We're running flat out."

• Tarrant admitted that Ford has experienced some spot component shortages, notably transmissions and rear ends.

Some ambulance manufactur-

Continued on Page 36, Col. 1

PRODUCTION OVERSEAS

JAPAN

Cars

	2 mos., 1984	2 mos., 1983
Daihatsu	24,735	26,311
Fuji	43,364	38,526
Honda	147,055	133,790
Isuzu	12,965	13,880
Mitsubishi	77,284	84,409
Nissan	312,103	282,768
Suzuki	23,064	14,914
Toyo Kogyo	126,310	140,018
Toyota	372,193	362,473
Total	1,139,073	1,097,089

Vans, trucks, buses

Daihatsu	58,922	50,692
Fuji	43,614	47,024
Hino	9,323	8,155
Honda	22,586	24,908
Isuzu	45,774	35,959
Mitsubishi	83,655	66,028
Nissan	103,330	97,329
Nissan Diesel	6,386	5,184
Suzuki	79,266	72,482
Toyo Kogyo	58,114	41,960
Toyota	154,602	142,075
Others	139	167
Total	665,771	591,963
Total vehicles	1,804,784	1,689,052

FRANCE

Cars

	2 mos., 1984	2 mos., 1983
Peugeot SA	210,259	235,292
Citroen	82,719	95,369
Peugeot	109,751	98,445
Talbot	17,789	41,478
Renault	268,386	258,478
Total	478,645	493,770

Vans, trucks, buses

CBM	7	15
Peugeot SA	18,612	18,088
Citroen	4,449	4,943
Peugeot	11,463	8,439
Talbot	2,700	4,706
Renault	41,228	28,349
Sovam	10	11
Unic	1,051	1,019
Total	60,908	47,482
Total vehicles	539,553	541,252

UNITED KINGDOM

Cars

	1 mo., 1984	1 mo., 1983
BL	38,894	34,002
Austin Rover	35,665	30,472
Jaguuar	2,473	2,343
Range Rover	756	1,187
Carbodies	157	146
Ford	28,738	26,542
Lotus	74	39
Reliant	12	8
Rolls-Royce	138	94
Talbot	10,361	9,385
TVR	25	10
Vauxhall	10,486	10,372
Others	78	52
Total	88,963	80,650

Vans, trucks, buses

Bedford	5,347	3,476
BL	6,656	7,801
Austin Rover	1,896	2,771
Land Rover Group	3,876	3,999
Leyland Vehicles	884	1,031
ERF	77	151
Foden	57	39
Ford	8,566	10,938
Hestair Dennis	95	64
Karrier	356	480
MCW	13	23
Reliant	25	
Seddon Atkinson	115	114
Others	22	57
Total	21,329	23,143
Total vehicles	110,292	103,793

BELGIUM

Cars

	12 mos., 1983	12 mos., 1982
Ford	213,357	190,686
General Motors	354,276	355,625
Renault	171,829	182,413
Volkswagen	97,220	91,837
Volvo	43,509	32,344
Total	880,191	852,905

Vans, trucks, buses

Ford	72,121	86,770
Van Hool	447	558
Volkswagen	23,375	32,605
Volvo	32,394	23,234
Total	128,337	143,167
Total vehicles	1,008,528	996,072

REGISTRATIONS OVERSEAS

WEST GERMANY

Cars

	2 mos., 1984	2 mos., 1983
Alfa Romeo	1,119	1,507
Austin Rover/ Land Rover	1,485	
Bertone	46	65
BL Cars		806
BMW	29,661	22,991
Daihatsu	979	925
Ferrari	52	
Fiat Auto	16,422	14,189
Ford	39,788	39,371
General Motors	70,669	65,863
Honda	5,434	4,842
Isuzu	351	
Jaguar	224	
Lada	1,556	1,161
Mazda	9,881	5,144
Mercedes-Benz	42,092	38,079
Mitsubishi	6,202	4,729
Nissan	8,923	5,977
Peugeot SA	16,005	12,067
Citroen	6,487	6,038
Peugeot/Talbot	9,518	6,029
Pininfarina	40	36
Porsche	2,289	1,924
Renault	13,779	14,233
Saab	692	606
Seat	862	
Skoda	354	203
Subaru	1,382	1,165
Suzuki	2,381	1,732
Toyota	7,192	6,749
VW-Audi Group	110,145	92,196
Audi	21,486	23,621
Volkswagen	88,659	68,575
Volvo	2,552	2,135
Others	155	213
Total	393,385	338,908

WEST GERMANY

Cars

	3 mos., 1984	3 mos., 1983
Alfa Romeo	3,421	3,120
Austin Rover	2,278	1,300
Bertone	107	180
Daihatsu	1,658	1,533
Ferrari	81	
Fiat Auto	31,241	26,875
Ford	76,993	84,147
General Motors	122,319	127,285
Honda	10,300	8,872
Isuzu	627	
Jaguar	401	142
Mazda	17,764	11,944
Mercedes-Benz	68,083	66,446
Mitsubishi	11,305	10,021
Lada	2,551	2,097
Nissan	15,917	11,503
Peugeot SA	29,228	23,767
Citroen	11,377	11,248
Peugeot/Talbot	17,851	12,519
Pininfarina	93	122
Porsche	3,728	3,516
Renault	25,093	23,801
Saab	1,158	1,061
Seat	1,135	
Skoda	600	391
Subaru	1,824	1,609
Suzuki	3,700	3,156
Toyota	12,890	13,814
VW-Audi Group	189,148	182,009
Audi	40,350	47,861
Volkswagen	148,798	134,148
Volvo	4,344	4,284
Others	266	443
Total	687,836	656,021

ITALY

Cars

	3 mos., 1984	3 mos., 1983
Alfa Romeo	37,412	26,886
BL	6,327	8,591
BMW	8,778	7,412
Fiat Auto	263,299	237,687
Fiat	221,732	199,936
Lancia-Autobianchi	41,567	37,751
Ford	18,389	22,036
General Motors	18,101	15,914
Innocenti	6,257	3,761
Mercedes-Benz	3,922	3,314
Peugeot SA	33,649	32,020
Citroen	18,987	18,513
Peugeot/Talbot	14,662	13,507
Renault	48,072	49,439
VW-Audi Group	23,285	28,340
Audi-Porsche	5,004	7,269
Volkswagen	18,281	21,071
Volvo	6,061	5,707
Total	482,046	445,185

UNITED KINGDOM

Cars

	2 mos., 1984	2 mos., 1983
Alfa Romeo	799	1,297
BL	56,407	54,219
Austin Rover	54,235	52,297
Jaguar	1,447	1,319
Range Rover	725	603
BMW	5,368	3,780
Daihatsu	905	797
Fiat Auto	9,989	7,677
Ford	88,367	98,306
FSO	666	602
General Motors	67,281	44,616
Honda	2,001	2,316
Hyundai	404	459
Lada	2,209	2,938
Lotus	101	93
Mazda	2,771	2,178
Mercedes-Benz	3,315	3,160
Mitsubishi	2,088	1,575
Nissan	12,693	11,402
Panther	38	1
Peugeot SA	18,700	19,262
Citroen	5,067	4,640
Peugeot/Talbot	13,633	14,622
Reliant	29	13
Renault	11,863	11,534
Rolls-Royce	150	174
Saab	1,574	1,708
Skoda	1,879	1,571
Subaru	395	380
Suzuki	597	517
Toyota	4,070	3,900
VW-Audi Group	17,126	20,714
Volvo	11,942	11,459
Zastava	856	647
Others	1,088	907
Total	325,671	308,202

UNITED KINGDOM

Cars

	3 mos., 1984	3 mos., 1983
Alfa Romeo	1,293	1,891
BL Cars	93,270	90,725
Austin Rover	90,203	87,894
Jaguar	2,153	2,009
Range Rover	914	822
BMW	7,920	7,271
Daihatsu	1,461	1,284
Fiat Auto	14,493	12,756
Ford	136,483	159,638
FSO	1,080	1,026
General Motors	94,994	68,201
Honda	3,957	3,827
Hyundai	717	775
Lada	3,675	5,155
Lotus	143	131
Mazda	4,583	3,850
Mercedes-Benz	4,947	4,361
Mitsubishi	3,071	2,424
Nissan	20,838	19,662
Panther	61	2
Peugeot SA	28,923	32,702
Citroen	8,736	8,123
Peugeot/Talbot	20,187	24,579
Reliant	35	21
Renault	18,780	18,680
Rolls-Royce	182	226
Saab	2,603	2,679
Skoda	3,008	2,538
Subaru	607	670
Suzuki	953	998
Toyota	6,744	6,819
VW-Audi Group	28,425	31,058
Volvo	16,666	18,979
Zastava	1,353	942
Others	1,596	1,384
Total	502,861	500,675

AUSTRIA

Cars

	3 mos., 1984	3 mos., 1983
Alfa Romeo	726	593
BL	65	110
BMW	2,684	2,339
Daihatsu	199	217
Fiat Auto	4,338	2,712
Ford	5,871	4,886
General Motors	7,768	8,322
Honda	1,171	849
Lada	338	410
Mazda	5,430	5,954
Mercedes-Benz	1,843	1,818
Mitsubishi	1,003	1,175
Nissan	2,574	3,877
Peugeot SA	4,124	3,814
Citroen	1,852	1,611
Peugeot/Talbot	2,272	2,203
Porsche	184	133
Renault	2,800	2,587
Saab	106	106
Seat	298	
Skoda	165	225
Subaru	570	971
Suzuki	275	206
Toyota	2,518	2,857
VW-Audi Group	10,983	11,869
Audi	2,070	2,914
Volkswagen	8,913	8,955
Volvo	974	930
Others	30	35
Total	56,929	56,995

SWEDEN

Cars

	3 mos., 1984	3 mos., 1983
Alfa Romeo	252	112
BMW	978	881
Daihatsu	229	150
Fiat Auto	1,636	970
Ford	5,521	5,258
General Motors	5,572	4,598
Honda	864	707
Lada	372	388
Mazda	2,653	2,574
Mercedes-Benz	1,212	958
Mitsubishi	282	387
Nissan	1,307	1,279
Peugeot SA	1,901	1,480
Citroen	892	663
Peugeot/Talbot	1,009	817
Porsche	59	34
Renault	416	437
Saab	8,322	7,526
Skoda	80	90
Subaru	221	134
Suzuki	1	
Toyota	2,138	2,109
VW-Audi Group	6,833	4,711
Audi	1,739	860
Volkswagen	5,094	3,851
Volvo	16,739	15,347
Total	57,591	50,136

JAPAN

Cars

	2 mos., 1984	2 mos., 1983
Daihatsu	15,126	12,592
Fuji	10,812	8,636
Honda	33,141	35,124
Isuzu	5,788	7,288
Mitsubishi	23,435	21,178
Nissan	103,000	106,534
Suzuki	11,669	12,919
Toyo Kogyo	30,599	34,918
Toyota	164,187	150,849
Imports (all)	5,222	4,437
Tota	402,988	394,475

Vans, trucks, buses

Daihatsu	38,924	34,045
Fuji	28,604	25,448
Hino	5,893	5,038
Honda	23,142	23,064
Isuzu	17,601	16,333
Mitsubishi	41,521	40,689
Nissan	38,259	38,246
Nissan Diesel	2,851	2,521
Suzuki	52,652	51,200
Toyo Kogyo	23,711	21,741
Toyota	47,759	50,470
Total	320,917	308,995
Total vehicles	723,905	703,470

FRANCE

Cars

	12 mos., 1983	12 mos., 1982
Alfa Romeo	27,888	31,761
Aro	804	0
BL	30,651	32,663
BMW	33,127	33,467
Ferrari	131	140
Fiat Auto	102,840	101,212
Ford	143,521	132,815
FSO	2,024	1,883
General Motors	77,312	51,823
Honda	8,227	9,143
Innocenti	2,190	838
Lada	25,031	24,185
Mazda	13,632	15,383
Mercedes-Benz	18,843	17,853
Mitsubishi	3,860	4,032
Nissan	16,001	17,726
Peugeot SA	649,975	621,979
Citroen	259,028	248,975
Peugeot	301,162	261,394
Talbot	89,785	111,610
Porsche	1,612	1,538
Renault	708,713	804,968
Saab	806	333
Seat	2,366	0
Skoda	5,272	3,845
Toyota	12,851	13,515
VW-Audi Group	115,476	124,410
Audi	24,617	23,725
Volkswagen	90,859	100,685
Volvo	13,956	10,897
Zastava	1,793	759
Others	75	118
Total	2,017,617	2,056,490

FRANCE

Cars

	1 mo., 1984	1 mo., 1983
Alfa Romeo	1,816	2,591
BL	2,537	2,070
BMW	2,893	2,415
Ferrari	6	12
Fiat Auto	7,701	6,713
Ford	10,651	13,330
General Motors	5,876	5,797
Honda	278	708
Innocenti	104	112
Lada	1,725	1,618
Mazda	546	1,505
Mercedes-Benz	1,674	1,591
Mitsubishi	244	453
Nissan	888	1,427
Peugeot SA	44,564	47,510
Citroen	19,486	19,746
Peugeot	22,201	19,139
Talbot	2,877	8,625
Polski	142	118
Porsche	128	171
Renault	42,289	47,721
Saab	95	56
Seat	632	
Skoda	290	280
Toyota	540	941
VW-Audi Group	8,166	10,766
Audi	2,420	2,475
Volkswagen	5,746	8,291
Volvo	1,282	915
Zastava	97	186
Others	134	22
Total	135,118	148,979

IRELAND

Cars

	12 mos., 1983	12 mos., 1982
Alfa Romeo	288	389
Aston Martin	20	25
BL	3,110	2,908
BMW	365	644
Daihatsu	6	17
Fiat Auto	5,271	6,655
Ford	12,696	16,478
General Motors	7,448	8,005
Honda	2	2
Lotus	26	13
Mazda	1,610	1,804
Mercedes-Benz	292	497
Morgan	11	10
Nissan	6,552	7,456
Peugeot SA	2,577	2,869
Citroen	347	335
Peugeot/Talbot	2,230	2,534
Porsche	11	18
Reliant	15	7
Renault	5,235	7,558
Saab	164	154
Skoda	2	1
Toyota	9,625	10,698
VW-Audi Group	2,631	4,794
Audi	490	599
Volkswagen	2,141	4,195
Volvo	871	1,050
Others	277	340
Total	59,132	72,400

FINLAND

Cars

	12 mos., 1983	12 mos., 1982
Alfa Romeo	32	63
BL	293	85
BMW	2,389	2,520
Chrysler	31	66
Daihatsu	764	535
Fiat Auto	6,127	7,109
Ford	9,835	12,450
FSO	303	354
General Motors	9,578	10,860
Honda	4,055	3,599
Lada	9,791	11,200
Mazda	7,859	6,557
Mercedes-Benz	2,871	3,103
Mitsubishi	4,384	4,084
Nissan	15,642	18,604
Peugeot SA	8,103	9,588
Citroen	952	906
Peugeot/Talbot	7,151	8,682
Renault	819	985
Saab	6,415	6,751
Skoda	2,863	3,638
Subaru	184	11
Suzuki	2,328	831
Toyota	12,742	11,208
VW-Audi Group	5,573	6,380
Audi	1,332	1,156
Volkswagen	4,241	5,224
Volvo	5,754	6,076
Wartburg	666	1,275
Others	39	85
Total	119,440	128,017

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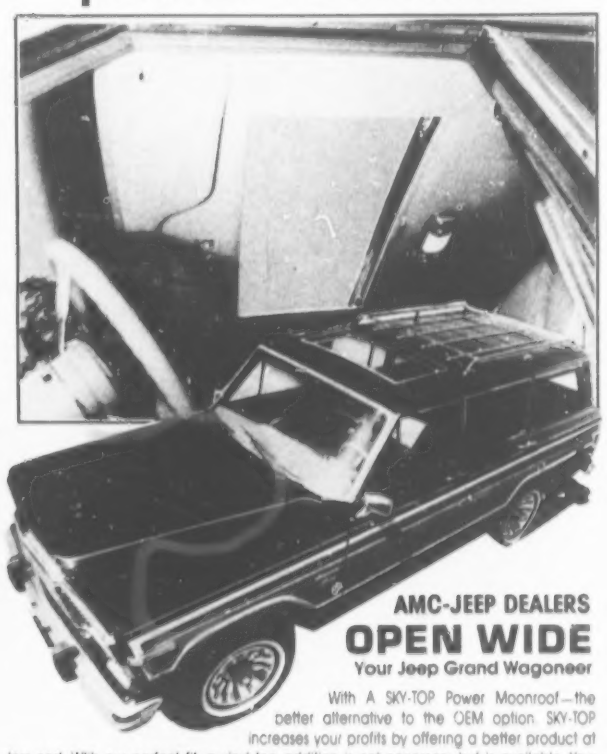

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Not a good choice for fleets, Runzheimer concludes

Study notes cost penalty for turbo

By Francis J. Gawronski

Fleet operators will probably pay more in annual costs if they choose a turbocharged model, according to a cost analysis by Runzheimer Reports on Transportation, the fleet industry newsletter published by Runzheimer & Co., Inc., Rochester, Wis.

"Even in the case of the Thunderbird, where we've placed a four-cylinder, 2.3-liter turbo against the six-cylinder, 3.8-liter normally aspirated engine, the Turbo coupe comes to rest at a higher cost, a $580 difference, than its companion," Runzheimer said (see table).

Among companion cars with the same engine sizes, the cost differences remain significant, Runzheimer said.

The six-cylinder, 3.8-liter Buick Regal exhibits a $517 annual cost difference between the turbo and non-turbo models; the Dodge 600 has a $175 annual price gap; and the Ford Escort GT has a $209 cost difference annually between the turbo and non-turbo models.

Runzheimer said that the turbocharged models now being offered by the auto makers "will remain a high-performance sport option or an answer to fuel economy in the larger, executive-type cars. For corporate fleet cars, turbocharging is mere performance puffery."

The major advantage of turbocharging is that it obtains V-8 performance while approaching four-cylinder fuel economy, Runzheimer said, while the major disadvantage in addition to higher costs is more engine components which invariably lead to more mechanical problems.

"A turbocharged car is stuffed with enough extra hardware, gizmos and gadgets to send mechanics scrambling for textbooks," Runzheimer said.

• Elsewhere, Patrick J. Sheehan, corporate fleet manager, Baxter-Travenol Laboratories, Inc., Deerfield, Ill., was reelected president of the National Assn. of Fleet Administrators (NAFA).

Other officers elected for the coming year include Helen Bland, fleet manager, Hallmark Card, Inc., of Kansas City, first vice president; Frank Kraus, automotive administrator, Lever Bros., Inc., New York, second vice president; William J. Gravesmill, assistant manager support services, Fremont Indemnity Co., Los Angeles, secretary, and W. Eugene McCook, director of treasury services, A. H. Robins Co., Richmond, Va., treasurer.

Because of the early retirement of C. Holton Jr., corporate fleet administrator, Libby-Owens-Ford Co., Toledo, and former third vice president, Sheehan appointed J. Paul Hubbard, administrative services manager, Imperial Tobacco, Ltd., Montreal, to that post.

Don Steven, leased vehicle coordinator, Imperial Oil, Ltd., Toronto, was then named to replace Hubbard as vice president of Canada.

NAFA trustees include Don Allen, corporate fleet manager, Gerber Products Co., Fremont, Mich.; Ken Austin, manager administrative services, G. D. Searle & Co. of Canada, Ltd., Oakville, Ont.; Robert E. Davis, manager, automotive fleet, Consolidated Gas Transmission Corp., Clarksburg, W. Va., and Helen Smorgans, automobile fleet manager, Johnson & Johnson, New Brunswick, N. J.

Claude Harwood was reelected president of U-Save Auto Rental of America, Inc., Salisbury, N. C. Zane Ketner, cofounder with Harwood of the rental franchise system, continues as secretary-treasurer of the firm.

Reelected as board members were Jim Delp, Lincoln, Neb.; Joe Eikenberg, Essex, Md.; Bob Snider, Titusville, Fla., and Travs Tefft, Marion, O.

Founded in 1978, U-Save has grown to 250 used-car rental franchises in 30 states.

RUNZHEIMER CAR COST ANALYSIS

Projected Average Annual Ownership and Operating Costs For Selected 1984 Models
(Turbocharged vs. Normally Aspirated)

Make/Model	(W.B. (Inches)	Cylinders/ Displacement	Average Annual Costs Operating	Ownership	Total
Ford Thunderbird Turbo	104.0	4/2.3L	$1,550	$3,863	$5,413
Ford Thunderbird	104.0	6/3.8L	1,560	3,273	4,833
					580
Buick Regal T-Type	108.1	6/3.8L	1,740	3,076	4,816
Buick Regal	108.1	6/3.8L	1,600	2,699	4,299
					517
Dodge 600 Turbo	103.3	4/2.2L	1,430	3,249	4,679
Dodge 600	103.3	4/2.2L	1,390	3,114	4,504
					175
Ford Escort GT Turbo	94.2	4/1.6L	1,170	2,957	4,127
Ford Escort GT	94.2	4/1.6L	1,140	2,778	3,918
					209

Basis: All cars similarly equipped, including AT, PS, PB, AC, tinted glass, AM radio. Ownership expenses include licensing, depreciation based on a retention cycle of 3 years/60,000 miles, financing, taxes and insurance. Operating expenses include oil, maintenance, tires, and fuel.
Source: Runzheimer & Co., Inc., Rochester, Wis.

Honda, Austin Rover sign XX car manufacturing pact

TOKYO.—As expected, Honda and Austin Rover Group executives signed a manufacturing agreement for the XX executive car in London, but little was said about what really will happen.

In Tokyo, Honda spokesmen said that Honda would produce its version of the XX car at the Sayama plant in late 1985 at the initial rate of 40,000 units a year — rather a low volume, even for this size of car.

Honda expects to sell 15,000 units in Japan, which seems a realistic figure, although it no doubt expects to push this up over 20,000 in due course.

In addition, about 20,000 units will be exported to the U. S. in the first 12 months of production and 5,000 units to other countries.

Then, Honda will produce the Rover versions for sale in Japan and although the company is not prepared to indicate the volume, it seems likely that 2,000-5,000 units a year is involved.

Honda will build Rover versions that are to be exported to Australia — it is already shipping about 1,000 Quintet 1.6-liter five-door hatchbacks annually.

These are sold as Rovers by Leyland Australia, and it is expected that a similar volume of XX cars will be shipped. However, Honda will not start producing the Rover cars until 1986.

To cope with the new model, Honda is investing $20 million at the Sayama assembly plant and $30 million at the Wako engine plant, where the new V-6 engine will be built. Some of the investment will go toward increasing production of the Accord engine.

Chrysler links tool, pilot work at Detroit plant

DETROIT. — Chrysler Corp. is establishing a new Tool, Die and Pilot Production Operation at its Outer Drive Manufacturing Technology Center here.

The new operation consolidates for the first time under one roof all stamping and assembly tool and die tryout and new model pilot car production formerly performed at the Vernor plant and the Clairpointe Pre-Production plant in Detroit.

Directing the new operation will be James P. Clancy, who was appointed manager of Stamping Production Engineering operations. He reports to Bryan P. Prucher, manager of the company's Production engineering operations.

Raymond J. Waelchli has been named manager of the Tool, Die and Pilot Production Operation at Outer Drive.

Clancy, 47, has been manager of the Outer Drive Tool and Die Plant since 1983. He joined Chrysler in 1955.

Waelchli, 49, has been manager of advance manufacturing engineering planning and control for Chrysler's Stamping and Assembly Group since 1981. He has been with the company since 1966.

Marten's Subaru opens

ANNAPOLIS, Md.—Marten's Subaru has opened here. Stuart Marten is the owner.

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Total climbs to 1,333,796, up 2.3 pct. over 1978 mark

4-month truck sales hit new high

Continued from Page 16

four-month lead by more than 7,700 units.

During the month, Chevrolet dealers sold 103,113 new trucks, an increase of 23.4 percent over last year's 83,538. Through April, the total was 373,912, a gain of 27.4 percent over the year-earlier 293,506.

Ford reported 101,300 retail sales in April, 37.4 percent higher than the previous year's 73,710. The four-month total of 381,621 units was up 32.9 percent from last year's 287,257.

Sales of Dodge and Plymouth trucks were up drastically for both April and the four months due to the strong demand for the compact vans.

• During the month, dealers sold 48,543 new trucks, an increase of 91.6 percent over last year's 25,337. The January-April total was up 108.7 percent to 176,536 units, compared with 84,596 a year ago.

GMC dealers retailed 27,056 vehicles in April, up 15.3 percent over the year-earlier 23,458 units. The four-month total of 105,891 units was 28.8 percent higher than the 82,200 sold in the like period in 1983.

Downsized Jeep wagons led to sharp gains in sales of the 4x4 sports/utility vehicles in April and the four-month period.

During the month, dealers retailed a total of 12,457 vehicles, an increase of 94.1 percent over last year's 6,417. Through April, the count was 47,005 units, up 114 percent from the previous year's 21,963.

Only 35 of the discontinued compact Volkswagen pickup trucks were sold in April, compared with 466 a year ago. The four-month count was 280, versus 2,043 in the comparable period a year ago.

Significant gains for both April and the first four months were reported by distributors of the Japanese-built compact trucks.

In April, Toyota dealers sold 15,359 units, up 26.5 percent over the year-ago 12,138. The four-month count was 58.2 percent higher than last year, 73,943 versus 46,733.

• Nissan/Datsun dealers retailed 13,307 trucks during the month, up 50.2 percent over last year's 8,862 units. Through April, the total was 99.1 percent higher than a year ago, 72,492 versus 36,405.

Of the month's Nissan/Datsun truck sales, 5,724 were models produced at the plant in Smyrna, Tenn. The four-month total for trucks assembled in the U. S. was 33,070.

April sales of Mazda compact pickup trucks were up 129.7 percent to 9,549 units, compared with 4,157 a year ago. The January-April total was 40,318, an increase of 91.4 percent over the previous year's 21,070 units.

During the month, Isuzu dealers retailed 3,680 small trucks, a gain of 66.2 percent over the year-earlier 2,214. The total through April was up 34.4 percent to 9,580 units, compared with 7,130 in 1983.

In April, Mitsubishi pickup-truck sales totaled 1,010 units, an increase of 71.2 percent over the year-earlier 590. The four-month total was up 84.7 percent, from 2,550 units a year ago to 4,710.

Big Three April, year-to-date sales

	April		Year to date	
	1984	1983	1984	1983
Ford				
Vans	15,508	13,216	59,344	49,840
Club Wagon	2,570	2,625	10,921	9,770
Ranger	20,937	14,958	72,062	56,541
Courier	.....	.....	.....	5,657
Bronco	3,887	3,439	15,369	14,058
Bronco II	8,057	3,903	29,204	6,601
Pickups	46,126	32,959	179,303	132,765
Mediums	3,212	2,095	11,879	9,480
Heavies	1,003	515	3,539	2,545
Chevrolet				
Vans	15,239	13,307	57,420	46,786
Sportsvan	2,359	1,467	8,226	6,178
S-10	18,484	16,795	64,161	58,353
S-10 Blazer	12,501	8,354	43,560	29,101
LUV	.....	641	.....	2,529
El Camino	2,470	1,785	8,533	6,324
Blazer	3,645	2,698	16,645	9,143
Suburban	4,609	3,567	16,609	11,331
Pickups	42,495	33,779	153,846	119,471
Mediums	1,331	1,145	4,912	4,290
Chrysler				
Vans	6,854	7,139	25,663	22,800
Ram Wagon	4,514	3,758	15,528	11,612
Voyager	8,277	.....	27,918	.....
Caravan	8,691	.....	29,278	.....
Mini Ram Van	1,701	.....	3,482	.....
Ram 50	3,606	1,963	13,654	7,921
Other Plymouth Trucks	.....	959	378	3,202
Ramcharger	2,435	2,083	9,995	7,031
Rampage	1,200	1,102	3,599	3,635
Pickups	11,265	8,333	47,041	28,395
GMC				
Vans	3,903	4,926	17,156	15,330
S-15	3,931	3,972	14,093	12,775
S-15 Jimmy	2,728	1,513	10,454	4,967
Jimmy	688	758	3,116	2,268
Caballero	228	192	893	642
Suburbans	1,449	1,040	5,364	3,680
Pickups	10,363	8,910	41,169	33,097
P Models	470	267	1,675	913
Mediums	2,168	1,171	7,973	6,080
Heavies	1,128	709	3,998	2,448

Subaru honors top salespeople from 13 districts

PENNSAUKEN, N. J. — Subaru of America honored the top salesperson from each of the 13 Subaru distributors in the continental U. S. at an awards ceremony and conference at company headquarters here.

During their three-day stay here, the salespeople toured company headquarters, held discussions with Subaru executives and attended the Broadway show My One and Only.

The top Subaru salesperson in the U. S. during 1983 was Louis Bryan, Hillside Subaru, Hillside, N. J.

Others inducted into the Circle of Stars sales club are: Brian Billingham, Mastro Subaru, Tampa; Richard Chakrin, Patrick Motors, Worcester, Mass.; Gary Clements, Southern Subaru, San Antonia, and Joel Draper, Key Subaru, Columbus, O.

More are: Dennis Goodrich, Continental Motors, Anchorage, Alaska; Ron Levine, Subaru in Evanston, Evanston, Ill.; Constance Link, Dunphy Subaru, Philadelphia; Wayne Hill, C&T Subaru, Johnson City, Tenn., and Bob Petro, Subaru of Pasadena, Pasadena, Calif.

Rounding out the group are: Edward Szuch, Burt Subaru, Englewood, Colo.; Patrick Whiteman, Manhattan Subaru, Rockville, Md., and Ed Wondolowski, Nohr's Imports, San Leandro, Calif.

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factories list auction dates

American Motors

May 22—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

May 23—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

May 24 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

May 25—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

May 29—D-A Auto Auction, New Stanton, Pa.

May 30—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

May 31 — Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Chrysler Corp.

May 22—Hatfield Auto Auction, Hatfield, Pa.; Harrisonburg Auto Auction, Harrisonburg, Va., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

May 23—Columbus Fair Auto Auction, Obetz, O., and Dallas Auto Auction, Grand Prairie, Tex.

May 24 — Indianapolis Auto Auction, Indianapolis, Ind., and Florida Auto Auction of Orlando, Ocoee, Fla.

May 25—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

May 22—Aptco Auto Auction, Taylor, Mich.

May 23—Concord Auto Auction, Acton, Mass.; Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 31—Skyline Auto Exchange, Fairfield, N. J.

General Motors

May 22—Seattle Auto Auction, Kent, Wash.

May 23—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C.; Brasher's Auto Auction, Fontana, Calif., and Omaha Auto Auction, Omaha, Neb.

May 24—Butler Auto Auction, Gibsonia, Pa.

May 31—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Used Car Sales

Auction Averages

May to date	$5,604
Month ago	$5,603
Year ago	$5,151

Chevy dealer

T. F. Hilliard signs with Chevrolet to become owner of Hilliard, Inc., Eastman, Ga. Witnessing the signing is R. V. Peters, assistant Atlanta zone manager.

Model breakdown

Auction Averages

	MAY TO DATE	APRIL	MARCH
1984	$11,450	$13,891	$12,302
1983	9,339	8,850	8,066
1982	6,356	6,589	6,357
1981	5,260	5,344	5,393
1980	4,483	4,621	4,351
1979	3,881	4,008	3,698
1978	2,450	2,910	2,744
1977	2,012	2,159	2,365
Overall Average	$ 5,604	$ 5,418	$ 5,162

Frost Motors celebrates 50 years as Cadillac deal

NEWTON, Mass. Frost Motors, Inc., here is celebrating its 50th year as a Cadillac dealership with a "series of spectaculars."

To kick off the observance of its golden anniversary, Frost sponsored the "Cadillac Sale of the Century," for which the dealership purchased 50 DeVilles, all with special features, and offered them at a low price in a 50-hour nonstop marathon sale.

Each DeVille represented up to $5,000 in savings for the customer, according to Thomas D. Keery, dealership president. In the first four hours of the sale, Keery said, Frost Motors eclipsed its alltime high for sales during a single business day.

Another event found Frost hosting Cadillac owners, local dignitaries and members of General Motors management at a champagne reception. Making special appearances for the evening were vintage Cadillac convertibles, tourers and dual-cowl phaetons.

For the summer, the dealership plans a "50-Year Cavalcade of Cadillacs" — a concours d'elegance of Cadillacs covering the last half-century of production, according to Keery.

The Keery family is in its third generation at Frost Motors, which was established by Percy (Jack) Frost. The first Keery at the dealership was Tom's father, Thomas (Russ) Keery, who joined the dealership as its general manager after World War II.

Russ Keery gradually expanded his role to managing the dealership in its entirety. When Frost retired in 1957, he assumed ownership. The first-generation Keery retired from the business in 1978, passing ownership along to Thomas D. Keery, who had joined the dealership in 1947.

Currently, a third-generation Keery, Thomas R. Keery II, serves as vice president and general manager at Frost Motors.

Lotus wins appeal of tax bill for $119 million

LONDON.—Group Lotus and Lotus Cars won their appeal of a tax bill of $119 million.

The assessment was unrealistically high. It was clear that Inland Revenue's real intent was to find $17.6 million of investor and UK Government funds to the DeLorean car operations. The trail of the money disappeared somewhere between DeLorean and Lotus, which helped design the car.

General commissioners for income tax for Wymondham, Norfolk, dismissed all assessments against Lotus after five days of hearings, Lotus said.

The ruling came after heavy agitation for dismissal by Lotus Chairman David Wickins.

used-car auction directory

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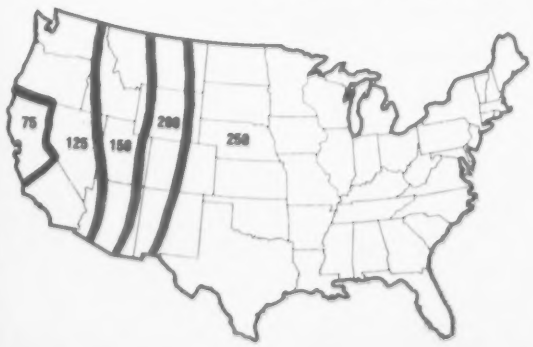

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Japanese fill 8 of top 13 management jobs

First GM-Toyota car due in Dec.

Continued from Page 1

eral counsel and secretary are from outside the two companies.

Convis was assistant plant manager for Ford's Lorain (O.) assembly plant; Childs served as corporate director, labor relations for General Dynamics, and Cuneo was an attorney in Washington.

• According to NUMMI officials, the hiring process has begun and more than 3,000 applications have been returned from the 5,000 mailed out to the plant's former workforce earlier this year.

Approximately 1,000 workers will be employed by the end of the year on one shift. During the following year, the number is expected to increase to 2,500 on two shifts as the plant moves up to its capacity of 200,000 cars annually on one line.

Bruce Lee, regional director of UAW Region 6, and William Usery, a former secretary of labor who helped negotiate a letter of understanding between NUMMI and the UAW that ensures that former union workers from the Fremont plant would be hired by the new company, hailed the agreement as a breakthrough in labor/management relations.

"I have no doubt that the majority of the workforce here will be those who worked here before," Lee said. "The concerns that we have voiced have been met."

Lee said the workers will receive a pay and benefits package that is comparable with prevailing contracts in the auto industry, although he declined to elaborate. Once the plant is in production, Lee said groundwork has been laid for negotiations on a formal contract. That could happen sometime next spring.

Both Usery and Lee said this summer's negotiations between the UAW and GM will not have an immediate effect on Fremont.

"We're certainly going to look at what happens this summer," Lee said, adding that the outcome "will only set a pattern for later negotiations."

• Usery said the negotiations will not affect the letter of intent signed between NUMMI and the UAW, but added that whatever happens will certainly have a bearing on negotiations next spring.

But as for NUMMI becoming a chip in the bargaining talks this summer, Usery said "we stand alone here." He does view this summer's negotiations as "most important."

Work on modifying the plant itself is continuing, and the first tooling from Japan has arrived. The $50 million stamping plant is also expected to be completed later this summer.

Convis, the plant's general manager, said the facility represents an investment of $250 million and will have three million square feet under roof on 210 acres.

In discussing what is to be gained from the joint venture, Toyoda said, "Through New United Motor, General Motors is seeking to increase its long-term productive efficiency by learning the highly efficient Japanese manufacturing and management techniques. As efficiency improvements are demonstrated, GM will seek to transfer the relevant manufacturing techniques throughout its management organization."

While a preponderance of the top management is from Toyota, the middle management—those between the senior level and hourly workers—are primarily from GM. Toyoda said there may be some middle management level people from Japan, but they would be working as coordinators for communication purposes.

As for Toyota, NUMMI's president said that parent will "gain valuable operating experience in the U.S. through its dealing with American labor and component suppliers. This experience will enhance Toyota's long-term viability as a producer in the U.S."

"It should be made clear that Toyota and GM are not establishing any other cooperative relationship," Toyoda stressed. "Toyota and General Motors will remain competitors in the U.S. and throughout the world."

• Toyoda said he anticipates many questions about what happens to the plant after the 12-year agreement expires. His response is "When two recently married people are expecting a child, they do not discuss divorce do they? So it is with our parents."

Likewise, when asked if Toyota would seek a second line at NUMMI to produce cars for Toyota Motor Sales/USA in response to Nissan's recent announcement of a Sentra line in Tennessee, Toyoda said no thought has been given to the idea, that he is concerned with getting the plant started on one line.

The Fremont plant had two production lines when operated by GM, one for passenger cars and the other for light trucks.

As for the day-to-day operations of the plant, Higashi, NUMMI's executive vice president, said it would be run just like any other Toyota assembly plant.

By using the team concept of building cars, Higashi said, NUMMI "will be building an innovative employe relations atmosphere, breaking down barriers that have traditionally separated labor and management. Mutual respect and trust will be the foundation for all relationships."

Convis said workers would be organized into teams, with each team of four to eight workers having a leader, who is also an hourly worker. Four or five team leaders would then report to a group leader.

These group and team leaders will be trained in Japan.

All hourly employes will be considered new hires for seniority purposes, although the majority will have worked previously at the Fremont plant. Those who haven't, according to NUMMI officials, will probably be hired in the stamping plant area, since that operation is new to the facility.

Chrysler hikes Japanese cars average of $63

DETROIT. — Chrysler Corp. has raised prices an average of $63, or 1.0 percent, on the Mitsubishi-built Colt and Vista models sold by Dodge and Plymouth dealers.

Colt prices went up $50 to $60 and the Vista van-type wagon rose $81. It is now $8,196.

The new Dodge / Plymouth Colt stickers are: E three-door hatchback, $5,045 (up $50); DL three-door hatchback, $5,952 (up $59); E five-door hatchback, $5,695 (up $56); DL five-door hatchback, $6,089 (up $60).

Automatic transmision for the Colt is now $322, an increase of $11.

There was no change in the price of the Dodge/Plymouth Conquest two-door liftback. It remains at $12,149.

Chrysler said the boost was the result of passing through the increases it has incurred from Mitsubishi.

The Chrysler hike was the smallest of those announced on Japanese cars since mid-April. Other increases (average or range) were: Nissan, $316; Toyota, $310; Mitsubishi, $230 to $370; Isuzu, $200 to $400; Mazda, $100-$200, and Subaru, $99.

Henry Ford talks of Japanese, his days, Iacocca

Continued from Page 2

control interest rates, the trade deficit and the Japanese trade advantages.

"(The Japanese) have an advantage in taxes and in the value of the yen versus the dollar," noted Ford, who warned of the surge of Japanese imports in the late 1960s. "The industry can do nothing about it; that's a government problem."

Otherwise, Ford sees a rosy near-term outlook for the automobile industry.

"For the short-term, things will be better even than they are today," he said. "I think the industry in the United States has made tremendous headway both in their product development and in their quality . . . I think they're better suited to compete against the Japanese."

obituaries

Dealer Pettit killed in flying accident

DEVON, Pa. — Horace Pettit Jr., 56, president of Carson-Pettit, Inc., a Mercedes-Benz and Peugeot dealership here, was killed May 11 when his glider plane crashed near the Perkiomen Valley Airport.

Pettit and James T. Carson founded the dealership in 1957.

Frederick M. Glassford

MARCO ISLAND, Fla. — Frederick M. Glassford, 70, who retired from Chrysler Corp. in 1973 as vice president - manufacturing engineering, died here May 10. Mr. Glassford started at Dodge in 1932, and went on to become vice president and group executive, Car & Truck Assembly Group, and vice president and director, quality and reliability.

Walter C. Grebe

ST. LOUIS. — Walter C. Grebe, 86, a founder of Grebe Motor Co., died April 21. He and his brothers, Ottmar, August and Edmund, started the South St. Louis Oldsmobile dealership in 1924. Mr. Grebe was president of the company and retired in 1955.

Wiese buys Mazda deal

HIGHLAND, Ind. — Norman E. Wiese has purchased Highland Imports (Mazda) here and has changed the name to Coral Motor Cars, Inc.

Volvo's first U. S. deal for 40-foot bus

Volvo of America Corp.'s Bus Division has signed a $5.9-million contract with the Rhode Island Public Transit Authority for 42 standard-size buses and, pending approval of the Urban Mass Transportation Administration, an option for seven additional vehicles. This is Volvo's first contract for its 40-foot Advance Design Bus since entering the U. S. transit bus market in 1983, the company said.

Domestic dealership total rises again; up 7 in quarter

Continued from Page 1

Buick, Oldsmobile and Pontiac and 5 for Cadillac.

The declines were minimal: 4 for Renault, 5 for Chevrolet, 6 for Volkswagen and 12 for AMC.

Chrysler Corp. had 3,894 car dealerships on April 1, compared with 3,864 on Jan. 1, It was Chrysler's sixth consecutive quarterly advance. Since the string began Oct. 1, 1982, Chrysler has had a net gain of 265 dealerships.

The gain of 30 outlets this year was a bit better than last year's jump of 27 and was Chrysler's best first-quarter performance since 1965.

Franchise totals on April 1 were Chrysler, 2,924; Plymouth, 2,870, and Dodge car, 2,779.

In addition to its 3,894 car dealerships, Chrysler Corp. has 8 that handle only Dodge trucks. They are not included in the corporation's car-dealership total or in the Dodge car-franchise total.

• Ford Motor Co. ended the first quarter with 5,515 car dealerships, up 7 from 5,508 at the beginning of the year. It was the company's best first-quarter showing since 1973.

Last year, Ford Motor was down 11 for the initial three months.

Ford Motor now has been on the plus side for four straight quarters and has added 112 outlets during that span.

Franchise totals on April 1 were: Ford car, 4,685; Mercury, 2,693, and Lincoln, 1,559.

There are 107 dealerships in the Ford family that handle only Ford heavy-duty trucks. They are not included in the Ford Motor car-dealer total or in Ford Division car-franchise total.

General Motors, which has nearly half of the domestic-car dealers, held steady in the first quarter. It wound up with 10,030, down only 10 from the beginning of the year.

Last year, GM was off 50 for the first quarter. The 1984 slip was GM's lightest since the 1976-79 period. First-quarter drops were 5 apiece for 1976 and 1977 and 10 apiece for the 1978 and 1979.

GM franchise totals on April 1 were Chevrolet, 5,150; Oldsmobile, 3,185; Pontiac, 2,990; Buick, 2,955, and Cadillac, 1,600.

Chevrolet has the nation's biggest domestic-car dealer organization, and Oldsmobile is tnird after Ford Division.

On April 1, the American Motors-Renault dealer total was 1,511, down 15 from 1,526 at the beginning of the year. About 84 percent of the 1,511 handle both makes.

Last year, AMC-Renault showed a gain of one for the first quarter.

Franchise totals on April 1 were 1,428 for AMC and 1,352 for Renault.

AMC has an estimated 770 duals with Big Three makes and Renault is included in nearly 90 percent of those combinations. There are also about 75 AMC-VW locations, with about half of them including Renault.

Volkswagen had 900 dealerships on April 1, down 6 from the beginning of the year. In 1983, VW was off 14 for the first quarter.

VW has an estimated 140 duals with other makes of U.S.-built cars.

Going back a year, the latest total of 20,848 domestic-car dealerships is up 97 from the 20,751 counted on April 1, 1983.

During the period, there have been gains of 230 for Chrysler Corp. and 112 for Ford Motor and drops of 80 for GM, 79 for AMC-Renault and 20 for VW. That's plus of 163, which is reduced to 97 by a change in the number of intercorporate duals.

U. S. FRANCHISES

	April 1, 1984	Jan. 1, 1984
AMERICAN MOTORS-RENAULT		
AMC	1,428	1,440
Renault	1,352	1,356
CHRYSLER CORP.		
Chrysler	2,924	2,888
Dodge	2,779	2,744
Plymouth	2,870	2,831
FORD MOTOR CO.		
Ford	4,685	4,677
Lincoln	1,559	1,552
Mercury	2,693	2,680
GENERAL MOTORS		
Buick	2,955	2,945
Cadillac	1,600	1,595
Chevrolet	5,150	5,155
Oldsmobile	3,185	3,175
Pontiac	2,990	2,980
VOLKSWAGEN	900	906

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Week's production is 167,935

Overtime heavy, but car output dips

By Joe Wilssens
Staff Writer

U. S. auto manufacturers scheduled overtime at 18 assembly facilities last week but still saw production slip from the prior week's build.

Domestic auto makers slated production of 167,935 units last week, down 1.89 percent from the prior week's 171,170. Last week's tally however, remained 8.19 percent above the year-ago week's 155,218.

So far this year, 3,328,411 cars have been assembled in the U. S., 35.27 percent greater than 2,460,583 completed during the same 1983 period.

Breakdown for last week by company was: General Motors, 54.14 percent; Ford Motor Co., 23.14 percent; Chrysler Corp., 16.67 percent; American Motors, 2.86 percent; Honda, 1.79 percent, and Volkswagen of America, 1.40 percent.

GM dominated overtime assembly last week with 11 facilities working Saturday (May 19). The company's Detroit, Doraville (Ga.), Fairfax (Kans.), Framingham (Mass.), Janesville (Wis.), Lordstown (O.), Oklahoma City and Van Nuys (Calif.) plants worked two Saturday overtime shifts while Lakewood (Ga.), Orion (Mich.) and Wentzville (Mo.) worked one Saturday overtime shift.

Ford scheduled Saturday overtime at its Atlanta and Wixom (Mich.) plants.

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2 worked two 9-hour daily shifts last week while Jefferson (Det.) worked two 8½-hour daily shifts. Newark, Jefferson and both St. Louis facilities also worked two 8-hour Saturday shifts.

Some Jaguar dealers face nonrenewal of franchise

Continued from Page 2

sought advice from their attorneys.

Some say they think Jaguar is trying to circumvent the New York Dealer Franchise Act, which goes into effect July 1 and prohibits termination of a franchise without cause.

Others say Jaguar wants them to upgrade their dealerships into "super facilities" that ultimately will bury the dealers financially.

Nevertheless, Whitehead said his company wants dealers to be located where Jaguar buyers live and thus become more profitable by increasing the number of sales per dealer.

"We want to make absolutely sure that every dealer is going to provide the best possible sales and service for this product," Whitehead said.

• Jaguar hired a marketing firm to assess how many dealers Jaguar needed and where they should be located. It was determined that in some areas, including Los Angeles, Mercedes-Benz dealers sold 400 cars while a Jaguar dealer sold 100.

"There's no way he can be competitive," said Dale.

Sales per Jaguar dealer slumped to 11 a year in 1980, but climbed to 49 in 1982 and 81 last year. Jaguar's goal is to eventually match Mercedes-Benz at 160 to 180 annual sales per dealer.

Dale added that the reorganization plan is to ready the dealer network for Jaguar's ambitious expansion plans. The firm hopes to double sales to 30,000 a year in the U. S. in the next five years. This year's sales are expected to hit 17,500, while sales four years ago totaled only 3,000. Last year's total of 15,815 was an alltime high for Jaguar in the U. S.

"A few years ago, we were selling medium-to-low-priced sports cars. Jaguar was only a small part of our business," Whitehead said. But today the company relies solely on its luxury model sales.

"Our customer has changed," he said. "He's generally very wealthy. Our dealers have to be more compatible to his lifestyle . . . He needs to be looked after."

In addition, the U. S., which is Jaguar's No. 1 market, is becoming increasingly more important. Jaguar sales in Britain have been only half of U. S. sales, and eventually 60 percent of Jaguar sales will be in the U. S.

Overtime lifts truck production to 1984 peak

Overtime at six truck facilities last week helped lift U. S. truck production to its highest weekly total for 1984.

Domestic truck manufacturers targeted completion of 66,575 units last week, 2.85 percent greater than the previous week's 64,732 and 26.22 percent above the year-ago week's 52,744.

Year-to-date, the makers have assembled 1,240,812 trucks, a substantial 45.19 percent improvement from 854,628 built during the same 1983 period.

Ford Motor Co. scheduled Saturday (May 19) overtime at its Louisville and Norfolk plants.

General Motors worked two Saturday overtime shifts at Janesville (Wis.), Lordstown (O.) and Pontiac plant No. 5. GM's Detroit facility worked one Saturday overtime shift.

Canadian output drops below year-ago week

Canadian auto production last week dipped below that of the previous week and the year-ago week.

Canadian auto manufacturers slated production of 21,648 units last week, 13.40 percent below the previous week's 1984 high of 24,997. Last week's assembly also was 11.85 percent below the 24,557 autos completed during the year-ago week.

Car production last week was low, in part, because American Motors' Brampton (Ont.) facility was down for inventory adjustment.

To date this year, the makers have assembled 446,447 autos, 10.80 percent better than 402,934 completed during the same 1983 period.

Canadian truck manufacturers targeted completion of 14,914 units last week, down 9.5 percent from the prior week's 16,398, but the total was 39.29 percent above the year-ago week's 10,707. A dip at General Motors was the major reason for the decline last week.

Year-to-date, 330,892 trucks have been completed, 60.33 percent above 206,384 finished during the comparable 1983 period.

Chrysler Corp. estimated completion of 1,905 Dodge Caravans, 1,895 Plymouth Voyagers and 760 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 84,028.

U. S. CAR PRODUCTION

	Week Ended May 19, 1984	Ended Week May 21, 1983	Week Ended May 12, 1984	May to Date	Jan. 1, to May 21, 1983	Jan. 1, to May 19, 1984
AMERICAN MOTORS	4,800	4,120	4,806	13,447	68,071	78,664
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	4,120	4,806	13,447	64,000	78,664
Alliance	2,750	4,120	2,751	7,674	64,000	42,735
Encore	2,050	.....	2,055	5,773	.....	35,929
CHRYSLER CORP.	28,000	22,096	28,749	78,090	329,564	527,232
Plymouth Total	8,300	7,423	8,238	23,362	121,350	156,606
Horizon	3,800	3,043	3,335	10,395	40,484	64,512
Reliant	3,600	4,152	4,030	10,584	78,951	80,346
Caravelle†	200	228	237	605	1,915	3,733
Gran Fury	700	.....	636	1,778	.....	8,015
Chrysler Total	9,600	5,568	10,124	26,631	79,076	175,884
LeBaron	3,100	2,656	3,141	8,365	37,612	52,753
Laser	1,700	.....	1,928	4,938	.....	32,033
Chrysler E-Class	2,300	2,912	2,771	6,912	41,464	44,438
Fifth Avenue	2,500	.....	2,284	6,416	.....	46,660
Dodge Total	10,100	9,105	10,387	28,097	129,138	194,742
Omni	3,000	3,255	2,547	8,018	44,233	58,720
Aries	3,300	3,832	3,506	9,069	55,100	64,018
Daytona	1,200	.....	1,220	3,187	.....	24,507
Dodge 400	.....	1,211	.....	.....	13,724	.....
Dodge 600	1,700	807	1,928	4,948	16,081	34,016
Diplomat	900	.....	1,186	2,875	.....	13,481
FORD MOTOR	38,857	38,273	39,415	109,215	572,773	707,416
Ford Division	24,524	24,177	25,876	70,996	373,801	462,638
Escort	7,659	7,630	7,688	22,017	106,675	143,165
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,156	3,148	3,098	8,774	51,072	52,559
LTD	4,299	3,602	4,158	11,842	71,219	91,270
Thunderbird	3,261	5,698	3,638	9,675	80,161	64,879
Crown Victoria	1,346	2,041	1,592	4,211	35,878	32,078
EXP	545	.....	552	1,598	1,184	12,880
Tempo	4,258	2,058	5,150	12,879	3,884	65,807
L-M Division	14,333	14,096	13,539	38,219	198,972	244,778
Mercury Total	10,155	11,334	9,402	27,150	156,960	176,552
Lynx	1,204	1,413	1,191	3,465	26,396	28,221
Capri	477	1,024	560	1,429	9,575	7,652
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,888	2,173	2,773	7,791	29,030	44,438
Cougar	2,425	3,924	1,963	6,083	39,079	40,942
Grand Marquis	2,283	2,201	2,028	5,929	42,628	37,682
LN7	.....	.....	.....	.....	290	.....
Topaz	878	599	887	2,453	1,361	17,617
Lincoln Total	4,178	2,762	4,137	11,069	42,012	68,226
Continental	1,103	273	1,092	2,924	6,896	14,239
Lincoln	2,613	1,569	2,588	6,923	20,939	39,474
Mark VI/VII	462	920	457	1,222	14,177	14,513
GENERAL MOTORS	90,928	87,626	92,762	255,701	1,442,370	1,918,975
Buick Division	19,544	19,467	19,812	55,581	333,112	409,572
Skylark	2,087	1,756	2,099	5,800	36,327	38,986
Skyhawk	2,983	1,618	2,924	8,368	28,494	65,474
Century	4,834	4,286	4,127	12,744	57,492	90,534
Regal	3,960	4,422	4,769	12,478	99,694	90,200
Buick	3,252	6,509	3,552	9,634	94,671	90,511
Riviera	894	876	971	2,576	16,434	21,834
Electra (fwd)	1,534	.....	1,370	3,981	.....	12,033
Cadillac Division	6,589	7,241	5,933	16,979	133,091	135,651
Cimarron	290	307	279	812	8,943	7,753
Seville	881	752	961	2,544	14,419	16,969
Eldorado	1,675	1,684	1,821	4,826	31,252	31,465
Cadillac	2,098	4,498	1,567	4,831	78,477	66,902
DeVille (fwd)	1,645	.....	1,305	3,966	.....	12,562
Chevrolet Division	30,698	29,044	33,253	89,433	443,926	660,175
Chevette	1,678	3,758	5,840	11,866	75,294	92,416
Cavalier	9,012	6,011	8,400	24,008	95,066	166,706
Celebrity	6,774	3,687	5,720	17,962	33,165	120,904
Camaro	6,115	5,284	5,539	14,701	74,022	105,871
Citation	2,245	1,773	2,290	6,414	41,142	44,445
Malibu/El Camino	772	3,703	931	2,366	59,831	14,291
Monte Carlo	885	2,329	1,063	2,628	36,272	54,150
Chevrolet	2,592	1,879	2,858	7,765	21,359	48,061
Corvette	625	620	612	1,723	7,775	13,331
Oldsmobile Division	22,953	21,777	22,707	62,654	386,032	482,241
Omega	983	813	938	2,768	24,233	21,325
Firenza	1,865	1,414	1,845	5,157	18,484	31,614
Cutlass Supreme	3,163	5,861	4,836	11,291	113,180	133,197
Cutlass Ciera	6,629	5,216	5,677	17,069	73,647	112,085
Oldsmobile	7,604	7,722	6,838	19,291	140,816	152,375
Olds 98 (fwd)	1,749	.....	1,532	4,312	.....	13,026
Toronado	960	751	1,041	2,766	15,672	18,619
Pontiac Division	11,144	10,097	11,057	31,054	146,209	231,336
Acadian†	450	993	471	1,440	6,279	8,713
2000 Sunbird	3,738	2,309	3,198	9,885	38,200	59,846
1000	524	1,725	1,246	2,826	15,130	18,312
Firebird	2,565	2,193	2,225	6,264	35,688	44,685
Phoenix	855	398	864	2,294	11,546	8,306
Grand Prix/Bonneville	.....	2,479	.....	.....	39,366	29,733
Parisienne	312	.....	320	847	.....	12,230
Fiero	2,700	.....	2,733	7,498	.....	49,411
HONDA	3,000	1,090	2,867	8,148	11,587	49,486
VOLKSWAGEN	2,350	2,013	2,571	6,959	36,218	46,638
Total Cars, U. S.	167,935	155,218	171,170	471,560	2,460,583	3,328,411
Total Cars, Canada	21,648	24,557	24,997	65,579	402,934	446,447
N. American Cars	189,583	179,775	196,167	537,139	2,683,517	3,774,858
N. American Trucks	81,489	63,451	81,130	227,408	1,061,012	1,571,704
North American Cars and Trucks	271,072	243,226	277,297	764,547	3,924,529	5,346,562

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended May 19, 1984	Week Ended May 21, 1983	Week Ended May 12, 1984	May to Date	Jan. 1, to May 21, 1983	Jan. 1, to May 19, 1984
AMERICAN MOTORS	.....	819	610	1,097	12,073	9,339
CHRYSLER CORP.	.....	4,424	.....	.....	92,239	.....
FORD MOTOR	10,600	8,656	10,552	29,290	77,171	171,566
GENERAL MOTORS	10,823	10,478	13,610	34,562	217,266	261,172
VOLVO	225	180	225	630	4,185	4,370
Total Cars, Canada	21,648	24,557	24,997	65,579	402,934	446,447

TRUCK PRODUCTION IN U. S.†

	Week Ended May 19, 1984	Week Ended May 21, 1983	Week Ended May 12, 1984	May to Date	Jan. 1, to May 21, 1983	Jan. 1, to May 19, 1984
CHEVROLET	20,496	17,786	19,867	55,379	294,883	391,848
DODGE	4,100	3,140	4,148	11,525	52,012	82,027
FORD	26,793	21,345	25,852	72,651	338,773	477,133
GMC	6,916	5,953	6,512	18,623	99,146	127,032
INTERNATIONAL	1,620	1,250	1,587	4,474	18,717	29,471
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,800	2,220	3,848	10,625	28,978	74,759
NISSAN	1,800	.....	1,868	5,250	.....	36,902
AM GENERAL	50*	50*	50*	140*	950*	1,040*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,800	19,000*	20,600*
Total Trucks, U. S.	66,575	52,744	64,732	181,467	854,628	1,240,812

CANADIAN TRUCK PRODUCTION

	Week Ended May 19, 1984	Week Ended May 21, 1983	Week Ended May 12, 1984	May to Date	Jan. 1, to May 21, 1983	Jan. 1, to May 19, 1984
CHRYSLER CORP.	6,800	2,540	6,456	20,378	54,025	141,243
FORD MOTOR	3,400	3,540	3,422	9,560	53,146	64,773
GENERAL MOTORS	4,544	4,386	6,348	15,533	95,998	122,003
INTERNATIONAL	170	241	172	470	3,215	2,873
Total Trucks, Canada	14,914	10,707	16,398	45,941	206,384	330,892
N. American Trucks	81,489	63,451	81,130	227,408	1,061,012	1,571,704

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

MAY 28 1984

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Automotive News

May 28, 1984

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59th year—$40 per year, $1.00 per copy

From Ford in '86

Jim Dunne

Taurus disguised as Tempo?

Ford's front-drive Taurus for 1986 is said to include a number of maintenance/upkeep savers like lifetime brake fluid, shocks able to go 100,000 miles and wheels aligned permanently for normal driving conditions. The 106-inch-wheelbase car will be marketed its first year as a four-door sedan and four-door station wagon.

U.S. auto makers differ on domestic-content bill

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Positions of the four domestic makers — differing among themselves on the UAW-backed domestic content bill — highlighted the second of the Senate hearings in Washington.

Ford was the odd-man out since its witness, Ford Vice President Kenneth Whipple, waffled. Under questioning, Ford refused to be either for or against the bill, but indicated that if the company could not get some kind of relief — better yen/dollar balance, relief from Japan's commodity tax or better U. S. tax treatment, then "disappointedly" Ford might have to go for local-content legislation.

Chrysler was specifically opposed to the UAW bill and in general opposed to such legislation, according to Washington Vice President Robert Perkins, who has had long experience in Japan and in Australia with its own content law.

But Perkins was peddling his boss' position — the Iacocca plan: Governmental action to make a "level playing field" by balancing the yen/dollar relationship and tax differentials in exchange for which Chrysler would freeze prices and limit its executive bonuses to about half those of its competitors, and in exchange for changing union work rules, Chrysler would freeze its foreign outsourcing at 7 percent.

• General Motors' Vice President Marina Whitman absolutely opposes the UAW bill and expressed distrust of the inflexibility of legislation. But she said she also thought government had a role in helping the auto industry by reducing the size of the federal budget and using monetary and fiscal policies (particularly in its effect on yen/dollar imbalance) and through domestic tax, regulatory and antitrust measures affecting the industry both domestically and globally.

Whitman — while stressing the importance of the new approach in the "no year" Saturn project and the joint venture with Toyota in California — failed to mention the rest of GM's Asian strategy, which involves importing cars from Japan. That strategy is now hindered by the Japanese "voluntary" auto restraints. In fact, although the other three companies all vigorously support continuation of restraint, GM does not, although when asked, Whitman failed to comment.

In addition, she surprised her colleagues and Michigan Senator Don Riegle by saying tax burdens of U. S. companies were about equal to those of Japanese corporations. (Last week, the independent Congressional Budget Office said the Japanese paid about 50.5 percent in taxes and the U. S. companies paid about 27.7 percent.)

Whitman explained that while the corporate taxes in Japan exceed those in the U. S., American firms pay higher taxes on employes and GM thinks the tax burden in both countries as a percentage of sales is about the same. But if American firms can reduce the number of labor hours used to make a car, then they can compete with the Japanese with their less labor-intensive production.

American Motors' Marvin Stuckey opposed the UAW bill but did not necessarily oppose the idea of local content as a way to bring Japanese makers into manufacturing in the U. S.

AMC, now a partner with the

Continued on Page 59, Col. 1

Detroit rallies support for Grand Prix

By Joseph Bohn
Marketing Editor

"Race on Sunday, sell on Monday" is still the underlying slogan as Detroit manufacturers, dealers and suppliers rally around the third Detroit Grand Prix. It will be held June 22-24.

From a purely national media standpoint, some $900,000 is being spent on commercials by auto divisions and supplier firms on the June 24 telecast, running from 1 p.m. to 3:30 p.m. on CBS. A 30-second spot costs $36,000 this year, up from $34,000 in 1983. The rate is nonnegotiable. All the sponsors paid it, according to industry sources.

Expectations by some are that the event will draw a 4.2 TV rating — not as good as a Daytona 500, but about average for a typical weekend race.

On a cost-per-thousand basis, the Detroit Grand Prix is more expensive than, say, an ABC Wide World of Sports telecast. But for emotional and promotional reasons, Detroit advertisers are willing to pay a little more to be in on it.

Auto sponsors with 30-second spots in the national telecast include Chevrolet, Ford, Lincoln-Mercury, Chrysler and American Motors with two spots each and Dodge with four.

Auto-related advertisers include Goodyear Tire with four commercials, A. C. Delco with two, Ford Parts and Service with one, GMAC with two and STP with one.

Sponsors, of course, are highlighting their performance cars. Ford, for example, will have a Jackie Stewart NASCAR

Continued on Page 54, Col. 4

breaking news

Pontiac slated to sell Korean Kadette in 1987

DETROIT. — General Motors probably will market the subcompact built by its Korean partner, Dae Woo, through Pontiac dealers, President F. James McDonald confirmed at the company's annual meeting. The Opel-designed Kadette will be introduced in Germany in 1985, in Korea in 1986 and in parts of the U. S. in 1987.

GM plans to spend $6 billion for capital projects this year, up from $4 billion last year. Record was $9.7 billion, in 1981. Chairman Roger B. Smith defended executive bonuses at length in his speech and urged the UAW to use restraint in its contract bargaining this fall.

Nissan Diesel dickers to build trucks in China

TOKYO.—Nissan Diesel Motor Co., the leading truck manufacturer in Japan, is negotiating with Mainland China to set up a joint venture to produce 20,000 large trucks there annually, according to a report published here. The trucks would be built in a plant of the Second Automotive Factory in central China, where medium-sized Dongfeng trucks are now produced at an annual rate of 60,000. It is anticipated that an agreement will be finalized later this year.

GM goes offshore for '85 seatbelts

DETROIT.—Fisher Body Overseas Corp. will be shipping seatbelts made in Ireland for use in several 1985-model cars. It is General Motors' first significant move to offshore sourcing of seat-belt assemblies, currently purchased mainly from independent suppliers in the U. S.

At Automotive News World Congress

Tippett, McBride to be spotlighted

Paul Tippett, chairman of American Motors, will kick off Automotive News Week by delivering keynote remarks at the ninth annual Automotive News World Congress.

Automotive News Week will be observed Aug. 26-30, with the World Congress in session Aug. 26-29 at the Westin Hotel in the Renaissance Center and the third annual Automotive News World Expo open Aug. 28-30 at nearby Cobo Hall.

Tippett, as World Congress keynoter, is expected to deliver a state of the industry report to those attending the Sunday evening opening of the 3½-day affair.

Robert McBride, president, National Steel Corp., Pittsburgh, will join Tippett on the speakers' dais on opening night of the World Congress. McBride is expected to speak on the survival of U. S. industry.

Both portions of Automotive News Week will have a strong international flavor, as has been the case in the past.

Participants in the World Congress will get a close-up

Continued on Page 59, Col. 1

Paul Tippett

Robert McBride

Strikers plan German march for solidarity

BONN, West Germany. — A solidarity march on the capital of the Federal Republic here is planned for today (May 28) by members of the metalworking union, IG Metal.

This follows a week in which German auto industry output has been paralyzed by strikes and subsequent lock-outs. The effects were soon being felt around Europe as stocks of components dried up.

The strike, the first of its kind in the country for six years, is over union demands for a reduction in the working week from 40 to 35 hours. This, it is claimed, could reduce the country's high unemployment, but employers maintain that it will increase costs and jeopardize job security over the longer term.

Last week's strike target spread from North Baden-Wurttemberg to the state of Hesse. Nine plants, including the Adam Opel complex at Russelsheim, were directly involved. The block on production of key components led to widespread lockouts by companies.

Volkswagen is scheduled to go down today, after the second shift and remain closed all week. Because of its relatively remote location in Wolfsburg, VW has been less committed to kan-ban and this permitted it to operate last week.

Union bitterness increased with the news that the federal labor office will not compensate workers affected by factory lockouts. These people, unpaid by employers and the union, will be in the vanguard of today's march on Bonn.

No compromise was in sight toward the end of last week. But the feeling among observers is that the strike is so damaging that it would be wiser "to work toward" a 35-hour week over a period of five years.

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How U.S. customs disposes of seized gray-market cars

By Richard Johnson
Staff Writer

The U. S. Customs Service is becoming something of a distributor for expensive gray-market European cars which are denied entrance into the country because they do not comply with federal emission and safety standards.

Cars seized for technical violations are usually auctioned off by Customs or the General Services Administration (GSA). Others are pressed into some form of government service and a few are destroyed.

Most automobiles detained at the border for non-conformance are either upgraded by the importer or delivered to a country where they are suitable for use. But a significant number of cars fall into government hands when owners choose not to pay for modification of the vehicle nor arrange for re-shipment.

Customs officials say cars seized in connection with narcotics arrests and other criminal activities are frrequently old, worn-out and cheap. However, imported autos stopped for non-compliance tend to be upscale or exotic models with hefty price tags.

As a result, the government has been cast as a middleman of sorts for the likes of Mercedes-Benz, Porsche and Ferrari products which cannot be imported without substantial mechanical adjustments.

• U. S. Customs seized 9,481 vehicles valued at $63.9 million during the 1983 fiscal year. Only a small percentage of the seizures are attributed to technical violations, but agency officials report an increase in the number of non-complying cars which seek entry.

A spokesman for the EPA imports section said 16,000 cars were halted at the border for lack of agency certification in 1983. Approximately one percent of those cars were not brought up to standard and therefore never given a release to operate in the U. S.

Jerome Hollander, a public affairs officer with U. S. Customs in Los Angeles, said 400 to 500 cars which fail to comply with EPA emissions and NHTSA safety standards attempt to enter through local ports each month. He pegged the Los Angeles total at about 25 percent of the nationwide figure, and said 25-30 cars a month are seized in the area for lack of compliance.

"It is clear a large number of them are not being brought into conformity," he said.

Joan Baran, of the U. S. Customs office in New York, said 200 to 300 cars per month are detained at the ports of New York and Newark because they don't meet standards. About 50 to 60 a month are ultimately seized, she said.

An increasing number of imported cars are being illegally distributed in the U. S. via the so-called gray market, according to the Customs Service. But not all improperly equipped cars are brought in through commercial operations. Many individuals attempt to import cars for private use with little or no understanding of necessary modifications.

When a car is detained, the owner has three alternatives. He may bring the car into compliance, arrange for re-exportation or abandon it. The EPA allows 90 days to make the necessary revisions and the Department of Transportation permits 120 days. With extensions a car owner can typically get up to six months to outfit a car for the U. S.

"It is quite often a sad procedure," said Charles Conroy, a public affairs officer for the Customs Service in Houston. "Obviously, some don't understand what the rules are. They end up doing a lot of work trying to find out how much it costs to bring it up to standard.

"Sometimes, is just cannot be done; the car has to be dismantled and you start over again," he said. "The owner will say, 'I didn't know it was going to cost me $7,000' and decide to re-export.

"Then they find out the cost to re-export includes broker fees, bonding, insurance, negotiations with some kind of commercial organization and transportation itself. It is almost endless and they frequently become discouraged and simply walk away and abandon the car to the U. S. Government.

"In that case, we will sell it at a public auction."

Conroy said the car is sold exactly as is to the highest bidder. Prospective purchasers are made aware of the car's condition and advised that it is illegal to drive it in the U. S. without modification.

He said buyers can frequently find a bargain, but never a giveaway, since value specialists on the Customs staff set minimum prices. The purchaser is also required to pay the duty rate on the car.

• Moyce Woodard, manager of the GSA's personal property center in Cape Kennedy, Fla., currently has three Mercedes models for sale. Woodard, who supervises auctions for the Customs Service in Florida, said bids will be opened on June 7 for a 1972 Mercedes 220-D, a 1974 Mercedes 200-D and a 1975 Mercedes 240-D. Minimum prices set for the three automobiles are classified.

Woodard said he believed that cars auctioned off by the government must be re-exported by the new owner. However, Ed Kittredge, of the Washington public affairs office of U. S. Customs, said buyers may operate cars purchased at auction in the U. S. if they are brought into EPA and NHTSA compliance.

Hollander said a car seized for failure to conform is apt to be a "high-end Porsche or Mercedes, or an exotic like Ferrari."

Conroy said luxury Mercedes models frequently turn up on the auction block in Houston. But he also said that several less expensive, older imports have been sold in recent years.

"There may be some low-end cars," said Hollander. "But those are the kind of cars you read about being destroyed."

Customs officials around the country say destruction of abandoned cars is rare. It usually happens to lower-priced imports which attract little interest among buyers because the cost of conversion outweighs the value of the automobile.

The case of an Oregon woman who purchased a car in Australia several years ago attracted widespread media attention, according to Kittredge.

"The woman didn't have enough money to meet standards or re-export it," he said. "There was a big hullabaloo and a judge ordered it destroyed. But I've never heard of another case of a car being destroyed."

Some cars are transferred to other government agencies for use. However, Della Atias, GSA's director of seized property, said vehicles driven by gov-

Continued on Page 59, Col. 2

Tooling snag delays Ford on Aerostar plant

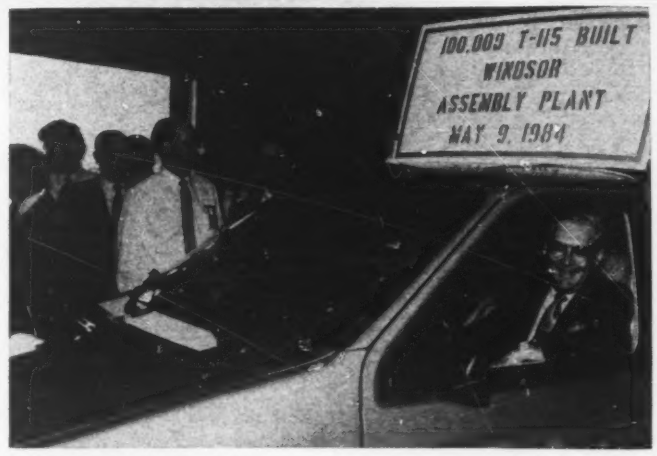
ST. LOUIS. — Ford Motor Co. is experiencing delays in obtaining the proper tools and equipment for its $200-million expansion that will launch the Aerostar minivan at the suburban Hazelwood plant here, according to a company spokesman.

The plant is adding 400,000 square feet of space to turn out the minivans, which will be introduced next year.

Sometime late this year or early next year, the plant will phase out Ford Crown Victoria and Mercury Grand Marquis and become the sole producer of the minivan. Production of the passenger car will be moved to Canada.

Coach Builders converts the Seville

Coach Builders, Ltd., High Springs, Fla., has made first deliveries of its new four-door Cadillac Seville convertible conversions. The car features completely padded and insulated roof, color-coordinated headliner, power-operated top system, fully reinforced body structure and retention of full seating and trunk capacity, Coach Builders said.



Minivan milestone

Chrysler Corp.'s Windsor (Ont.) Assembly Plant built its 100,000th T-115 minivan. Chrysler Canada President M. J. (Moe) Closs drives the milestone Plymouth Voyager off the line.

Mid-month car sales period's best since '78

By Jenny L. King
Staff Writer

Domestic new-car sales continued their long growth spurt during mid-May, reaching the highest total for the period since the boom year of 1978.

With one less selling day this year, the 22.15-percent daily rate gain was more impressive than the year-to-year comparison's 8.57-percent increase.

Sales have exceeded the 1983 total in every 10-day period this year.

Combined sales for the U. S. auto makers May 11-20 were 226,797, up 8.57 percent from 208,888 last year. The daily rate for the period was 28,350, up 22.15 percent from 23,210.

Year-to-date sales were 31.74 percent ahead of 1983, with 3,180,464 retail deliveries this year against 2,414,245.

For the period, General Motors led the industry, its sales up 13.39 percent (27.57 percent daily rate) to 139,925 from 123,397.

Ford Motor Co. was up 6.67 percent (20.00 percent daily rate) to 50,489 from 47,331. Chrysler Corp. reported sales of 27,445 units, down 2.10 percent (up 10.14 percent daily rate) from 28,034 a year earlier.

American Motors dropped to an estimated 4,450 sales from 5,900, a decline of 24.58 percent (down 15.24 percent daily rate). Volkswagen dropped 31.04 percent (down 22.47 percent daily rate) to 1,946 from 2,822, and Honda doubled its sales to 2,542 from 1,404.

• Along with the greatest sales improvement came a larger piece of the mid-month market for GM, which held 61.70 percent this year compared with 59.07 percent in 1983. Ford dipped to 22.26 percent from 22.66 percent. Chrysler was pushed back to 12.10 percent from 13.42 percent. Honda climbed to 1.12 percent from 0.67 percent, AMC dropped to 1.96 percent from 2.83 percent and VW had 0.86 percent compared with 1.35 percent.

Of GM's five makes, Pontiac made the most progress May 11-20 with a 42.08-percent sales increase. Buick was up 18.14 percent, Chevrolet was up 15.05 percent, Oldsmobile was up 1.04 percent and Cadillac dropped 10.08 percent.

At Ford Motor Co., Ford was down 2.43 percent, Mercury was up 20.60 percent and Lincoln was up 54.14 percent.

Chrysler was up 5.09 percent, Dodge was up 4.29 percent and Plymouth dropped 14.77 percent. AMC plunged an estimated 73.68 percent and Renault slipped 1.25 percent.

Chevrolet Cavalier was the best-selling nameplate in the period, with 11,009 sales to its credit. Second was Oldsmobile Cutlass Supreme at 10,442, followed by Chevrolet Celebrity at 10,152, Ford Escort at 8,898 and Cutlass Cierra at 8,666.

At the May 11-20 pace, annualized sales were running 7.8 million domestic cars.

Ford Credit to offer $750 million in notes

DEARBORN. — Ford Motor Credit Co. has filed a shelf registration with the Securities and Exchange Commission for a proposed public offering of up to $750 million in notes.

Proceeds from the sale will be added to Ford Credit's general funds for purchasing receivables, for loans and for debt retirement. Proceeds may also be used to reduce short-term borrowings or invested temporarily in short-term securities.

DOMESTIC SALES

	May 11-20, 1984	May 11-20, 1983
Renault		
Alliance/Encore	3,950†	4,000†
AMC	500†	1,900†
AMERICAN MOTORS ..	4,450†	5,900†
Chrysler	8,654	8,235
Imperial	.....	39
Plymouth	8,127	9,535
Dodge	10,664	10,225
CHRYSLER CORP.	27,445	28,034
Ford	31,959	32,756
Mercury	14,151	11,734
Lincoln	4,379	2,841
FORD MOTOR CO.	50,489	47,331
Buick	29,418	24,901
Cadillac	8,165	9,080
Chevrolet	46,005	39,988
Oldsmobile	34,199	33,847
Pontiac	22,138	15,581
GENERAL MOTORS 139,925		123,397
VOLKSWAGEN	1,946	2,822
HONDA	2,542	1,404
U. S. INDUSTRY TOTAL 226,797		208,888

† estimated

For '85 light trucks

Lower fuel standard proposed by NHTSA

WASHINGTON.—In response to Ford Motor Co.'s pleas for help, NHTSA is proposing to lower the 1985 light-truck fuel-economy standard, but it has at least tentatively denied Ford relief from the 1984 standard.

Ford's request for 1984 was not "timely filed," NHTSA said. Comments are due in 30 days.

Truck makers can meet either a combined 4x4 and 4x2 standard or separate standards. Last November, Ford asked NHTSA to lower the combined 1984 and 1985 standards and the 4x2 standards. No change was asked for the 4x4 standards. But in January, Ford asked for further changes in the 1985 standard: To 19.5 MPG for the combined standard, 19.7 MPG for the 4x2 standard and 18.9 MPG for 4x4s. These are what Ford estimates its capability to be, and what NHTSA is proposing to accept.

Ford said it might miss the '84 combined standard by 1.1 MPG or the 4x2 standard by 1.2 MPG. Each vehicle sold that misses the standard by one-tenth of an MPG is subject to a fine of $5, unless the company has carryforward credits from the last three years.

Ford said it had enough for '84 models but not for '85 models. Moreover, its contingency plans for '85 light trucks is "very expensive and may produce long-term harm to the Ford light-truck business," the company said.

• In proposing the change, NHTSA said its original estimates of higher gasoline prices were wrong. While small trucks sold well, they were mostly imports, which didn't help domestic makers' truck CAFE, NHTSA said.

NHTSA said that even with the benefits of electronic fuel injection demand for bigger engines and probably bigger trucks in 1985 will cause problems.

When NHTSA set its initial standards, it did so at the level of the "least capable manufacturer"—Ford, which was then having economic difficulties. NHTSA said there now is evidence other makers are having trouble, also: General Motors has said it is experiencing losses in fuel economy. Chrysler Corp. is indicating it may miss the 1984 standard by as much as 1.5 MPG—even more than Ford.

To meet the '84 standard, Ford could restrict sales of its V-8 engine—perhaps losing sales to other makers. Ford said this might lower its sales by 100,000 to 180,000 units and mean job losses of 12,000 to 23,000 at Ford, its dealers and suppliers.

If customers just buy from another company, this would not provide any national fuel savings, Ford argued.

Granting Ford's request for 1985 would cost 1.1 billion gallons of gasoline over the life of the '85 light-truck fleet, NHTSA said.

If approved, truck fuel standards would take the unique turn from more stringent from '82 models through '84 models to less stringent with '85 models.

Moonroof for C-cars

Sky-Top Sunroofs, Ltd., St. Louis, is marketing a power moonroof to fit the General Motors '85 front-wheel-drive C-cars. It includes a stainless steel glass frame and matching trim ring and is electrically operated.

Tapes paint picture of staving off the British

DeLorean trial dwells on struggle

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Video and audio tapes played in the DeLorean drug trafficking case here last week painted a picture of the former auto maker struggling to stave off the British while waiting for an infusion of drug-related cash to save his ailing car company.

James Timothy Hoffman, a government informer and the prosecution's chief witness in the case, was questioned by Assistant U. S. Attorney James Walsh on his role in the sting operation that netted DeLorean and two others on drug charges in October, 1982.

Defense attorneys for DeLorean charged presidential counselor Edwin Meese with orchestrating DeLorean's arrest to take place in Los Angeles, where it would get more publicity. The DeLorean arrest was to play a prominent part in the Reagan Administration's highly publicized war on drugs, they said.

In Washington, Meese said he had nothing to do with the DeLorean case and had no knowledge of it except for what he read in the newspapers.

Late last week, the defense began cross-examination of Hoffman.

Putting forward its strongest evidence that DeLorean was a willing participant in the deal, the government showed a videotape of a meeting between Hoffman and DeLorean at the L'Enfant Hotel in Washington, D. C., Sept. 4, 1982.

In the tape, Hoffman tells DeLorean he can pull out of the drug deal.

"I mean, if you don't want to do it, if you want to stop, you're not compelled to," Hoffman said. DeLorean responded, "I want to proceed."

A second videotape shown last week captured a meeting between DeLorean, Hoffman and an undercover agent, John Valestra, who posed as an underworld drug figure using the name John Vicenza.

It was during that Sept. 28, 1982, meeting that the trio discussed DeLorean selling a half-interest in his car company for $30 to $40 million in drug money in order to keep the venture going.

The stock involved in the transaction was to be kept in a trust account in Vicenza's name at Eureka Federal Savings & Loan in San Carlos, Calif.

• DeLorean had already been dealing with another undercover agent, Benedict Tisa, who was posing as a crooked banker named James Benedict at the institution.

Prior to the Sept. 28 meeting, DeLorean had sent Tisa documents offering portions of the former auto maker's U. S. holdings as collateral to cover DeLorean's investment in cocaine to be purchased by William M. Hetrick. Hetrick, who was arrested the day before DeLorean, has reached a plea agreement with the government on the conspiracy charges and awaits sentencing.

It was during the Sept. 28 meeting with Hoffman and Valestra that DeLorean detailed some of the problems he was having with the British and why he needed a quick infusion of cash to keep the car company afloat.

According to DeLorean, the change in power from Labor to Conservative parties in England was responsible for the cutoff in funds from the British government.

"They said, 'Well there is going to be no more government support for industry,'" DeLorean said, "You know, 'from now on either you make it or don't make it on your own.' Well, it caught us in an awkward spot because the government still owed us the working capital portion of our contract.

"They'd already funded $228 million to build a plant, to do all the tooling, to train the

Continued on Page 4, Col. 1

GM signs pacts for steel; 4-pct. price hike denied

DETROIT. — General Motors denied that its steel prices for the 1985 model year will rise 4 percent — a figure that appeared in a newspaper report — but refused to say what the real increase will be, or whether there will in fact be an increase.

GM did not ask its steel suppliers for a percentage decrease in their prices in the way that Buick and Chevrolet asked their parts suppliers for cuts of 3.3 percent, a GM spokesperson said.

GM did retain its nine U. S. and three Canadian steel suppliers, she said.

Their shares of GM's business changed chiefly as a result of GM's efforts to single-source steel for each component and to reduce the number of steel suppliers at each plant, she said. Goal of the program is to achieve uniformity.

Steel makers refused to comment on their prices to GM. One source said he understood his company's contract required that price information remain confidential.

For the 1984 model year, GM will use about 6 million tons of steel, about 7 percent of U. S. output.

AMC offers 10.9-percent finance deal

American Motors has adopted an interest subvention program to promote sales of its small domestic cars and imported cars.

From May 24 to July 31, AMC is offering 10.9 percent financing for buyers of new '83/'84 Renault Alliance, Encore, Fuego and Sportwagon models.

Renault dealers are offering the rate on loans up to 48 months through American Motors Credit Corp. or participating lending institutions.

Car loans, having risen within the past 30 days, now range from 13.5 percent to more than 15 percent annual percentage rate in some areas.

AMC estimates savings to customers of $514 for a $7,000 finance contract to $734 for a $10,000 contract, based on 48-month financing.

AMC is absorbing the costs of the program without any dealer contribution.

Peter Guptill, general manager - U. S. sales, had earlier told Automotive News that AMC was building vehicles for a "very aggressive" summer rate of sales.

The subcompact market in which AMC competes with Alliance and Encore has been soft this year, pushing its days' supply of Alliance to 87 and Encore to 88 on May 1.

AMC's program is also aimed at countering incentives by other auto makers, such as Ford, which is offering dealers up to $400 on Tempo/Topaz sales, and Chrysler, which has been offering free automatic transmissions, valued at about $470.

Crain to start up business papers in Detroit, NYC

Crain Communications, Inc., will launch Crain's Detroit Business and Crain's New York Business within the next 12 months.

Crain now publishes Automotive News, Crain's Chicago Business and Crain's Cleveland Business among 22 business and trade publications.

The company plans to introduce its weekly New York business newspaper by Jan. 1 and the Detroit weekly publication early in 1985.

Keith E. Crain, company vice chairman who will serve as publisher, said, "There's more to Detroit than just cars. There's an awful lot of nonautomotive business news in the city and we plan to do an aggressive job of reporting the complete business picture in Detroit."

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59th year — No. 5024

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While serving as dealership consultant

$49-over apostle spreads word on computers

PALMYRA, Pa. — "The more you give, the more you get," said the tall man in the gray suit with velvet collar who was standing outside the dealership door slowly peeling off $100 bills and tossing them to the ground.

The man was Howard Van Bortel, apostle of the $49-over method of selling new cars and successful, if somewhat unorthodox, dealership consultant.

Van Bortel was not giving away the $100 bills and carefully picked them back up and put them in his pocket. He was making a point to a dealer.

"If you stood at your door and threw away $100 bills at this rate all day long, you couldn't throw away as much money as most dealers do every day by not getting customers who want to buy a car into their showroom and by not selling them a car when they do come in."

Van Bortel, who is headquartered in Palmyra, N. Y., was in Palmyra, Pa., at Klick-Lewis Buick-Chevrolet-Pontiac, where he and dealer Warren Lewis were putting the finishing touches on Van Bortel's latest wrinkle to the $49-over program — computerized selling.

The $49-over method of selling cars was devised by Van Bortel when he was a Chevrolet dealer and, he says, biggest Corvette dealer in the country.

Under this system, the cus-

Continued on Page 37, Col. 1

New low COE by Ford due here in 1985

By Arthur M. Flax
Assistant Truck Editor

Ford Motor Co. will introduce a new medium, low-cabover truck, combining North American and European design, to the North American market in the Fall of 1985, according to Edward T. Mabley, Ford Truck Operations heavy-truck product development manager.

He said the new truck, which will be available in Brazil in some 10 months, will "initially augment" Ford's aging C-Series low cabover.

Mabley said the truck will be assembled in Brazil, using the European Cargo cab on a North American chassis similar to Ford's F-Series. He called the Brazilian manufacturing facility "world class."

Ford 6.6 and 7.8-liter diesel engines, also of new design, will power the vehicles. The new direct fuel-injection, six-cylinder power plants, which have no application limitations, will be "common" to Ford's F, B and L-series vehicles after 1987, Mabley said. All U.S. versions will be turbocharged, he added.

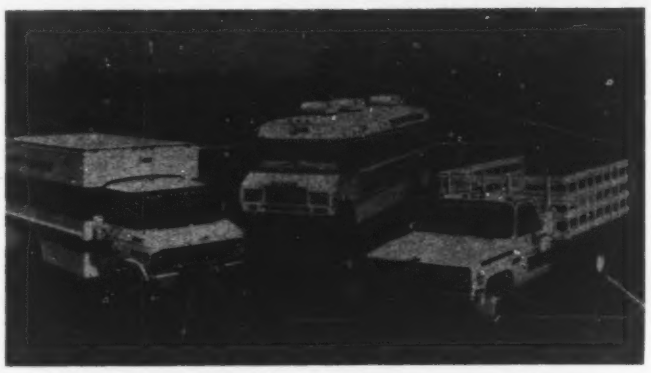
"With the dieselization of medium trucks, we felt it was very important to have our own engine," he said.

The first model of the new truck will be powered by the 6.6-liter, 165-HP diesel and later models will include a 7.8-liter turbocharged and aftercooled version of about 235 HP.

The new truck also will feature a European-styled suspension for improved ride and handling, Mabley said, and a hydraulic disc-drum brake system with an in-wheel parking brake.

"With the new truck, Ford

Continued on Page 17, Col. 1



Olympics Torch Run gets GMC's support

A fleet of 26 GMC vehicles, three of which are shown here, provide logistical support for the 82-day, 8,700-mile Olympics Torch Run relay from New York to the Summer Olympics in Los Angeles. The vehicles include motor homes on GMC chassis, tractors, straight trucks, compact pickups, vans and Suburbans.

Third of independents may buy trucks soon

CHICAGO. — More than a third of the nation's estimated 150,000 independent long-haul truck drivers soon may buy trucks, according to OTR Feedback, a new monthly study panel sponsored by Associates Commercial Corp.

Thirty-five percent of the panelists in the first of the monthly surveys said they were considering the purchase of a different truck within the next 12 months and 10 percent said they were undecided.

Of the operators considering the purchase of a truck, 53 percent said they would buy a new truck, 38 percent said they would buy a used vehicle, and the remainder said they were undecided.

A high percentage of those who said they planned to buy a truck also were among those the survey showed to be most interested in better business methods.

Bill E. Starr, executive vice president in charge of Associ-

Continued on Page 41, Col. 1

Surge in sales of trucks trims Harvester loss

CHICAGO. — A sharp upturn in truck sales enabled International Harvester to reduce its losses substantially in the second quarter of fiscal 1984.

Harvester reported that in the three-month period ended April 30, it had a loss of $6.6 million from continuing operations, down 95 percent from a year-earlier deficit of $153.1 million.

The company said a $5.8 million tax-loss carryforward

Continued on Page 44, Col. 4

Streamlined transporter seen ideal for commercial use

Penske has off-track winner, too

PARSIPPANY, N.Y.—Among the ranks of Indianapolis car-racing teams, the Penske Racing Team stands out. It is, many contend, the best prepared team on the circuit, and its cars are always immaculate.

The Penske team now will be noticed at races before its cars ever set a wheel on the track. Its new transporter is an exercise in aerodynamics that also stands out from its competitors in efficiency and appearance.

Among racing teams, there is a lot of competition as to which will show up with the best looking rig.

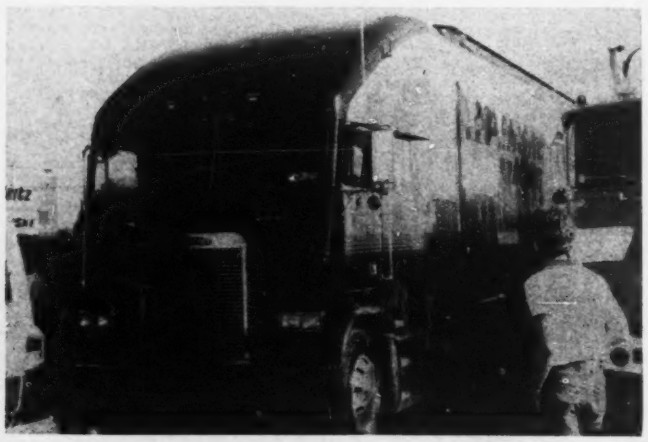
Last year, Roger Penske, race-team owner and Hertz-Penske Truck Leasing, Inc. president, decided that a rig that not only looked good, but also performed well would be an excellent tie-in with his transportation business.

"Basically we've built a prototype transporter," Penske said. "Because of the new (length) laws, we were able to take advantage of aerodynamic designs we had experience with — for instance smoothing the airflow around the wheels — and also to build a vehicle from a pure styling standpoint. It looks good in the pictures, but it really is something to see in person."

• Larry Shinoda, president, Shinoda Design Associates, was hired to design and coordinate the project, and the truck was completed in a four-month period, starting last December.

Based on a 1984 Freightliner cabover and 48-foot Great Dane trailer, the rig features a custom-designed, roof-mounted air deflector, cab extenders, articulated tractor-trailer gap seal-

Continued on Page 17, Col. 1



'Exercise in aerodynamics'

Roger Penske, race-team owner and president of Hertz-Penske Truck Leasing, Inc., calls his new tractor/trailer rig an "exercise in aerodynamics" which could have commercial applications. The prototype is used to haul race cars and racing equipment.

truck industry news

Truck registrations hit record 913,468 in '84 first quarter

Registrations of new trucks of all types in the U. S. hit an all-time high in the first quarter of 1984, topping the previous mark established in 1979 and showing healthy gains in all three market segments.

The three-month total of 913,468 units was 4.5 percent higher

Table on Page 58.

than the 874,407 vehicles registered in the like period five years ago, according to R. L. Polk & Co. statistics, and 54.2 percent greater than last year's 592,311.

In March, there were 328,710 tallies, an increase of 44.9 percent over the year ago 226,904 units.

New York and Oklahoma figures for 1984 were compiled from manufacturers' sales records. No registrations were available for the District of Columbia in March, 1984, or for Oklahoma in 1983.

Light-truck tallies in the first quarter totaled 363,395 and accounted for 94.5 percent of the industry total. The figure was 55.1 percent higher than the 556,679 units tallied in the first quarter of 1983 and 9.5 percent greater than the 788,386 units registered during the 1979 period.

The medium-truck count in the first quarter of 1984 was 10,665, a gain of 17.1 percent over the year-ago 9,111. The 1984 total was off 71.7 percent from the 37,685 units tallied in the first quarter of 1979.

Heavy-truck tallies of 39,408 units for the three months represented a 48.6 percent increase over the year-ago 26,521, and were 18.5 percent lower than the 48,336 tallied in 1979.

There were 487,501 Group 1 tallies in the first quarter of 1984, an increase of 57.6 percent over the year-earlier 309,388. The Group 2 count was up 48.9 percent to 366,702 units, com-

Continued on Page 44, Col. 3

HD registrations in 3 months rise 48.6 pct. over 1983

Heavy-duty truck registrations surged upward in the first quarter of 1984 to 39,408 units, a 48.6 percent increase over the 26,521 recorded a year earlier.

According to R. L. Polk & Co. statistics, the three-month Group 8 registrations were up 69.1 percent to 26,198 units, compared with the previous year's 15,496.

Group 7 registrations increased

Continued on Page 44, Col. 3

U. S. TRUCK REGISTRATIONS

THREE MONTHS, 1984 VS. 1983★

Make	3 mos., 1984	Percent Share of '84 market	3 mos., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
Ford	265,202	29.03	189,053	31.92	− 2.89
Chevrolet	254,765	27.89	178,041	30.06	− 2.17
Dodge	93,769	10.27	52,802	8.91	+ 1.36
GMC	68,244	7.47	49,923	8.43	− 0.96
Jeep	32,023	3.51	15,194	2.57	+ 0.94
Plymouth*	17,001	1.86	2,136	0.36	+ 1.50
International	11,983	1.31	10,001	1.69	− 0.38
Mack	4,510	0.49	3,248	0.55	− 0.06
Kenworth	3,472	0.38	1,348	0.23	+ 0.15
Freightliner	3,021	0.33	1,853	0.31	+ 0.02
Peterbilt	2,805	0.31	1,452	0.25	+ 0.06
White	2,126	0.23	488	0.08	+ 0.15
Mercedes-Benz	473	0.05	548	0.09	− 0.04
Volvo	407	0.05	312	0.05	.....
Autocar	236	0.03	179	0.03	.....
Western Star	112	0.01	80	0.01	.....
Misc.**	153,319	16.78	85,653	14.46	+ 2.32
TOTALS	913,468	100.00	592,311	100.00	.....

★—New York and Oklahoma figures compiled from manufacturers' sales records, 1984; no registrations for Oklahoma, 1983; District of Columbia, March, 1984.
* Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY-DUTY REGISTRATIONS

THREE MONTHS, 1984 VS. 1983★

Make	3 mos., 1984	Percent Share of '84 market	3 mos., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
International	8,636	21.91	6,582	24.82	− 2.91
Ford	7,383	18.74	6,003	22.63	− 3.89
GMC	5,216	13.24	3,411	12.86	+ 0.38
Mack	3,852	9.77	2,810	10.60	− 0.83
Kenworth	3,472	8.81	1,348	5.08	+ 3.73
Freightliner	3,021	7.67	1,853	6.99	+ 0.68
Peterbilt	2,805	7.12	1,452	5.47	+ 1.65
White	2,126	5.39	488	1.84	+ 3.55
Chevrolet	1,806	4.58	1,613	6.08	− 1.50
Volvo	407	1.03	312	1.18	− 0.15
Autocar	236	0.60	179	0.68	− 0.08
Mercedes-Benz	148	0.38	151	0.57	− 0.19
Western Star	112	0.28	80	0.30	− 0.02
Misc.	188	0.48	239	0.90	− 0.42
TOTALS	39,408	100.00	26,521	100.00	.....

★—Groups 7 and 8 trucks only; New York and Oklahoma figures compiled from manufacturers' sales records, 1984; no registrations for Oklahoma, 1983.

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February total is 782,327

Car registrations highest since 1973

By Jenny L. King
Staff Writer

Total new-car registrations for February, 1984, were at their highest level in 11 years and topped January's sum by 35,000 units. Domestic new-car figures were up a staggering 47.72 percent February to February and imports grew by 13.90 percent.

Figures provided by R. L. Polk & Co. disclosed new-car registrations of 782,327 in February, up 37.57 percent from 568,633 a year earlier and best for the month since 1973 when 842,857 were counted. It was an increase of 4.70 percent over the January total of 747,231.

Domestic registrations numbered 587,946, up 47.72 percent from 398,007 the preceding year. January's domestic total was 552,284.

Import-car registrations added to 194,381 for February, up 13.90 percent from 170,656 a year earlier.

Imports plunged 5.16 percentage points in share of the total market, skidding to 24.85 percent from a lofty perch of 30.01 percent a year earlier. General Motors and Ford Motor Co. split the difference, with GM retrieving 3.32 percentage points and Ford up 2.31 percentage points.

Chrysler's gain in February was more modest: Up 0.27 percentage points, to 9.33 percent from 9.06 percent. GM was up to 45.01 percent from 41.69 percent and Ford had 18.96 percent compared with 16.65 percent in February of 1983.

American Motors discovered that holding its own (14,427 vs. 14,683 registrations) wasn't enough in an active marketplace. AMC lost 0.73 percentage points, dropping to 1.85 percent from 2.58 percent. Miscellaneous domestics had virtually no piece of the action, down from a scant 0.01 percent of the market in 1983.

Total industry registrations for the first two months were

Continued on Page 28, Col. 1

House passes bill to loosen constraints on joint R&D

WASHINGTON. — Legislation designed to loosen antitrust constraints on joint research and development cleared the House of Representatives by a 417-0 vote. A Senate version is awaiting floor approval.

The Joint Research and Development Act of 1984 would reduce the antitrust liability of certain joint ventures by eliminating the current triple damages penalty in favor of an award limited to the amount of the actual damage, plus interest accumulated during court proceedings.

To qualify for the reduced liability, venture participants would have to give the Justice Department an advance outline of the proposed research and development activity. The Justice Department would then have a chance to block the plan.

White House and congressional sponsors believe the reduction in legal risks will stimulate cooperative research among companies in the U. S.

The legislation would call on the courts to weigh a joint venture's anti-competitive effects against the participants' claims of enhanced competition flowing from the venture.

The Senate version does not contain a House provision that allows the courts to compensate joint-venture participants for legal fees when antitrust charges are fought successfully. Currently, legal expenses are rebated only to plaintiffs when they win antitrust actions.

NEW-CAR MARKET SHARES IN U. S.

	FEBRUARY					TWO MONTHS				
	Regis., Feb., 1984	Percent Share of Market	Regis., Feb., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 2 mos., 1984	Percent Share of Market	Regis., 2 mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Chevrolet	119,653	15.29	78,238	13.76	+ 1.53	228,197	14.92	163,059	14.01	+ 0.91
Ford	98,739	12.62	63,326	11.14	+ 1.48	198,055	12.95	134,125	11.52	+ 1.43
Oldsmobile	88,534	11.32	59,797	10.52	+ 0.80	169,047	11.05	118,900	10.22	+ 0.83
Buick	68,688	8.78	50,203	8.83	− 0.05	131,661	8.61	102,003	8.76	− 0.15
Pontiac	52,576	6.72	30,274	5.32	+ 1.40	99,971	6.54	62,467	5.37	+ 1.17
Mercury	39,977	5.11	24,774	4.35	+ 0.76	76,837	5.02	48,470	4.16	+ 0.86
Dodge	27,643	3.53	18,903	3.32	+ 0.21	53,059	3.46	38,842	3.34	+ 0.12
Chrysler	23,259	2.97	15,437	2.72	+ 0.25	44,480	2.91	29,135	2.50	+ 0.41
Cadillac	22,693	2.90	18,565	3.26	− 0.36	46,501	3.04	38,227	3.28	− 0.24
Plymouth	22,127	2.83	17,190	3.02	− 0.19	43,234	2.83	32,376	2.78	+ 0.05
AMC	14,427	1.85	14,683	2.58	− 0.73	31,149	2.04	30,095	2.59	− 0.55
Lincoln	9,615	1.23	6,580	1.16	+ 0.07	17,997	1.18	13,920	1.20	− 0.02
GENERAL MOTORS	352,144	45.01	237,077	41.69	+ 3.32	675,377	44.16	484,656	41.64	+ 2.52
FORD MOTOR CO.	148,331	18.96	94,680	16.65	+ 2.31	292,889	19.15	196,515	16.88	+ 2.27
CHRYSLER CORP.	73,029	9.33	51,530	9.06	+ 0.27	140,773	9.20	100,353	8.62	+ 0.58
AMC	14,427	1.85	14,683	2.58	− 0.73	31,149	2.04	30,095	2.59	− 0.55
IMPORTS	194,381	24.85	170,656	30.01	− 5.16	389,328	25.45	352,137	30.25	− 4.80
MISC. DOMESTICS	15	0.00	37	0.01	− 0.01	42	0.00	201	0.02	− 0.02
TOTAL	782,327		568,663			1,529,558		1,163,957		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma for 1984 from manufacturers' sales records. Oklahoma '83 figures not available.

Mack petitions NHTSA for recall exemption

WASHINGTON. — Mack Trucks, Inc., has petitioned NHTSA for an exemption from safety recalls for radio speaker covers on 5,015 of its trucks, on the grounds that their noncompliance with safety regulations is inconsequential.

Occupant trim panels must not burn faster than 4-inches per minute, according to NHTSA safety regulations. The radio grilles on the Mack trucks, all built between August, 1977, and June, 1983, burn at a rate of 5.3- to 5.8-inches per minute, Mack told NHTSA.

The speaker housings and grille retainer rings "easily meet" the federal flammability standard, the company said. Furthermore, the speakers are in the cab's upper part, where fires are relatively unlikely to start.

NHTSA requests comments on the matter until May 30.

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February total is 782,327

Car registrations highest since 1973

Continued from Page 24

up 31.41 percent in a year-to-year comparison and increased 44.99 percent from the 1982 level. Registrations for January-February, 1984, numbered 1,529,558; a year earlier they were 1,163,957, and two years ago they were 1,054,935.

Domestic new cars totaled 1,140,230 for the first two months, up 40.45 percent from 811,820 in 1983 and up 55.72 percent from 732,237 in 1982. Imports gained 10.56 percent, climbing to 389,328 this year from 352,137 in 1983.

Year-to-date gains included 2.52 percentage points for GM, 2.27 percentage points for Ford, and 0.58 percentage points for Chrysler. AMC dropped 0.55 percentage points, miscellaneous domestics were down 0.02 percentage points and imports plummeted 4.80 percentage points.

For February, 1984, the market-class breakout included: Intermediates at 26.49 percent, imports at 24.85 percent, compacts at 18.33 percent, subcompacts at 12.40 percent, standards at 10.12 percent and luxury cars at 7.81 percent.

A year earlier, intermediates had 24.44 percent of the total market, imports had 30.01 percent, compacts had 15.36 percent, standards had 13.27 percent, subcompacts had 11.58 percent and luxury cars had 5.34 percent.

Excluding imports, the February, 1984, market class spectrum included: Intermediates at 35.24 percent, compacts at 24.40 percent, subcompacts at 16.50 percent, standards at 13.46 percent and luxury cars at 10.40 percent.

Twelve months earlier, intermediates accounted for 34.92 percent of the domestic market, compacts had 21.94 percent, standards had 18.97 percent, subcompacts had 16.55 percent and luxury cars had 7.62 percent.

Polk figures for 1984 include registrations from 48 states and manufacturers' sales information from New York and Oklahoma. Numbers for 1983 are all state registrations; Oklahoma is not included.

Cars of stars to be auctioned in Chicago June 10

HIGHLAND PARK, Ill.—J. J. Born, president and owner of the Chicago Historical Antique Automobile Museum, will place his collection of celebrity and antique automobiles on the auction block here June 10.

Billed as the Hollywood-TV Cars of the Stars Museum Auction, it will function without a minimum bid requirement, "meaning every car bid on will be sold," Born said.

Among vehicles to be auctioned are the Batmobile and the Batcycle from the Batman TV series; Evel Knievel's jump car and stunt motorcycle; Elvis Presley's pearlescent white 1969 Lincoln Continental, and three vehicles which carry serial number one—a 1954 Mercedes Gull Wing, a 1974 Bricklin and a DeLorean.

Other cars to be auctioned during the one-day event are the 1926 bootleg brewery truck with which Al Capone and his brothers began their rise to gangland prominence; President Lyndon Johnson's personal limousine, and the Bonnie and Clyde movie death car.

Chrysler recalls 235,000 autos for smog fix

WASHINGTON. — Chrysler is recalling some 235,000 1980 cars with 225-CID engines to assure compliance with federal hydrocarbon and carbon monoxide standards, according to EPA.

These 49-state cars include Plymouth Volare and Gran Fury; Dodge Aspen, Diplomat, Mirada and St. Regis, and Chrysler LeBaron, Cordoba and Newport.

EPA found these cars were emitting an average of 0.57 grams per mile of HC and 7.8 g/m of CO, compared with the 1980 standard of 0.41 for HC and 7.0 for CO. Neither EPA nor Chrysler could pinpoint a defect.

Limited Edition 4000S

Audi's Limited Edition 4000S offers nearly $2,000 worth of extra performance, appearance and convenience items in its suggested retail price of $14,240, Audi said. The car also features spoke-type alloy wheels, rear spoiler and matte black trim.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
FEBRUARY, 1984 VS. FEBRUARY, 1983

	1984 Month	1984 Year	1983 Month	1983 Year
AMC Alliance FWD	7,394	15,730	10,133	19,690
Encore FWD	5,215	11,198	.....	.....
Spirit	.....	.....	631	1,340
Concord	.....	.....	1,032	2,504
Concord SW	.....	.....	440	1,392
Eagle 4WD	352	786	882	1,884
Eagle 4WD SW	1,466	3,435	1,565	3,285
TOTAL AMC	14,427	31,149	14,683	30,095
Chrysler Laser FWD	4,070	7,910	.....	.....
LeBaron FWD	6,312	11,668	4,484	8,710
LeBaron SW FWD	826	1,666	593	1,203
E-Class/New Yorker FWD	6,850	13,406	3,956	7,200
Cordoba	.....	.....	1,052	1,920
New Yorker Fifth Avenue/Newport	5,201	9,830	5,194	9,761
Imperial	.....	.....	158	341
Total	23,259	44,480	15,437	29,135
Plymouth Horizon FWD	6,124	12,413	2,548	5,605
Turismo FWD	3,256	6,270	1,823	3,748
Reliant FWD	8,514	16,471	8,391	15,027
Reliant SW FWD	3,266	6,475	2,993	5,540
Gran Fury	967	1,605	1,435	2,456
Total	22,127	43,234	17,190	32,376
Dodge Omni FWD	5,041	10,281	2,416	5,161
Charger FWD	3,879	7,192	2,048	4,224
Daytona FWD	3,169	6,337	.....	.....
Aries FWD	7,088	13,000	6,034	12,627
Aries SW FWD	2,893	5,861	2,158	4,875
600 '84/400'83 FWD	1,736	3,127	2,279	4,389
Diplomat	1,014	1,868	1,883	3,078
Mirada	.....	.....	385	765
600 FWD	2,823	5,393	1,700	3,723
Total	27,643	53,059	18,903	38,842
TOTAL CHRYSLER CORP.	73,029	140,773	51,530	100,353
Ford Escort FWD	19,537	39,762	17,046	34,502
Escort SW FWD	6,507	13,357	6,090	11,972
EXP FWD	1,748	3,036	1,359	3,166
Fairmont	.....	.....	7,631	21,090
Tempo FWD	20,215	42,129	.....	2
LTD	10,333	21,699	8,429	18,799
LTD SW	4,164	8,558	3,433	6,839
LTD Crown Victoria	9,322	17,665	7,393	14,692
LTD Crown Victoria SW	2,331	4,772	2,019	3,875
Mustang	11,606	21,005	8,010	16,499
Thunderbird	12,976	26,062	1,916	2,689
Total	98,739	198,055	63,326	134,125
Lincoln Town Car	4,617	8,198	3,246	6,956
Mark VII	3,374	6,765	1,891	4,009
Continental	1,624	3,034	1,443	2,955
Total	9,615	17,997	6,580	13,920
Mercury Lynx FWD	4,124	8,411	4,380	8,323
Lynx SW FWD	1,118	2,269	1,418	2,716
LN7 FWD	.....	.....	450	1,132
Capri	2,042	3,476	1,996	4,071
Zephyr	.....	.....	2,741	6,084
Topaz FWD	6,102	12,741	.....	.....
Marquis	6,252	11,580	3,642	7,386
Marquis SW	1,056	2,108	1,008	2,178
Grand Marquis	9,076	16,451	7,204	13,367
Grand Marquis SW	1,170	2,277	992	1,980
Cougar	9,037	17,524	943	1,233
Total	39,977	76,837	24,774	48,470
Lincoln-Mercury Division Total	49,592	94,834	31,354	62,390
TOTAL FORD MOTOR CO.	148,331	292,889	94,680	196,515
Buick Skylark FWD	7,594	15,086	6,068	13,343
Skyhawk FWD	6,670	11,750	3,687	7,806
Skyhawk SW FWD	701	1,337	634	1,195
Century FWD	12,666	24,811	7,493	16,330
Century SW FWD	1,914	3,365	.....	.....
Regal	16,206	31,115	15,239	28,868
Regal SW	.....	.....	981	1,993
LeSabre	11,563	21,822	7,729	14,931
Electra	5,895	11,625	4,180	8,780
Electra FWD	102	107	.....	.....
Buick SW	1,095	2,155	1,104	2,207
Riviera FWD	4,282	8,488	3,088	6,550
Total	68,688	131,661	50,203	102,003
Cadillac Deville	9,547	19,335	8,308	16,272
DeVille FWD	62	113	.....	.....
Cimarron FWD	1,519	2,979	1,293	2,812
Fleetwood and Chassis	3,796	7,945	2,916	6,400
Fleetwood FWD	19	58	.....	.....
Eldorado FWD	5,107	10,640	4,231	8,793
Seville FWD	2,643	5,431	1,817	3,950
Total	22,693	46,501	18,565	38,227
Chevrolet Chevette	15,419	29,893	12,467	24,643
Camaro	15,804	27,924	10,427	21,920
Cavalier FWD	19,880	37,508	8,256	16,619
Cavalier SW FWD	6,196	12,602	2,788	5,460
Citation FWD	5,381	11,522	7,470	17,943
Malibu	.....	.....	3,758	7,412
Malibu SW	.....	.....	3,404	7,090
Celebrity FWD	18,330	36,215	8,521	18,947
Celebrity SW FWD	5,979	9,516	.....	.....
Monte Carlo	10,964	20,588	6,825	13,352
Impala	4,071	7,525	2,862	5,754
Caprice	11,113	22,031	7,369	15,275
Chevrolet SW	4,096	8,257	3,167	6,482
Corvette	2,420	4,616	924	2,162
Total	119,653	228,197	78,238	163,059
Oldsmobile Omega FWD	3,657	7,278	3,224	6,818
Firenza FWD	3,299	6,088	1,906	4,081
Firenza SW FWD	1,036	1,938	638	1,181
Cutlass Ciera FWD	16,151	31,512	9,239	19,218
Cutlass Ciera SW FWD	2,412	4,505	.....	.....
Cutlass Supreme/Calais	30,069	55,580	19,562	37,074
Cutlass SW	.....	.....	1,432	2,943
Delta 88	17,205	32,744	12,842	25,115
98	9,173	18,088	6,986	14,401
98 FWD	156	206	.....	.....
Oldsmobile SW	2,269	4,650	1,648	3,210
Toronado FWD	3,107	6,458	2,320	4,859
Total	88,534	169,047	59,797	118,900
Pontiac 1000	2,110	4,349	2,467	5,259
Firebird	7,709	14,184	5,955	13,182
2000 Sunbird FWD	7,292	14,145	3,766	7,570
2000 Sunbird SW FWD	909	1,786	667	1,352
Phoenix FWD	1,036	2,288	2,199	4,936
Bonneville	6,113	11,517	3,947	7,921
Bonneville SW	.....	.....	930	1,813
6000 FWD	7,819	14,935	4,747	9,851
6000 SW FWD	1,521	2,591	.....	.....
Grand Prix	5,904	11,554	5,596	10,583
Parisienne	2,795	5,304	.....	.....
Pontiac SW	1,043	2,061	.....	.....
Fiero	8,325	15,257	.....	.....
Total	52,576	99,971	30,274	62,467
TOTAL GM CORP.	352,144	675,377	237,077	484,656
Checker	.....	.....	18	155
Miscellaneous Domestic	15	42	37	201
Domestic Station Wagon Total	53,968	105,551	40,102	80,781
Domestic Grand Total	587,946	1,140,230	398,007	811,820
Import Total	194,381	389,328	170,656	352,137
Grand Total All Registrations	782,327	1,529,558	568,663	1,163,957

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available.

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To reduce vehicle emissions

Recalls, shorter warranty urged

WASHINGTON. — A strongly administered two-year warranty combined with a vigorous recall campaign will "ensnare" heavy-polluting vehicles and allow their repair by their manufacturers, a Congressional panel was told by a spokesperson for the Automotive Parts and Accessories Assn.

According to Linda J. Hoffman, APAA vice president for governmental affairs and trade, the recall procedure would be more effective than an extended warranty, which automakers are using as a marketing tool to discourage car owners from making their own repairs or using independent service facilities.

Testifying before the House subcommittee on Health and the Environment, which is considering amendments to the Clean Air Act, Hoffman said the federal vehicle safety agency has demonstrated that recalls effectively exert "powerful compliance leverage without any need to resort to warranty measures."

Recalls are better for consumers, Hoffman said. With recalls, she said, consumers are notified when a specific repair has to be performed; warranties require no such notification.

"The cost of recalls and the accompanying adverse publicity (would) combine to create the strongest possible encouragement for manufacturers to provide the consuming public with vehicle emission control systems that are reliable and durable," she said.

Warranties, on the other hand, "tilt consumer dollars toward the higher-priced, less-convenient dealer," Hoffman said.

Truck record set for registrations in first quarter

Continued from Page 16

pared with 246,213 last year. There were 9,192 Group 3 units, versus only 1,078 a year ago.

Large gains also were posted in the medium-duty groups. In Group 4, there were 151 units, compared with 72 in 1983. Group 5 had 534 tallies, versus 153 a year earlier. The Group 6 total of 9,980 units was a 12.3 percent increase over the 8,886 units in 1983.

Group 7 registrations rose 19.8 percent, from 11,025 during the first quarter of 1983 to 13,210 units this year. The Group 8 count of 26,198 represented a 69.1 percent boost over the 15,496 units registered a year earlier.

Ford led the industry with 265,202 registrations in the first quarter, accounting for 29.03 percent of the total. Its share was down 2.89 percentage points from its year-earlier figure of 31.92 percent on 189,053 registrations.

Second-place Chevrolet took 27.89 percent with 254,765 tallies. Its share was down 2.17 points from 30.06 percent on 178,041 units last year.

Tippett succeeds Caldwell as chairman of MVMA

DETROIT.—W. Paul Tippett, chairman and chief executive of American Motors, has been elected chairman of MVMA.

He succeeds Philip Caldwell, chairman and chief executive of Ford Motor Co., for the one-year term.

Named vice chairmen were Roger B. Smith, of General Motors, and Donald D. Lennox, of International Harvester. They are chairmen and chief executives of their companies.

Caldwell was elected secretary of MVMA. Lee A. Iacocca, chairman and chief executive of Chrysler Corp., was elected treasurer.

V. J. Adduci, MVMA president and chief executive, and Thomas H. Hanna, senior vice president, were reelected.

Elected to three-year MVMA board terms were: Bjorn Ahlstrom, president of Volvo North America Corp.; Iain M. Anderson, executive vice president, Volkswagen of America; Gerald Greenwald, vice chairman, Chrysler Corp.; F. James McDonald, president, General Motors; Marvin W. Stucky, vice president, American Motors, and Lennox.

Other directors are: J. Patrick Kaine, vice chairman, International Harvester; Howard H. Kehrl, vice chairman, General Motors; Charles M. Pigott, president, PACCAR, Inc., and James L. Tolley, vice president, Chrysler Corp.

Also: Betsy Ancker-Johnson, vice president, General Motors; Donald E. Petersen, president, Ford Motor Co.; Noel Phillips, president, Volkswagen of America; Will Scott, vice president, Ford Motor Co.; Adduci, Caldwell, Tippett, Iacocca and Smith.

The board also named the following to the MVMA Executive Committee: Adduci, chairman; Anderson, Ancker-Johnson, Kaine, Scott, Stucky and Tolley.

MVMA member companies are American Motors, Chrysler Corp., Ford Motor Co., General Motors, International Harvester, M.A.N. Truck & Bus Corp., PACCAR, Volkswagen of America and Volvo North America Corp.

Surge in sales of trucks trims Harvester loss

Continued from Page 16

trimmed the net loss to $817,000, compared with $159.1 million a year earlier after a loss from discontinued operations.

Second-quarter sales amounted to $1.25 billion, Harvester reported, a gain of 26 percent over last year's $995 million. Three-month truck shipments were up 46 percent to $854 million, the firm said, but farm-equipment deliveries were off 3 percent to $400 million.

Harvester's first-half net loss amounted to $55.7 million, down dramatically from the year-ago $270.4 million. Six-month sales were up 30 percent, from $1.72 billion last year to $2.24.

Quarter's HD registrations up 48.6 percent over 1983

Continued from Page 16

to 13,210, a gain of 19.8 percent over the year-earlier 11,025.

The March total of 15,017 was up 49 percent from the 10,081 units tallied a year earlier.

International continued in the No. 1 spot with 8,636 units through March, compared with Ford's 7,383 units.

Ford and International also were the biggest losers in market share. Ford's 7,383 tallies represented 18.74 percent of the total, down 3.89 percentage points from the year-earlier 22.63 percent on 6,003 units.

• International's 8,636 tallies, representing 21.91 percent of the market, was off 2.91 points from last year's 24.82 percent on 6,582 units.

Kenworth and White both scored large gains in penetration. Kenworth's 8.81 percent share on 3,472 units represented a gain of 3.73 points over the 5.08 percent share on 1,348 units during the same period last year.

White's 5.39 percent share on 2,126 units represented a boost of 3.55 points over the 1.84 percent share on 488 units a year earlier.

Peterbilt, Freightliner and GMC also increased their market share in the first quarter. Chevrolet, Mack, Mercedes-Benz, Volvo, Autocar, Western Star, and the miscellaneous group suffered losses.

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Concedes to many auto-maker requests

NHTSA eases standard on 'high' brake light

WASHINGTON. — The safety standard mandating a single, center high-mounted stop lamp beginning with '86-model cars generated so much auto-maker objection that NHTSA has conceded to almost all the requests for changes.

The standard will now allow mounting above the rear window and, for convertibles only, not more than six inches below it. The standard also states clearly that the lamp can be mounted directly on the glazing.

In addition, because of the physical impossibility of eliminating all reflections from interior-mounted lamps shining on the rear window, NHTSA has dropped its requirement of no reflection and said merely that means should be taken to minimize reflections.

Although the maximum permissible intensity of 160 candela has been retained, the minimum intensity has been lowered from 40 candela to 25 candela. The minimum area of 4.5 square inches has been kept.

Lamps that are mounted in the interior of a vehicle need not meet moisture, dust or corrosion requirements.

Various interpretations are also offered, the principal one being that photometrics of an interior-mounted lamp be measured through the glazing as the lamp is installed in the vehicle with the rear window behind it.

Effective date is Sept. 1, 1985.

It is Sept. 1, 1986, for the termination of the provision permitting center high-mounted stoplamps to flash with hazard warning systems.

In a separate notice, NHTSA asked for comments on one issue still unresolved—a request by General Motors that the lamp may be installed before the effective date.

Adopting this optional date would preempt one year earlier any state laws that might ban the lamp's early introduction.

Used Car Sales

Auction Averages

May	$5,372
Month ago	$5,418
Year ago	$5,173

Model breakdown

Auction Averages

	MAY	APRIL	MARCH
1984	$11,393	$13,891	$12,302
1983	9,040	8,850	8,066
1982	6,165	6,589	6,357
1981	5,193	5,344	5,393
1980	4,345	4,621	4,351
1979	3,671	4,008	3,698
1978	2,431	2,910	2,744
1977	1,893	2,159	2,365
Overall Average	$ 5,372	$ 5,418	$ 5,162

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American Motors

May 29—D-A Auto Auction, New Stanton, Pa.

May 30—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

May 31 — Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Ford Motor Co.

May 31—Skyline Auto Exchange, Fairfield, N. J.

General Motors

May 31—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

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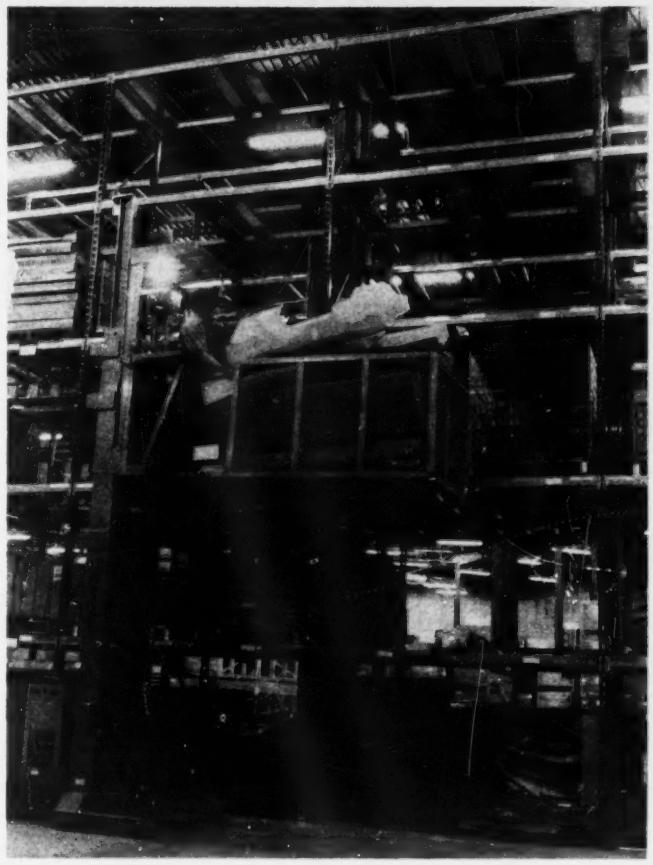
NEW TRUCK SALES BY MAKE AND GVW CLASS

THREE MONTHS, 1984 VS. 1983★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,000-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Mar., '84**	.....	.....	.....	.....	.....	.....	.....	**82**	**82**
	Mar., '83	.....	.....	.....	.....	.....	.....	.....	88	88
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**236**	**236**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	179	179
CHEVROLET	**Mar., '84**	**49,164**	**41,226**	**3,751**	.....	**21**	**455**	**631**	**41**	**90,289**
	Mar., '83	36,610	29,836	762	.....	19	296	588	47	68,158
	Year to Date '84	**128,116**	**114,721**	**8,885**	.....	**52**	**1,185**	**1,710**	**96**	**245,765**
	Year to Date '83	96,646	77,711	1,048	.....	65	958	1,488	125	178,041
(Memo Units) #	**Mar., '84**	**30,449**	**16,669**	.....	.....	.....	.....	.....	.....	**47,118**
	Mar., '83	25,243	12,640	.....	.....	.....	.....	.....	.....	37,883
	Year to Date '84	**87,135**	**45,879**	.....	.....	.....	.....	.....	.....	**133,014**
	Year to Date '83	66,428	30,922	.....	.....	.....	.....	.....	.....	97,350
DODGE	**Mar., '84**	**24,121**	**12,149**	.....	.....	.....	.....	.....	.....	**36,270**
	Mar., '83	13,873	8,821	.....	.....	.....	.....	.....	.....	22,694
	Year to Date '84	**61,890**	**31,879**	.....	.....	.....	.....	.....	.....	**93,769**
	Year to Date '83	32,855	19,947	.....	.....	.....	.....	.....	.....	52,802
(Memo Units) #	**Mar., '84**	**16,920**	**7,371**	.....	.....	.....	.....	.....	.....	**24,291**
	Mar., '83	8,422	5,881	.....	.....	.....	.....	.....	.....	14,303
	Year to Date '84	**42,180**	**19,728**	.....	.....	.....	.....	.....	.....	**61,908**
	Year to Date '83	20,277	13,766	.....	.....	.....	.....	.....	.....	34,043
FORD	**Mar., '84**	**26,705**	**63,843**	.....	.....	.....	**1,055**	**1,926**	**857**	**94,386**
	Mar., '83	23,692	45,338	.....	.....	.....	854	1,380	650	71,914
	Year to Date '84	**73,284**	**181,347**	.....	.....	.....	**3,188**	**5,071**	**2,312**	**265,202**
	Year to Date '83	65,332	115,435	.....	.....	.....	2,283	4,322	1,681	189,053
(Memo Units) #	**Mar., '84**	**26,115**	**21,190**	.....	.....	.....	.....	.....	.....	**47,305**
	Mar., '83	17,176	17,251	.....	.....	.....	.....	.....	.....	34,427
	Year to Date '84	**70,357**	**60,659**	.....	.....	.....	.....	.....	.....	**131,016**
	Year to Date '83	48,045	45,060	.....	.....	.....	.....	.....	.....	93,105
FREIGHTLINER	**Mar., '84**	.....	.....	.....	.....	.....	.....	.....	**1,031**	**1,031**
	Mar., '83	.....	.....	.....	.....	.....	.....	.....	717	717
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**3,021**	**3,021**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	1,853	1,853
GMC	**Mar., '84**	**10,010**	**11,428**	**193**	.....	**168**	**498**	**1,093**	**900**	**24,200**
	Mar., '83	7,766	9,228	23	.....	19	382	819	486	18,723
	Year to Date '84	**29,547**	**31,449**	**276**	.....	**482**	**1,274**	**2,877**	**2,339**	**68,244**
	Year to Date '83	21,113	23,894	30	.....	84	1,391	2,234	1,177	49,923
(Memo Units) #	**Mar., '84**	**6,245**	**4,385**	.....	.....	.....	.....	.....	.....	**10,630**
	Mar., '83	4,659	3,661	.....	.....	.....	.....	.....	.....	8,320
	Year to Date '84	**18,162**	**11,075**	.....	.....	.....	.....	.....	.....	**29,237**
	Year to Date '83	12,363	8,403	.....	.....	.....	.....	.....	.....	20,766
INTERNATIONAL	**Mar., '84**	.....	.....	.....	.....	.....	**1,196**	**967**	**2,205**	**4,368**
	Mar., '83	.....	.....	.....	.....	.....	1,109	893	1,694	3,696
	Year to Date '84	.....	.....	.....	.....	.....	**3,347**	**3,006**	**5,630**	**11,983**
	Year to Date '83	.....	.....	.....	.....	.....	3,419	2,399	4,183	10,001
JEEP	**Mar., '84**	**9,255**	**1,712**	.....	.....	.....	.....	.....	.....	**10,967**
	Mar., '83	3,361	2,316	.....	.....	.....	.....	.....	.....	5,677
	Year to Date '84	**26,256**	**5,767**	.....	.....	.....	.....	.....	.....	**32,023**
	Year to Date '83	8,551	6,643	.....	.....	.....	.....	.....	.....	15,194
(Memo Units) #	**Mar., '84**	**9,255**	**1,401**	.....	.....	.....	.....	.....	.....	**10,656**
	Mar., '83	3,361	1,734	.....	.....	.....	.....	.....	.....	5,095
	Year to Date '84	**26,256**	**4,836**	.....	.....	.....	.....	.....	.....	**31,092**
	Year to Date '83	8,551	5,347	.....	.....	.....	.....	.....	.....	13,898
KENWORTH	**Mar., '84**	.....	.....	.....	.....	.....	.....	.....	**1,196**	**1,196**
	Mar., '83	.....	.....	.....	.....	.....	.....	.....	540	540
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**3,472**	**3,472**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	1,348	1,348
MACK	**Mar., '84**	.....	.....	.....	.....	.....	**249**	**33**	**1,491**	**1,773**
	Mar., '83	.....	.....	.....	.....	.....	161	80	1,044	1,285
	Year to Date '84	.....	.....	.....	.....	.....	**658**	**82**	**3,770**	**4,510**
	Year to Date '83	.....	.....	.....	.....	.....	438	197	2,613	3,248
MERCEDES-BENZ	**Mar., '84**	.....	.....	.....	.....	.....	**115**	**45**	.....	**160**
	Mar., '83	.....	.....	.....	.....	.....	151	67	.....	218
	Year to Date '84	.....	.....	.....	.....	.....	**325**	**148**	.....	**473**
	Year to Date '83	.....	.....	.....	.....	.....	397	151	.....	548
PETERBILT	**Mar., '84**	.....	.....	.....	.....	.....	.....	.....	**1,072**	**1,072**
	Mar., '83	.....	.....	.....	.....	.....	.....	.....	581	581
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**2,805**	**2,805**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	1,452	1,452
PLYMOUTH	**Mar., '84**	**7,473**	**14**	.....	.....	.....	.....	.....	.....	**7,487**
	Mar., '83	480	371	.....	.....	.....	.....	.....	.....	851
	Year to Date '84	**16,942**	**59**	.....	.....	.....	.....	.....	.....	**17,001**
	Year to Date '83	1,239	897	.....	.....	.....	.....	.....	.....	2,136
VOLVO	**Mar., '84**	.....	.....	.....	.....	.....	.....	**119**	**44**	**163**
	Mar., '83	.....	.....	.....	.....	.....	.....	54	50	104
	Year to Date '84	.....	.....	.....	.....	.....	.....	**298**	**109**	**407**
	Year to Date '83	.....	.....	.....	.....	.....	.....	183	129	312
WESTERN STAR	**Mar., '84**	.....	.....	.....	.....	.....	.....	.....	**40**	**40**
	Mar., '83	.....	.....	.....	.....	.....	.....	.....	32	32
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**112**	**112**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	80	80
WHITE	**Mar., '84**	.....	.....	.....	.....	.....	.....	.....	**1,176**	**1,176**
	Mar., '83	.....	.....	.....	.....	.....	.....	.....	181	181
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**2,126**	**2,126**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	488	488
MISCELLANEOUS*	**Mar., '84**	**53,393**	**525**	**11**	**50**	.....	**3**	**7**	**61**	**54,050**
	Mar., '83	30,773	562	.....	19	1	.....	23	67	31,445
	Year to Date '84	**151,466**	**1,480**	**31**	**151**	.....	**3**	**18**	**170**	**153,319**
	Year to Date '83	83,652	1,686	.....	72	4	.....	51	188	85,653
TOTALS	**Mar., '84**	**175,121**	**130,897**	**3,865**	**50**	**189**	**3,571**	**4,821**	**10,196**	**328,710**
	Mar., '83	116,555	96,472	785	19	39	2,953	3,904	6,177	226,904
	Year to Date '84	**487,501**	**366,702**	**9,192**	**151**	**534**	**9,980**	**13,210**	**26,198**	**913,468**
	Year to Date '83	309,388	246,213	1,078	72	153	8,886	11,025	15,496	592,311

★—New York and Oklahoma figures compiled from manufacturers' sales records, 1984; no registrations for Oklahoma, 1983; District of Columbia, March, 1984.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.
—Compiled from R. L. Polk & Co. data



Utilizing space

In its new $7.2-million parts warehouse, Mazda Motors of America (East) utilizes space above and between racks. The storage facility and training center is in Edison, N. J.

$7.2-million parts warehouse opened in Jersey by Mazda

EDISON, N. J. — Mazda Motors of America (East) has opened a $7.2-million parts warehouse and training center here.

The 208,000-square-foot facility replaces a smaller one located in the area and, according to Eric R. Sundstrom, senior vice president and general manager, it will show the company's commitment to expand its American market and provide service and parts backup to consumers and the dealer network.

More than 10,000 square feet of the facility are devoted to service training of dealer technicians from the six Mid-Atlantic states and metropolitan New York. This area has three hydraulic lifts as well as diagnostic equipment.

Bob Cook, MMA (East) service manager, said this new testing equipment and a uniform teaching approach is a key to the training program.

The company offers 10 rotating courses 48 weeks per year to dealer service technicians.

Mazda East will maintain a more than six-month supply of parts at the warehouse valued at more than $6 million. Space is utilized above and between racks and employes ride to the appropriate bin in an order picker which lifts them to the storage location.

Once the parts are picked, they are stacked on unmanned pallet movers which are guided remotely by wire embedded into the floors and delivered to the shipping department.

Dealer orders are received through computers at Mazda East's Jacksonville (Fla.) headquarters and the information is transmitted to the warehouse.

Mazda officials said dealer stock orders, received on a weekly basis, will be processed and shipped within 48 hours and emergency orders received before noon will be shipped the same day.

GM awards prizes in college marketing contest

DETROIT. — General Motors has awarded first place in its 1984 Intercollegiate Marketing Competition to San Francisco State University.

The San Francisco student group placed first among 10 teams from major universities nationwide participating in the competition. Second place winner was the State University of New York at Albany and Texas A & M University, College Station, earned an honorable mention.

This year's competition challenged students to develop marketing strategies to promote sales of the 1984 Oldsmobile Cutlass Ciera.

The winning entry from San Francisco State University, entitled Arrive with an Advantage —the Oldsmobile Cutlass Ciera, included an analysis of marketing and advertising objectives, identification of a target market and a media plan.

As this year's winner, San Francisco State won $10,000, a plaque and letters of commendation for each team member.

Desai goes GM

LANCASTER, S. C.—Rai Desai, a native of India, has become owner of Rai Desai Pontiac-Buick-GMC Truck, Inc., here.

No Saturday overtime on holiday weekend

Week's auto output slips to 154,696

By Joe Wilssens
Staff Writer

Domestic auto production dropped last week as the industry scheduled no overtime on Saturday (May 26) in observance of the Memorial Day holiday.

U. S. auto makers forecast completion of 154,696 cars last week, down 9.11 percent from the previous week's 170,196, but 2.23 percent greater than the year-ago week's 151,322.

So far this year, 3,485,368 cars have been assembled, 33.78 percent above 2,605,366 finished during the comparable 1983 period.

Of last week's estimated car production in the U. S., General Motors accounted for 53.83 percent, followed by Ford Motor Co., 24.48 percent; Chrysler Corp., 15.13 percent; American Motors, 3.10 percent; Honda, 1.94 percent, and Volkswagen of America, 1.52 percent.

GM recorded a production milestone last week. The company produced its 2-millionth car of 1984 Thursday (May 24), nearly six weeks earlier than in 1983.

Chrysler's Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2 worked two 9-hour daily shifts last week while the company's Jefferson (Detroit) facility worked two 8½-hour daily shifts.

Saab invests $250 million on first new car in 17 years

NORRKOPING, Sweden.—Saab's first new car in 17 years represents an investment of $250 million.

The 9000 model will mean more competition for the fast, luxury models of BMW, Mercedes-Benz, Audi and Volvo.

The 9000, introduced to the press here, will go on sale in Sweden in November and in the rest of Europe early next year. It will reach the U.S. in the 1986 model year.

Robert A. Sinclair, president of Saab - Scania of America, would give no sales predictions beyond saying that it will eventually account for half of Saab's volume in America.

The 9000 is an all-new model, styled by ItalDesign. The 175-HP turbocharged 16-valve engine is a modification of the 900 engine. But because it is transversely mounted in the 9000, a new five-speed manual gearbox was developed.

An advanced ZF automatic transmission also will be offered in the 1986 model year.

The 9000's targets are BMW 528, Audi 5000 Turbo, Volvo 760 and the new 16-valve Mercedes-Benz 190. Saab says its 137-MPH car has better interior space than any of them.

Begun as the X29 project and more recently codenamed the NGS (New Generation Saab), the 9000 was originally to have been a joint project with Fiat Auto's Lancia division. But the companies soon discovered they wanted different things, with the result that only 12 parts are now common to both models. Lancia's version also will be launched in the fall.

Saab will build 10,000 9000s in 1985, the first full year of production. But Saab has the flexibility to make up to 100,000 each year, thanks to recent investments that lifted total capacity to 120,000 a year.

Saab Car Division Chief Executive Sten Wennlo confirmed Saab has a contingency plan — not yet approved by the board —to lift overall output to 145,000.

U. of Virginia wins top prize in GM contest

DETROIT. — The University of Virginia took first place in General Motors' eighth annual Intercollegiate Business Understanding Competition.

The University of Michigan took second place and Yale University received an honorable mention.

This year's competition, involving graduate students enrolled in religious studies programs or ethics courses from six universities across the country, examined the subject of business ethics in a changing and diverse world.

The University of Virginia team won $10,000; the University of Michigan received $7,000 and Yale received $2,500.

Holiday trims Canadian output of cars, trucks

The Victoria Day holiday (May 21) shortened work schedules and kept Canadian auto and truck production totals low last week.

The four-day work week resulted in an auto production forecast of 20,439 units last week, 6.40 percent below the previous week's 21,836 and 10.81 percent lower than the year-ago week's 22,915.

To date this year, the manufacturers have completed 467,074 cars, 9.96 percent greater than 424,770 assembled at this time last year.

Canadian truck output last week also slipped below the prior week's total but remained above the year-ago total.

The makers targeted production of 14,798 trucks last week, down 297 units from the previous week's 15,095, but was 36.55 percent higher than the year-ago week's 10,837.

Year-to-date, 345,871 trucks have been completed, 59.99 percent greater than 216,182, the 1983 total at this point.

Chrysler Corp. estimated production of 1,895 Plymouth Voyagers, 1,905 Dodge Caravans and 760 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 88,607.

Overtime out; truck production declines 7 pct.

A lack of Saturday (May 26) overtime in connection with the Memorial Day holiday caused domestic truck production to slip last week.

The makers slated assembly of 61,634 trucks last week, off 7.45 percent from the previous week's 66,594, which was the highest of 1984. Last week's production estimate was 29.66 percent greater than the year-ago week's 47,535.

Year-to-date, 1,302,465 trucks have been assembled, 44.29 percent better than the 902,692 finished at this time last year.

No domestic truck assembly overtime was reported last week.

CANADIAN CAR PRODUCTION

	Week Ended May 26, 1984	Week Ended May 28, 1983	Week Ended May 19, 1984	May to Date	Jan. 1, to May 28, 1983	Jan. 1, to May 26, 1984
AMERICAN MOTORS	480	653	.....	1,577	12,751	9,819
CHRYSLER CORP.	.....	4,441	.....	.....	95,791	.....
FORD MOTOR	8,485	7,132	10,655	37,830	84,089	180,106
GENERAL MOTORS	11,294	10,464	10,956	45,989	227,819	272,599
VOLVO	180	225	225	810	4,320	4,550
Total Cars, Canada	20,439	22,915	21,836	86,206	424,770	467,074

TRUCK PRODUCTION IN U. S.†

	Week Ended May 26, 1984	Week Ended May 28, 1983	Week Ended May 19, 1984	May to Date	Jan. 1, to May 28, 1983	Jan. 1, to May 26, 1984
CHEVROLET	19,164	16,392	19,966	74,013	311,874	410,482
DODGE	2,100	2,610	4,211	13,736	54,742	84,238
FORD	25,565	17,813	26,900	98,323	356,528	502,805
GMC	6,483	6,174	6,816	25,006	105,304	133,415
INTERNATIONAL	1,572	1,258	1,797	6,223	19,967	31,220
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,800	2,238	3,883	14,508	31,198	78,642
NISSAN	1,900	.....	1,971	7,321	.....	38,973
AM GENERAL	50*	50*	50*	190	1,000*	1,090
MISCELLANEOUS	1,000*	1,000*	1,000*	3,800	20,000*	21,600
Total Trucks, U. S.	61,634	47,535	66,594	243,120	902,692	1,302,465

CANADIAN TRUCK PRODUCTION

	Week Ended May 26, 1984	Week Ended May 28, 1983	Week Ended May 19, 1984	May to Date	Jan. 1, to May 28, 1983	Jan. 1, to May 26, 1984
CHRYSLER CORP.	6,800	2,764	6,838	27,216	56,117	148,081
FORD MOTOR	2,750	2,901	3,441	12,351	55,905	67,564
GENERAL MOTORS	5,112	5,172	4,655	20,756	100,944	127,226
INTERNATIONAL	136	.....	161	597	3,216	3,000
Total Trucks, Canada	14,798	10,837	15,095	60,920	216,182	345,871
N. American Trucks	76,432	58,372	81,689	304,040	1,118,874	1,648,336

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended May 26, 1984	Week Ended May 28, 1983	Week Ended May 19, 1984	May to Date	Jan. 1, to May 28, 1983	Jan. 1, to May 26, 1984
AMERICAN MOTORS	4,800	4,130	4,816	18,263	72,316	83,480
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	4,130	4,816	18,263	68,245	83,480
Alliance	2,425	4,130	2,423	9,772	68,245	44,833
Encore	2,375	.....	2,393	8,491	.....	38,647
CHRYSLER CORP.	23,400	18,310	29,198	102,688	347,960	551,830
Plymouth Total	6,400	5,086	8,242	29,704	125,773	162,948
Horizon	2,500	2,252	3,455	12,550	42,727	66,667
Reliant	3,300	2,691	3,937	14,221	81,003	83,983
Caravelle†	250	143	202	857	2,043	3,985
Gran Fury	350	.....	648	2,076	.....	8,313
Chrysler Total	7,800	5,408	9,961	34,792	84,444	184,045
LeBaron	2,400	2,508	3,203	10,868	40,268	55,256
Laser	1,400	.....	1,843	6,481	.....	33,576
Chrysler E-Class	2,000	2,900	2,289	8,901	44,176	46,427
Fifth Avenue	2,000	.....	2,626	8,542	.....	48,786
Dodge Total	9,200	7,816	10,995	38,192	137,743	204,837
Omni	3,100	2,928	3,615	11,733	47,188	62,435
Aries	2,600	3,446	3,234	11,603	59,332	66,552
Daytona	1,000	.....	1,283	4,270	.....	25,590
Dodge 400	.....	923	.....	.....	14,535	.....
Dodge 600	1,500	519	1,812	6,569	16,688	35,637
Diplomat	1,000	.....	1,042	4,017	.....	14,623
FORD MOTOR	37,866	34,595	39,059	147,283	607,744	745,484
Ford Division	24,299	21,718	24,864	95,635	395,818	487,277
Escort	7,558	6,187	7,687	29,603	112,858	150,751
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,068	3,153	3,281	11,967	54,231	55,752
LTD	4,187	3,057	4,380	16,110	74,289	95,538
Thunderbird	3,523	5,280	3,236	13,173	85,447	68,377
Crown Victoria	1,307	1,769	1,348	5,520	37,669	33,387
EXP	540	.....	553	2,146	1,184	13,428
Tempo	4,116	2,272	4,379	17,116	6,412	70,044
L-M Division	13,567	12,877	14,195	51,648	211,926	258,207
Mercury Total	10,043	10,118	10,021	37,059	167,056	186,461
Lynx	1,431	1,109	1,210	4,902	27,567	29,658
Capri	560	965	411	1,923	10,578	8,146
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,753	1,973	2,840	10,496	31,000	47,143
Cougar	2,076	3,372	2,461	8,195	42,417	43,054
Grand Marquis	2,322	1,904	2,266	8,234	44,554	39,987
LN7	.....	.....	.....	.....	290	.....
Topaz	901	795	833	3,309	2,049	18,473
Lincoln Total	3,524	2,759	4,174	14,589	44,870	71,746
Continental	932	276	1,104	3,857	7,181	15,172
Lincoln	2,201	1,567	2,612	9,123	22,560	41,674
Mark VI/VII	391	916	458	1,609	15,129	14,900
GENERAL MOTORS	83,280	90,914	91,889	339,942	1,526,438	2,003,216
Buick Division	18,779	20,324	19,665	74,481	353,528	428,472
Skylark	2,090	3,519	2,128	7,931	39,903	41,117
Skyhawk	2,977	1,396	2,984	11,346	29,860	68,452
Century	4,065	4,224	4,849	16,824	61,749	94,614
Regal	3,960	4,370	4,014	16,492	104,009	94,214
Buick	3,173	5,952	3,027	12,582	100,697	93,459
Riviera	895	863	899	3,476	17,310	22,734
Electra (fwd)	1,619	.....	1,764	5,830	.....	13,882
Cadillac Division	6,275	6,503	6,475	23,140	139,572	141,812
Cimarron	244	277	296	1,062	9,210	8,003
Seville	880	744	888	3,431	15,171	17,856
Eldorado	1,675	1,667	1,692	6,518	32,936	33,157
Cadillac	1,778	3,815	1,846	6,357	82,255	68,428
DeVille (fwd)	1,698	.....	1,753	5,772	.....	14,368
Chevrolet Division	27,232	34,669	32,542	118,509	472,381	689,251
Chevette	1,425	4,248	1,682	13,295	79,300	93,845
Cavalier	7,614	6,148	9,057	31,667	100,746	174,365
Celebrity	5,713	4,273	6,867	23,768	37,487	126,710
Camaro	5,503	4,696	6,152	20,241	79,439	111,411
Citation	2,245	7,962	2,297	8,711	42,915	46,742
Malibu/El Camino	772	3,227	769	3,135	63,317	15,060
Monte Carlo	885	1,943	2,666	5,294	37,900	56,816
Chevrolet	2,450	1,563	2,430	10,053	22,882	50,349
Corvette	625	609	622	2,345	8,395	13,953
Oldsmobile Division	20,873	20,056	22,788	83,362	405,254	502,949
Omega	980	1,621	972	3,737	25,756	22,294
Firenza	1,868	1,004	1,917	7,077	19,716	33,534
Cutlass Supreme	3,271	5,323	3,418	14,817	118,021	136,723
Cutlass Ciera	5,527	4,472	6,720	22,687	78,181	117,703
Oldsmobile	6,433	6,887	7,285	25,405	147,157	158,489
Olds 98 (fwd)	1,835	.....	1,509	5,907	.....	14,621
Toronado	959	749	967	3,732	16,423	19,585
Pontiac Division	10,121	9,362	10,419	40,450	155,703	240,732
Acadian†	400	599	93	1,483	7,272	8,756
2000 Sunbird	3,153	2,343	3,793	13,093	40,508	63,154
1000	440	1,407	547	3,289	16,855	18,755
Firebird	2,309	2,488	2,546	8,554	37,655	46,975
Phoenix	855	471	849	3,143	11,944	9,155
Grand Prix/Bonneville	.....	2,054	.....	.....	41,469	29,733
Parisienne	264	.....	316	1,115	.....	12,498
Fiero	2,700	.....	2,275	9,773	.....	51,686
HONDA	3,000	1,111	2,905	11,053	12,677	52,391
VOLKSWAGEN	2,350	2,262	2,329	9,288	38,231	48,967
Total Cars, U. S.	154,696	151,322	170,196	628,517	2,605,366	3,485,368
Total Cars, Canada	20,439	22,915	21,836	86,206	424,770	467,074
N. American Cars	175,135	174,237	192,032	714,723	3,030,136	3,952,442
N. American Trucks	76,432	58,372	81,689	304,040	1,118,874	1,648,336
North American Cars and Trucks	251,567	232,609	273,721	1,018,763	4,149,010	5,600,778

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

GM buys 10 percent of consulting firm

WINTER PARK, Fla.—Philip Crosby Associates, a management consulting firm, announced that General Motors has purchased 10 percent of the company for $4 million. GM also has a three-year option for an additional 10 percent.

The 110-person firm was started in 1979 by Crosby, a former vice president of ITT Corp.

Automotive News

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Chrysler wins OK to sue on GM-Toyota

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Chrysler Corp. has standing to sue General Motors and Toyota in the District of Columbia over the GM-Toyota Joint Venture (JV) in Fremont, Calif., and Toyota can be sued in this jurisdiction, according to a 58-page opinion filed last week by Federal District Judge Thomas F. Hogan.

This ruling is counter to the Justice Department's position that Chrysler does not have standing to sue the auto makers.

Chrysler filed suit to stop the proposed JV in early January.

Lee A. Iacocca, Chrysler chairman, said, "I am pleased by the court's decision that Chrysler should have the chance to prove our case, and we will proceed as quickly and vigorously as we know how. We are determined to get at all the facts through the legal process of discovery.

"When we have the facts, we are confident that we will prove that this JV is illegal. It should never have been approved by the FTC in the first place.

"Fortunately, it is now clear that the FTC's narrow 3-2 decision will not be the last word in this serious matter. The GM-Toyota venture is a national issue that will affect us all and demands open and candid discussion," Iacocca said.

A GM spokesperson in Washington said, "We regret the judge ruled against our motion but we are confident that the merits of our case will be proven in court."

• Rep. James Florio, New Jersey Democrat, whose House Subcommittee had held hearings on the proposed GM-Toyota JV, welcomed Hogan's go-

Continued on Page 50, Col. 1

Custom-car report inside

Renewed by the economic upturn, the specialty-car industry has rebounded with a vengeance, according to the annual report on the custom market found in today's AUTOMOTIVE NEWS.

The special section, which follows Page 26, introduces new models and trends among customizers, kit-car makers, limousine builders, armorers and low-volume builders. Industry directory begins on Page E-26.

Due from Buick

Jim Dunne

Riviera in review

Buick's E-body, or GM30 car, shrinks to a 108-inch wheelbase in 1986 from the current 114 inches. Those who might have had trouble parking a 206.6-inches-long '84 Riviera can look forward to a shorter overall length of 185 inches. A cross-mounted V-6 gasoline engine will be standard; diesel will be optional. The '86 Riviera will be built at GM's new Detroit-Hamtramck (Poletown) plant along with the Oldsmobile Toronado, Cadillac Seville and Cadillac Eldorado.

Jim Dunne

Going front-drive

The 1986 version of Buick's LeSabre drops to an overall length of 194.2 inches from the current 212 inches, riding on a 110.8-inch wheelbase compared with 116 inches. LeSabre imitates Electra with front-wheel drive and a front-hinged hood. Engines will be cross-mounted in these H-bodies, also known as the GM70 line.

U.S. importers feel pinch from strike in German plants

By Jenny L. King
Staff Writer

The three-week-old strike in Germany by members of the largest union in the world has brought that country's auto industry to its knees, but the effects so far have only pinched related business on this side of the Atlantic.

By the middle of last week, the conflict had left more than a quarter of a million German workers temporarily jobless as the striking members of I. G. Metall were joined by those unemployed through lockouts and layoffs at factories unable to get supplies.

I. G. Metall, a metalworkers union claiming membership of some 2.6 million, began strike efforts May 14, demanding 35-hour work weeks with no decrease in pay plus the creation of more jobs for the unemployed.

Management is reported to insist on continuing the current 40-hour week and says adding to employment would greatly increase costs and jeopardize job security in the years to come.

Since the strike began, automotive components and assembly plants have closed one by one, including those of the giants Mercedes-Benz, BMW and Volkswagen. Other major European auto makers who buy German parts also are faced with production problems as their supplies dwindle.

The strike and its aftermath undoubtedly will hurt import-car sales in this country, but as yet it has only made headlines. Officials in the North American

Continued on Page 49, Col. 1

breaking news

Chevy upgrades truck engines

DETROIT.—Chevrolet will add more zip to its trucks and vans this fall, with slightly higher displacement engines. Those that formerly had a 2.0-liter engine will feature a 2.5-liter as standard; while an all-new 4.3-liter replaces the former 4.1-liter. The engines are throttle body fuel injected. Vans will also feature new grilles and taillamps.

Detroit dealers win delay from FTC

WASHINGTON.—In a ruling issued last week, the FTC approved a request by Detroit-area auto dealers to extend a deadline for supplying documents being sought as part of an

See BREAKING NEWS, Page 8, Col. 1

Announcing stickers during labor talks presents a problem

GM facing a major decision on pricing of '85s

By John K. Teahen Jr.
Managing Editor

In the next few months, General Motors must make a major decision on pricing but, in the words of Chairman Roger B. Smith, the corporation "hasn't even begun" to think about it.

The situation is this: The contract negotiations with the UAW will likely be reaching a critical point when GM announces the prices of its '85 models. This makes pricing a much more delicate matter than in other years. The present contract expires Sept. 14.

It seems inconceivable that GM isn't working on the problem, but that's what the chairman said.

At a news conference following GM's annual shareholders' meeting, Smith was asked about the problem of pricing cars during contract talks. He replied, "We haven't even begun to think about our '85 pricing. We still have a lot of '84s to sell."

GM has many options in early-'85 pricing. Here are three scenarios it could follow:

1. "Damn the torpedoes." Announce the expected $200-$300 average hike at the usual time, despite the fact that labor talks are in progress. GM could cite the usual whipping boys of inflation and higher costs of materials, freight, etc.

2. "Play it cool." A small price increase for introduction day, followed by a larger bump after the contract is settled. Guess who'd get the blame for the second boost? Or maybe price some models early and some later.

3. "It's all *their* fault." Hold the line on '84 prices for early '85 models and put the full '85 increase in effect after a new agreement is reached, with or without a strike. The UAW, whose image isn't the greatest these days anyway, would bear even more of the onus. "We wouldn't have raised prices at all," GM might say, "if it hadn't been for that inflationary contract that was forced upon us."

Just how anyone "forces" GM to do anything is another matter, of course.

Ford Motor Co. faces the same dilemma since Ford also is bargaining with the UAW this summer. But Ford usually lets GM price first, so the situation isn't nearly so acute in Dearborn.

GM has already solved part of its problem. The company is extending the '84 model year for its small cars to improve its overall '84 CAFE average. The '84 run will be extended for two or three months on those autos, so pricing them won't come up until later in the year. Involved are Chevette, Pontiac 1000, Fiero and the J-cars.

For the last dozen years, GM has been pricing its new models in August, several weeks before introduction day. That includes 1976 and 1979, which were labor negotiation years.

In 1976, there was no post-contract boost. In 1979, some models were priced in August and the balance on Oct. 1, after an agreement was reached. But 1979-80 (the '80 model year) was a crazy period. It was the time of "interim pricing," when stickers shot up every quarter.

• At the meeting itself, shareholders didn't raise much fuss about the large bonuses to GM executives. After all, shareholders have seen their per-share dividends double in the past year.

Veteran Louis Gilbert, however, did suggest that bonuses be limited to 100 percent of a person's salary. That would have been costly for a lot of GM brass last year. Their bonuses were more on the order of 150 percent of salary.

The usual stream of interesting trivia flowed from the session. Gilbert asked about adver-

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Lincoln Mark VII to go racing

Hy-Tec Racing, Southfield, Mich., decided 30 years was a long enough breather for Lincoln to take from racing, so the team built a Mark VII Trans-Am car, to debut at Detroit Grand Prix support races. Fiberglass body panels are fit to a modified Speedway Engineering chassis. Engine is a 310-CID Tony Oddo Ford. Driver Russ Theus is a Ford engineer.

260 robotics firms on hand for Detroit show, conference

By Roger Rowand
Engineering Editor

Four days of demonstrations of the latest robotic technology and dozens of study meetings open today (June 4) in Detroit's Cobo Hall as ROBOTS 8 Exposition and Conference gets under way.

The conference is sponsored by Robotics International of the Society of Manufacturing Engineers (RI/SME). The ROBOTS 8 exposition is sponsored by the Robotic Industries Assn., formerly the Robot Institute of America.

Conference sessions focus on the theme of Merging Technologies—how more adaptable and intelligent robot systems are being developed by merging various technologies.

In 21 technical sessions, about 80 leading robotics authorities will discuss state-of-the-art technology, research, industrial applications and human implications of robotics. A refresher course on basic robotics is being offered daily.

According to RI/SME, this is the largest robots show ever staged. It features some 260 builders and suppliers of robots and robotic systems and components. Exhibits are introducing new models of robots in action and are demonstrating new capabilities and new controls, sensors, systems and services.

In number of exhibitors and floor space occupied, ROBOTS 8 is larger than the ROBOTS 7 show that attracted 20,062 persons to Chicago's McCormick Place in April last year.

There's little doubt that machine vision will be the center of a great deal of attention as the week progresses.

One of those exhibiting its vision wares is Itran Corp., of Manchester, N. H. The company has on display the Itran 8000 Vision Controller and is giving visitors a chance to test for themselves machine vision capabilities.

The company calls the Itran 8000 one of the most powerful vision inspection systems on the market.

• DeVilbiss Co., Toledo, maker of spray finishing robot systems, is introducing three new robots at the show.

The first is an electric arc welding machine. The second is a low-priced electric material handling robot. The third new entry from DeVilbiss is the TR-3500 spray finishing robot which the company says represents the latest in spray painting technology.

GMF Robotics Corp., Troy, Mich., a joint venture of General Motors and Fanuc, a Japanese robotics concern, is showing off its new S-110, a servo electric machine with an articulated configuration. It can stand alone or be integrated into an existing machine-robot configuration.

In addition, 13 GMF robots will demonstrate their abilities in assembly, manufacturing, sealing, arc welding and water-jet cutting.

To introduce its new articulated robot arm, Photon Sources, Inc., of Livonia, Mich., is holding a seminar tomorrow (June 5) on the laser as a manufacturing tool.

The no-charge seminar will present the latest information on CO2 laser technology, detailing basic hardware and systems. Such applications as welding, cutting and heat treating will be covered.

International Cybernetics Corp., Pittsburgh, is introducing its new ICC 3220 flexible automation controller which provides eight axes of robot control capabilities and includes a new generation of the company's DNP digital brushless servo technology.

The company has one other dramatic demonstration. No less than 13 ICC controllers are at work on the show floor at displays where they are operating robots, brushless motors and other equipment in a variety of other companies' displays.

At Senate committee hearing in Portland

Honda, Toyota fight local content

PORTLAND, Ore. — UAW-backed domestic content legislation would force U. S. consumers to pay higher prices for cars and would discourage investment in this country by foreign auto makers, according to representatives of two major Japanese importers.

American Honda Motor Co. and Toyota Motor Sales, U.S.A., presented arguments in opposition to the bill at a hearing conducted here last week by the Senate Commerce, Science and Transportation Committee.

Opponents also charged that the legislation would produce model availability in the U. S. as importers backed off from the domestic market and would trigger retaliation in the form of higher trade barriers to U. S. exports.

The bill last year won approval in the Democratic-controlled House of Representatives. However, prospects in the Republican-held Senate have been characterized as slim.

At hearings conducted in Washington, General Motors, Chrysler and American Motors opposed the union-supported measure. Ford officials said they might support the bill if U. S. auto makers are unable to attain a competitive balance with Japanese companies.

Chrysler and American Motors also stressed the need for a stronger yen against the dollar, protection from Japan's commodity tax and tax considerations for American firms that would help bring about the so-called "level playing field."

But U. S. manufacturers, along with the State and Treasury departments, have refused to endorse domestic content legislation, which would set minimum levels of U. S. materials in cars sold in this country.

At the Portland hearing, Toyota Group Vice President Harold Bracken argued that the bill would have several negative effects on the U. S. economy, including a limitation on consumer choices, a hike in auto prices, unemployment in other sectors and a weakening of America's international trade position.

Bracken cited a study by Wharton Econometric Forecasting Associates which showed that domestic content legislation would cause price increases ranging from 7 percent for full-size domestic luxury automobiles to 43 percent for imported subcompacts.

"Consumers are already suf-

Continued on Page 48, Col. 1

Ford preparing Atlanta plant for Taurus, airplanes

ATLANTA. — Ford Motor Co. is expanding its assembly plant here for the 1986 front-drive Taurus program.

The $180 million modernization includes a 145,000-square-foot expansion of the body shop and a new 190,000-square-foot paint shop, bringing the total facility to 2 million square feet.

Proximity to Atlanta's International Airport dictates installation of instrument landing lights at the plant, as well as restrictions on roof height. Ford also takes advantage with an oversize billboard that flashes, "Have you driven a Ford lately . . .?" to potential customers in the landing pattern, according to a Ford spokesman.

The Atlanta plant currently builds LTD, Marquis, Thunderbird and Cougar models, all rear-drive cars. Architect for the expansion is Albert Kahn Associates, Inc.

Collier, 54, gives up high-level job at GM

By John K. Teahen Jr.
Managing Editor

David C. Collier, who once was considered a possible future chairman or president of General Motors, has retired from the corporation at the age of 54.

GM gave no reason for his departure, but Collier told Automotive News last week:

"I had what I consider a successful 27-year career at General Motors. Now, the principal players are in place for the next 10 years or so, so I thought it was time to seek a new career."

David C. Collier

He said he has no immediate plans "except to bring down my golf handicap," but he would like to get into some kind of small-business venture.

Collier was one of 10 vice presidents and group executives at GM. In the corporate hierarchy, the group executives rank just below the chairman, president and vice chairman and the three executive vice presidents.

Since 1980, Collier has been vice president and group executive in charge of the Operating Staffs Group. The group consists of the Sales and Marketing Staff, the Industrial Relations Staff, the Personnel Administration and Development Staff and the Materials Management Staff.

At press time, GM had not appointed a successor to Collier.

Collier joined GM in 1957 and spent the next 16 years in financial posts. He became treasurer of the corporation in 1971.

• On Nov. 5, 1973 — just a week after his 44th birthday — he was elected a vice president of GM and named president of GM of Canada. His financial background and his new job as an operating executive gave rise to speculation that he might be headed for the very top of the heap at GM.

Both chairman and president were mentioned. Collier's age and qualifications seemed to be right.

That speculation grew stronger when he was named Buick general manager on Oct. 5,

Continued on Page 49, Col. 1

Plastic engine misses start flag for its first race

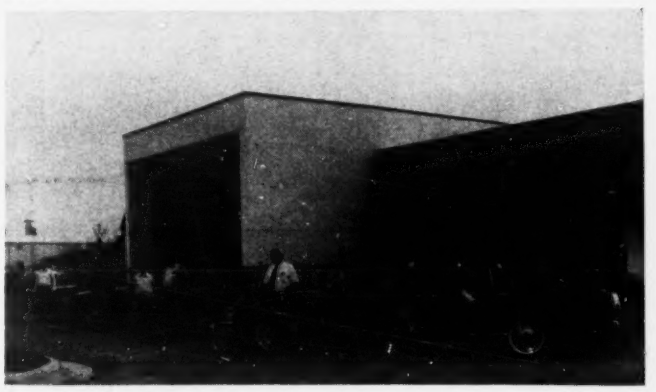
LIME ROCK, Conn.—A plastic engine scheduled to run in a Memorial Day race on the road course here failed to make the field.

Standard Oil Co. of Indiana's Amoco subsidiary said the engine will be raced at Watkins Glen July 8, however. It said the novel powerplant was not at fault in the non-appearance.

"There was a lack of time, practice time, but it will be ready at the Glen," an Amoco spokesman told Automotive News.

The engine will be in a Lola T616 racer for the event sanctioned by the International Motor Sports Assn. (IMSA).

It weighs 168 pounds, some 200 pounds less than a competing conventional engine. It contains 68 pounds of metal, 60 pounds of resin and 40 pounds of fiber reinforcement, Amoco said.



Cadillac limos delivered

Larry Hughes, president, Acme Livery Service, Kansas City, takes delivery of four '84 Cadillac six-door limousines —the first four of a nine-car order. The limousines were sold to Hughes by Ralph Mullen, Mullen Superior Coaches, Shawnee Mission, Kans. Mullen is a distributor for Armbruster/Stageway, Inc., Fort Smith, Ark.

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59th year — No. 5025

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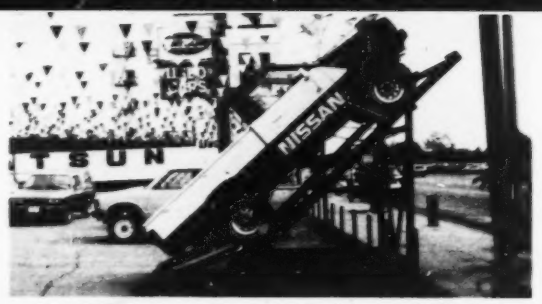

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February market share lowest since December, 1979

Import penetration takes tumble

By Jenny L. King
Staff Writer

Registrations of new imported cars in February claimed their smallest segment of the total U. S. market in more than four years this past February, as domestic sales and subsequent registrations considerably outdistanced them.

February imported-car registrations represented 24.85 percent of the market, down more than five percentage points from 30.01 percent a year earlier and their smallest share since December of 1979 when imports claimed 23.63 percent of the total.

According to registrations and sales figures compiled by R. L. Polk & Co., 194,381 new imported cars were tallied in the U. S. this February, up 13.90 percent from 170,656 in 1983. By comparison, domestic registrations were up 47.72 percent, leaving imports in their dust and with a greatly reduced piece of the pie.

The traditional top two imports, Toyota and Nissan, both lost ground during the month: 2.72 and 4.02 percentage points, respectively. Honda scrambled to gain second place and 2.62 percentage points. Volkswagen was up 1.02 percentage points and moved from sixth into fourth place among the top 10 imports.

Mazda slipped 0.99 percentage points, while Subaru was up 0.49 percentage points.

The major European imports showed strength: Volvo was up 0.66 percentage points, Mercedes was up 0.57 percentage points and Audi gained 0.26 percentage points.

• Ten imports claimed 89.24 percent of the February import market, down slightly from 90.26 percent a year earlier.

Import registrations for the first two months of 1984 were up 10.56 percent from the preceding year's level. Polk reported 389,328 new import registrations compared with 352,137 in 1983. Their share of the market dropped 4.80 percentage points, to 25.45 percent from 30.25 percent.

Registrations were topheavy, with three makers taking 57.53 percent of the import total. Toyota stayed on top despite a loss of 2.74 percentage points, Honda indulged itself with a gain of 3.19 percentage points and Nissan tumbled 3.33 percentage points.

Mazda and BMW slipped in penetration for the two months as VW, Subaru, Volvo, Mercedes and Audi made inroads.

The top 10 imports represented 89.11 percent of the two-month total, down from 90.17 percent in 1983.

Japanese-built passenger cars accounted for 72.11 percent of all new imports in February, down from 78.86 percent a year earlier. German cars claimed 13.26 percent, up from 10.40 percent and Swedish products had 5.35 percent compared with 4.33 percent.

• Polk classifies U. S.-built VW Rabbits and U. S.-built Honda Accords as imports. They comprise the U. S.-source category which contributed 7.10 percent of the February total this year and 3.59 percent in 1983.

American Motors' Renault Alliance/Encore, formerly defined as imports, have been reclassified as domestics since last fall, and all present statistics reflect the change.

February registrations by county of origin were:

	Feb., 1984	Feb., 1983
Japan	140,174	134,579
West Germany	25,779	17,754
United States	13,795	6,127
Sweden	10,408	7,397
France	2,498	3,092
Great Britain	1,366	829
Italy	323	850
Ireland	38	28
TOTAL	194,381	170,656

Year-to-date registratitons by country of origin are as follows:

	2 Mos., 1984	2 Mos., 1983
Japan	282,951	276,851
West Germany	49,735	38,192
United States	28,388	12,629
Sweden	19,646	15,147
France	5,124	6,044
Great Britain	2,831	1,874
Italy	591	1,317
Ireland	62	83
TOTAL	389,328	352,137

New imported truck registrations totaled 57,114 in February, up 95.39 percent from 29,231 a year earlier. The breakout by major manufacturer was:

	Feb., 1984	Feb., 1983
Toyota	20,468	9,901
Nissan	17,704	6,409
Mazda	9,915	4,174
Dodge Ram 50	3,258	—
Ford Courier	—	2,218
Others	5,769	6,529
TOTAL	57,114	29,231

Truck registrations for the first two months of 1984 were up 59.35 percent, to 105,898 from 66,455. Numbers for the top manufacturers were:

	1984 2 Mos.,	1983 2 Mos.,
Toyota	40,238	21,675
Nissan	29,200	16,521
Mazda	18,167	7,949
Dodge Ram 50	6,076	—
Ford Courier	—	6,420
Others	12,217	13,890
TOTAL	105,898	66,455

MARKET SHARES

2 MONTHS
1984 VS. 1983

Make	1984 Market Share	1983 Market Share	Pct. Pt. Change '84 vs. '83
Chevrolet	14.92	14.01	+0.91
Ford	12.95	11.52	+1.43
Oldsmobile	11.05	10.22	+0.83
Buick	8.61	8.76	−0.15
Pontiac	6.54	5.37	+1.17
Toyota	5.20	7.00	−1.80
Mercury	5.02	4.16	+0.86
Honda	4.83	4.77	+0.06
Nissan	4.62	6.50	+0.12
Dodge	3.46	3.34	+0.12
Cadillac	3.04	3.28	−0.24
Chrysler	2.91	2.50	+0.41
Plymouth	2.83	2.78	+0.05
AMC	2.04	2.59	−0.55
VW	1.69	1.79	−0.10
Mazda	1.62	2.19	−0.57
Subaru	1.59	1.83	−0.24
Lincoln	1.18	1.20	−0.02
Volvo	0.96	1.01	−0.05
Mercedes	0.87	0.91	−0.04
BMW	0.67	0.81	−0.14
Audi	0.63	0.50	+0.13
Other Imports	2.77	2.94	−0.17
Misc. Dom.	0.00	0.02	−0.02
TOTAL	389,328	352,137	

TOP CARS

U. S. registration for two months, 1984 vs. 1983. Numbers for New York State and Oklahoma, 1984, compiled from sales records; Oklahoma, 1983, not available.

1984 Position		Make	1983 Position
1—	228,197	Chevrolet	163,059— 1
2—	198,055	Ford	134,125— 2
3—	169,047	Oldsmobile	118,900— 3
4—	131,661	Buick	102,003— 4
5—	99,971	Pontiac	62,467— 7
6—	79,448	Toyota	81,518— 5
7—	76,837	Mercury	48,470— 9
8—	73,831	Honda	55,536— 8
9—	70,709	Nissan	75,678— 6
10—	53,059	Dodge	38,842—10
11—	46,501	Cadillac	38,227—11
12—	44,480	Chrysler	29,135—14
13—	43,234	Plymouth	32,376—12
14—	31,149	AMC	30,095—13
15—	25,842	VW	20,830—17
16—	24,836	Mazda	25,532—15
17—	24,340	Subaru	21,240—16
18—	17,997	Lincoln	13,920—18
19—	14,726	Volvo	11,800—19
20—	13,266	Mercedes	10,566—20
21—	10,252	BMW	9,371—21
22—	9,681	Audi	5,819—22
	42,397	Other Imports	34,247
	42	Misc. Dom.	201
	1,529,558	TOTAL	1,163,957

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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IMPORT REGISTRATION SHARES IN U. S.

	FEBRUARY					2 MONTHS				
	Regis., Feb., 1984	Percent Share of Market	Regis., Feb., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 2 mos., 1984	Percent Share of Market	Regis., 2 mos., 1983	Percent Share of Market	'83 vs. '82 Pct. Pt. '84 vs. '83
Toyota	38,494	19.80	38,434	22.52	− 2.72	79,448	20.41	81,518	23.15	− 2.74
Honda	36,225	18.64	27,341	16.02	+ 2.62	73,831	18.96	55,536	15.77	+ 3.19
Nissan	35,111	18.06	37,682	22.08	− 4.02	70,709	18.16	75,678	21.49	− 3.33
VW	13,302	6.84	9,933	5.82	+ 1.02	25,842	6.64	20,830	5.92	+ 0.72
Mazda	12,927	6.65	13,036	7.64	− 0.99	24,836	6.38	25,532	7.25	− 0.87
Subaru	12,508	6.44	10,146	5.95	+ 0.49	24,340	6.25	21,240	6.03	+ 0.22
Volvo	7,918	4.07	5,814	3.41	+ 0.66	14,726	3.78	11,800	3.35	+ 0.43
Mercedes	6,553	3 37	4,785	2.80	+ 0.57	13,266	3.41	10,566	3.00	+ 0.41
BMW	5,223	2.69	4,155	2.43	+ 0.26	10.252	2.63	9,371	2.66	− 0.03
Audi	5,206	2.68	2,712	1.59	− 1.09	9,681	2.49	5,819	1.65	+ 0.84
Others	20,914	10.76	16,618	9.74	+ 1.02	42,397	10.89	34,247	9.73	+ 1.16
TOTAL	194,381		170,656			389,328		352,137		
Share of U. S. Total		24.85		30.01	− 5.16		25.45		30.25	− 4.80

1984 New York and Oklahoma figures from manufacturers' sales records. Oklahoma, 1983, not available.

factories list auction dates

American Motors

June 5—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

June 6—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

June 7—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Corry Auto Auction, Corry, Pa.

June 8—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

June 12—D-A Auto Auction, New Stanton, Pa., and Golden Gate Auto Auction, Fremont, Calif.

June 13—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

June 14—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

June 19—Aptco Auto Auction, Taylor, Mich., and High Point Auction, High Point, N. C.

June 20—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

June 21—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Corry Auto Auction, Corry, Pa.

June 22—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

June 26—D-A Auto Auction, New Stanton, Pa.

June 27—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

June 28—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Ford Motor Co.

June 6—Columbus Fair Auto Auction, Obetz, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

June 12—Harrisonburg Auto Auction, Harrisonburg, Va.

June 13—Northway Exchange, Clifton Park, N. Y.; Brasher's South California Auto Auction, Fontana, Calif.

June 14—Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas.

June 20—Concord Auto Auction, Acton, Mass.; Lakeland Auto Auction, Lakeland, Fla.

June 21—Nashville Auto Auction, Nashville; 166 Auto Auction, Springfield, Mo.

June 27—Golden Gate Auto Auction, Fremont, Calif.; Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 28—Aptco Auto Auction, Taylor, Mich.; Skyline Auto Exchange, Fairfield, N. J.

June 29—Denver Auto Auction, Englewood, Colo.

Chrysler Corp.

June 5—Hatfield Auto Auction, Hatfield, Pa.; High Point Auto Auction, High Point, N. C.; Kansas City Auto Auction, Kansas City, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla. (permanent change to Tuesday from Thursday).

June 6—Columbus Fair Auto Auction, Obetz, O., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 7—Arena Auto Auction, Chicago, Ill. (one-time change to Thursday), and Northway Exchange, Clifton Park, N. Y.

June 8—Concord Auto Auction, Acton, Mass.

General Motors

June 6—Hatfield Auto Auction, Hatfield, Pa.; Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 7—Nashville Auto Auction, Nashville, Tenn.

June 12—Florida Auto Auction of Orlando, Ocoee, Fla., and Southern Auto Auction, East Windsor, Conn.

June 13—Kansas City Automobile Auction, Kansas City, Mo.

June 14 — Indianapolis Auto Auction, Indianapolis, Ind.

June 19—166 Auto Auction, Springfield, Mo.

June 20—Clanton's Auto Auction, Darlington, S. C., and Salt Lake City Auto Auction, Salt Lake City, Utah.

June 21—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago, Ill.

June 26—South Seattle Auto Auction, Inc., Kent, Wash.

June 27—Brasher's Auto Auction, Fontana, Calif.

June 28—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Grand Prairie, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

auction directory

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Model breakdown

Auction Averages

	JUNE	MAY	APRIL
1984	$11,818	$11,393	$13,891
1983	8,880	9,040	8,850
1982	6,180	6,165	6,589
1981	4,908	5,193	5,344
1980	4,195	4,345	4,621
1979	3,460	3,671	4,008
1978	2,621	2,431	2,910
1977	1,834	1,893	2,159
Overall Average	$ 5,232	$ 5,372	$ 5,418

Used Car Sales

Auction Averages

June to date	$5,232
Month ago	$5,483
Year ago	$4,999

letterbox

Continued from Page 10

new cars and only one other was as satisfying as this Riviera, a '73 Citroen SM. That car was far too advanced and safe for the regulators to tolerate.

When I sought information at several Buick dealerships, I was told by both service and sales personnel that the turbo model was to be avoided, and they did not care to be involved in the sale of one. Mr. Reuss will probably get better cooperation under the new GM setup. — **Gordon Dhein,** Hop-

Sedoff named to head Isuzu's Western region

LOS ANGELES.—Gregor Sedoff has been named manager of the Western region for Isuzu Motors. Sedoff, who most recently served as vehicle supply manager, succeeds James R. Morrell who has moved to a position at Isuzu Truck of America.

William Shaw has been named to replace Sedoff as vehicle supply manager, and Joseph Totaro has been selected to replace Shaw as Western regional sales manager. Don Bruen, a zone sales manager for the Northeast region, becomes the regional sales manager in that region replacing Totaro.

Month's total is 730,540

May car output highest since 1979

By Joe Wilssens
Staff Writer

U. S. auto manufacturers concluded May production with their best totals for that month in five years.

Domestic auto makers wrapped up May production at an estimated 730,540 cars, up 19.50 percent from 611,350 units assembled during the year-ago month. It is the best May output since 935,198 cars were completed in 1979.

Assembly totals for May were 7.62 percent better than the April, 1984, build of 678,836.

The industry targeted completion of 136,303 cars last week, down 11.77 percent from the previous week's 154,490 due to Memorial Day holiday-shortend work schedules. Last week's tally was 6.57 percent greater than 127,900 assembled during the year-ago week.

So far this year, 3,621,465 cars have been completed, a 32.12 percent improvement from 2,741,097 units finished at this time last year.

Breakdown for the week by company was: General Motors, 53.85 percent; Ford Motor Co., 22.91 percent; Chrysler Corp., 17.28 percent; American Motors, 2.82 percent; Honda, 1.76 percent, and Volkswagen of America, 1.38 percent.

Auto producers last week scheduled 13 plants for daily or Saturday overtime.

At GM, seven plants worked Saturday (June 2) overtime shifts. They were: Arlington (Tex), Detroit, Doraville (Ga.), Flint (B and G lines), Framingham (Mass.), Lordstown (O.) and Oklahoma City.

Chrysler scheduled daily and Saturday overtime at all five of its auto facilities. The company's Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2 worked two daily 9-hour shifts while Jefferson (Detroit) worked two daily 8½-hour shifts. All five plants scheduled two 8-hour Saturday shifts.

Ford's Wayne (Mich.) facility also scheduled Saturday overtime.

Ford announced that a second shift will be added at the company's Atlanta facility July 30. The extra shift will employ 1,200 additional workers building LTD, Marquis, Cougar and Thunderbird models.

GM's seat-belt insurance worth little, Nader says

WASHINGTON — General Motors' free one-year $10,000 accident insurance certificate for new-car buyers who die while wearing seat belts was criticized by Ralph Nader and the National Insurance Consumer Organization.

The consumer group valued the certificate at 89 cents for people who wear seat belts. That would have been the payoff per belted victim in 1983 if everyone wore seat belts and fatalities were thereby cut in half, according to NICO.

". . . If the threat of death itself only gets 15 percent of the people in this country to wear seat belts, the possibility of someone's family getting a few thousand dollars will have marginal, if any, effect in terms of getting people to buckle up," Nader said.

He called on GM to end its opposition to passive restraints.

A GM spokesman said insurance payout statistics aren't what is important: "It is no secret that GM is a strong advocate of getting people to use seat belts," he said. "What this $10,000 is saying is, 'Hey, use your seat belts.'"

Caldwell cited by Hall of Fame

DEARBORN. — Philip Caldwell, chairman and chief executive officer of Ford Motor Co., has been cited by the Automotive Hall of Fame as Industry Leader of the Year.

The award was presented here during the Automotive Hall of Fame dinner.

Truck production for May reaches five-year high

Domestic truck manufacturers targeted completion of 285,032 units during May, the best build for that month since 338,961 were finished in 1979.

Last month's total was 11.05 percent higher than the 256,669 completed in April, 1984 and 36.52 percent higher than the 208,784 finished in May, 1983.

Because of the Memorial Day holiday, U. S. truck makers slated assembly of 52,797 units last week, down 17.44 percent from the prior week's 63,948. Last week's build remains 22.24 percent ahead of the year-ago week's 43,191.

Year-to-date, manufacturers have produced 1,357,576 trucks, 43.76 percent greater than 944,374 finished at this time in 1983.

Five truck facilities scheduled Saturday overtime last week.

General Motors scheduled extra Saturday (June 2) hours at four plants. They were: Detroit, Janesville (Wis.), Lordstown (O.) and St. Louis.

Ford Motor Co.'s Kansas City facility also worked Saturday.

Canadian makers schedule highest car total of 1984

Canadian auto and truck production rose last week as the manufacturers returned to regular work schedules following the previous week's Victoria Day holiday.

May auto production was targeted at 106,079 units, 0.21 percent greater than 105,854 completed during the fifth month last year. May's output was 9.34 percent higher than the April, 1984, build of 97,020 cars.

Canadian auto makers slated production of 25,012 units last week, 16.05 percent above the previous week's 21,553 and 15.34 percent higher than the year-ago week's 21,685. Last week's build was the highest weekly auto output recorded this year.

So far this year, the manufacturers have assembled 493,200 cars, 9.79 percent greater than 449,216 autos completed at this time last year.

Canadian truck manufacturers estimated production of 75,890 trucks during May, an impressive 47.76 percent improvement over the May build of 51,359 trucks last year. May's tally was 7.54 percent better than the April, 1984, assembly of 70,573 trucks.

The makers scheduled completion of 17,938 trucks last week, 9.96 percent better than the prior week's 16,314 and 55.07 percent higher than the year-ago week's 11,568.

Year-to-date, 365,325 trucks have been completed, 59.32 percent more than the 229,298 assembled at this point in 1983.

Chrysler Corp. estimated production of 2,286 Dodge Caravans, 2,274 Plymouth Voyagers and 912 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 95,035.

CANADIAN CAR PRODUCTION

	Week Ended June 2, 1984	Week Ended June 4, 1983	Week Ended May 26, 1984	May Est.	Jan. 1, to June 4, 1983	Jan. 1, to June 2, 1984
AMERICAN MOTORS	600	818	486	2,033	13,567	10,425
CHRYSLER CORP.		3,488			101,976	
FORD MOTOR	10,676	4,378	9,529	46,881	88,407	191,826
GENERAL MOTORS	13,511	12,776	11,358	56,186	240,676	286,174
VOLVO	225	225	180	979	4,590	4,775
Total Cars, Canada	25,012	21,685	21,553	106,079	449,216	493,200

TRUCK PRODUCTION IN U. S.†

	Week Ended June 2, 1984	Week Ended June 4, 1983	Week Ended May 26, 1984	May Est.	Jan. 1, to June 4, 1983	Jan. 1, to June 2, 1984
CHEVROLET	16,411	15,469	19,062	86,219	326,157	426,791
DODGE	3,200	2,590	4,152	18,198	57,352	89,500
FORD	20,889	16,406	25,694	114,119	372,776	523,823
GMC	5,321	4,320	6,443	28,957	109,757	138,696
INTERNATIONAL	1,386	1,005	1,603	7,294	21,225	32,637
VOLKSWAGEN					2,079	
JEEP	3,050	2,561	3,881	16,876	32,978	81,773
NISSAN	1,700		2,053	8,749		40,826
AM GENERAL	40*	40*	50*	220*	1,050*	1,130*
MISCELLANEOUS	800*	800*	1,000*	4,400*	21,000*	22,400*
Total Trucks, U. S.	52,797	43,191	63,948	285,032	944,374	1,357,576

CANADIAN TRUCK PRODUCTION

	Week Ended June 2, 1984	Week Ended June 4, 1983	Week Ended May 26, 1984	May Est.	Jan. 1, to June 4, 1983	Jan. 1, to June 2, 1984
CHRYSLER CORP.	8,160	1,756	8,295	34,831	59,329	157,736
FORD MOTOR	3,360	3,604	2,715	14,836	59,517	70,889
GENERAL MOTORS	6,248	6,208	5,167	25,497	107,236	133,529
INTERNATIONAL	170		137	726	3,216	3,171
Total Trucks, Canada	17,938	11,568	16,314	75,890	229,298	365,325
N. American Trucks	70,735	54,759	80,262	360,922	1,173,672	1,722,901

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended June 2, 1984	Week Ended June 4, 1983	Week Ended May 26, 1984	May Est.	Jan. 1, to June 4, 1983	Jan. 1, to June 2, 1984
AMERICAN MOTORS	3,850	3,959	4,859	21,209	75,586	87,389
AMC Total					4,071	
Eagle					4,071	
Renault Total	3,850	3,959	4,859	21,209	71,515	87,389
Alliance	1,950	3,959	2,477	11,286	71,515	46,835
Encore	1,900		2,382	9,923		40,554
CHRYSLER CORP.	23,550	18,278	24,569	121,520	366,470	576,549
Plymouth Total	6,050	5,864	6,845	34,687	131,959	169,443
Horizon	2,200	2,374	2,723	14,423	45,279	69,090
Reliant	3,400	3,280	3,612	17,083	84,394	87,695
Caravelle†	200	210	193	950	2,286	4,128
Gran Fury	250		317	2,231		8,530
Chrysler Total	8,300	4,732	8,355	41,572	89,552	192,900
LeBaron	2,500	2,417	2,628	12,971	42,676	57,984
Laser	1,400		1,539	7,670		35,115
Chrysler E-Class	2,400	2,315	2,303	11,004	46,876	49,130
Fifth Avenue	2,000		1,885	9,927		50,671
Dodge Total	9,200	7,682	9,369	45,261	144,959	214,206
Omni	3,500	2,910	3,175	14,433	49,916	66,010
Aries	2,400	3,003	2,613	13,416	62,078	68,965
Daytona	900		1,071	5,016		26,561
Dodge 400		857			15,658	
Dodge 600	1,400	912	1,599	7,718	17,307	37,136
Diplomat	1,000		911	4,678		15,534
FORD MOTOR	31,221	30,698	37,838	170,673	638,055	776,677
Ford Division	20,531	19,209	24,736	111,470	414,600	508,245
Escort	6,952	4,399	7,614	34,873	177,208	157,759
Fairmont					23,728	
Mustang	2,525	2,796	3,195	13,988	56,979	58,404
LTD	3,325	3,073	4,369	18,786	77,409	99,045
Thunderbird	2,891	5,029	3,529	15,347	90,440	71,274
Crown Victoria	1,038	1,833	1,309	6,300	39,282	34,427
EXP	531		540	2,544	1,184	13,959
Tempo	3,269	2,079	4,180	19,632	8,370	73,377
L-M Division	10,690	11,489	13,102	59,203	223,455	268,432
Mercury Total	7,801	9,285	9,559	42,427	176,382	193,778
Lynx	1,076	1,470	1,161	5,439	29,033	30,464
Capri	378	494	518	2,165	11,121	8,482
Zephyr					8,601	
Marquis	2,238	1,775	2,598	12,020	32,670	49,226
Cougar	1,562	3,232	2,071	9,362	45,633	44,611
Grand Marquis	1,856	1,700	2,305	9,609	46,246	41,826
LN7					290	
Topaz	691	614	906	3,832	2,788	19,169
Lincoln Total	2,889	2,204	3,543	16,776	47,073	74,654
Continental	761	220	937	4,433	7,400	15,938
Lincoln	1,806	1,250	2,215	10,492	23,810	43,494
Mark VI/VII	322	734	391	1,851	15,863	15,222
GENERAL MOTORS	73,402	71,748	81,669	393,382	1,607,315	2,075,007
Buick Division	17,389	17,600	18,673	87,417	371,206	445,755
Skylark	1,671	2,901	2,135	9,229	42,714	42,833
Skyhawk	2,409	1,090	3,014	13,190	30,980	70,898
Century	4,010	3,167	4,049	19,815	64,978	98,608
Regal	3,960	4,374	3,947	19,449	108,364	98,161
Buick	3,282	5,171	3,116	14,987	105,953	96,684
Riviera	713	897	895	4,011	18,217	23,447
Electra (fwd)	1,344		1,517	6,736		15,124
Cadillac Division	5,355	4,672	6,118	26,999	144,497	147,010
Cimarron	195	193	226	1,190	9,433	8,180
Seville	679	491	887	3,947	15,671	18,542
Eldorado	1,344	1,125	1,687	7,538	34,079	34,513
Cadillac	1,746	2,863	1,757	7,646	85,314	70,153
DeVille (fwd)	1,391		1,561	6,678		15,622
Chevrolet Division	23,561	23,686	26,557	135,504	503,623	712,137
Chevette	982	3,512	1,510	14,116	83,014	94,912
Cavalier	6,535	5,267	7,204	36,158	106,452	180,490
Celebrity	5,635	3,649	5,748	28,029	41,275	132,380
Camaro	4,387	2,966	5,429	23,457	83,097	115,724
Citation	1,795	1,199	2,149	9,961	50,289	48,441
Malibu/El Camino	742	3,267	733	3,653	66,232	15,763
Monte Carlo	839	1,736	868	5,906	39,908	57,638
Chevrolet	2,116	1,594	2,294	11,484	24,472	52,309
Corvette	530	496	622	2,740	8,884	14,480
Oldsmobile Division	18,793	18,045	21,143	97,727	424,088	522,012
Omega	785	1,191	1,066	4,412	27,073	23,165
Firenza	1,453	869	1,899	8,198	20,506	35,018
Cutlass Supreme	3,235	5,037	3,184	17,156	123,404	139,871
Cutlass Ciera	5,483	3,670	5,687	26,959	81,912	123,346
Oldsmobile	5,552	6,620	6,375	29,511	154,097	163,983
Olds 98 (fwd)	1,497		1,966	7,161		16,249
Toronado	788	658	966	4,330	17,096	20,380
Pontiac Division	8,304	7,745	9,178	45,735	163,901	248,093
Acadian†		339	19	1,102	7,871	8,375
2000 Sunbird	3,036	2,318	3,158	15,375	42,749	66,195
1000	346	1,000	368	3,476	17,568	19,049
Firebird	1,841	1,545	2,343	9,969	39,715	48,850
Phoenix	685	565	883	3,685	12,569	9,868
Grand Prix/Bonneville		1,978			43,429	29,733
Parisienne	242		267	1,299		12,743
Fiero	2,154		2,140	10,829		53,280
HONDA	2,400	902	2,984	12,837	13,648	54,775
VOLKSWAGEN	1,880	2,315	2,571	10,919	40,023	51,068
Total Cars, U. S.	136,303	127,900	154,490	730,540	2,741,097	3,621,465
Total Cars, Canada	25,012	21,685	21,553	106,079	449,216	493,200
N. American Cars	161,315	149,585	176,043	836,619	3,190,313	4,114,665
N. American Trucks	70,735	54,759	80,262	360,922	1,173,672	1,722,901
North American Cars and Trucks	232,050	204,344	256,305	1,197,541	4,363,985	5,837,566

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

June 11, 1984

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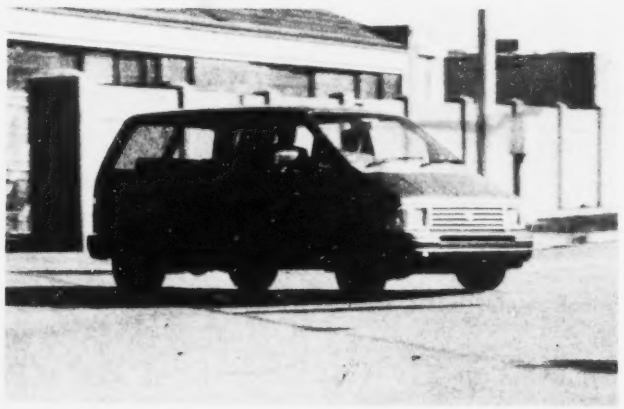
Aerostar profile



Jim Dunne

Rear-drive for upcoming Ford van

Ford's Aerostar commercial van/passenger wagon will have rear drive like the current passenger van, which will continue to be built after Aerostar's introduction later this year. With a 2,000-pound inside load capacity and strength to pull 5,000 pounds, the new 174.9-inch van will be available with three engines coupled with either five-speed manual or four-speed automatic transmission.

U.S. makers face decade of fierce battles for sales

By Michelle Krebs
Financial Editor

U.S. auto manufacturers face stiffer competition for sales on their own turf in the next decade than they have ever experienced before, according to the latest Automotive News World Outlook.

The quarterly service of Data Resources, Inc. (DRI), and AUTOMOTIVE NEWS shows U.S. car sales holding at the 10.6-million-unit level through this year and next, then rising slowly to peak at 11.86 million by the end of the decade.

However, expansion of domestic manufacturers' sales appears to be over for now. Domestic sales will hit 8.1 million units this year but are expected to drop below 8 million by mid-decade. Only in the light-truck segment, which includes the popular minivans, will U.S. car companies experience growth, the survey found.

"Total (U.S.) car sales will be increasing through 1990 at a reasonable clip but, unfortunately, virtually all of the increase will be going to cars sourced offshore, which will be virtually all Japanese," said John Hammond, DRI's U.S.-based auto analyst.

"The volume for what we have, up until now, considered traditional U.S. manufacturers could actually decline.

"Internationally, the issue is everybody is trying to get into everyone's backyard," Hammond added. And, for now, the U.S.' backyard appears greenest.

Japanese auto makers will continue direct exports to the U.S. in order to appease their unions by maintaining employment in their home factories and to produce profits for plant modernization.

"If anyone's going to make direct export growth, then the Japanese are going to want it for themselves," said John Lawson, DRI's London-based auto analyst.

However, not only will the Japanese compete via direct exports to the U.S., they will have their own plants on U.S. soil for final assembly. Sales from those plants will be counted as U.S. domestic sales.

If the Japanese auto companies follow through on present plans, Lawson said, they will have a half million units a year of capacity in the U.S. by the end of the decade, and that number could easily reach a million units by 1990.

Present plans call for Japanese auto makers to build annually 350,000 Hondas, 200,000 Toyotas and 200,000 Nissans in the U.S. by the end of the decade.

"It's fairly clear that Mazda and Mitsubishi aren't going to be left out, and they're all formulating at least contingency plans for American production," said Lawson. Mazda, in fact, has been shopping for a U.S. location.

The Japanese car companies are not the sole threat to the domestics; the other comes from across the Atlantic.

European auto makers — especially luxury-model producers

Continued on Page 66, Col. 1

Anti-subsidy hearing raises host of questions

FTC to probe bootlegging by fleets

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The FTC is opening an investigation into NADA charges of fleet/lease companies "bootlegging" cars in direct competition with dealer new-car sales.

So far this is the only real action amid the great brouhaha raised by the revised NADA anti-fleet-subsidy bill before a House Commerce subcommittee.

Hearings on the revised bill, H.R. 5305, were held last week.

Whether the FTC investigation by the Bureau of Competition will extend to alleged dealer injury from the fleet/lease company high-volume sales in the used-car market where dealers compete and whether it will also extend into the area of price discrimination between retail sales and sales to leasers is not yet clear.

In fact, the first questions to be addressed are whether there are price differences that are not cost-justified and whether dealers and fleet/lease companies are in direct competition — and answers here should determine whether the existing Robinson-Patman Act and/or section 5 of the FTC Act are adequate remedies.

If so, then the special bill backed by Rep. Gene Taylor, Missouri Republican (a former Ford dealer), and NADA may not be needed.

Another issue that muddied the waters considerably was that all sales to fleets and lease companies are made through franchised dealers and all dealers who now merely sell cars could also become lessors and thus reap the incentives they label "unfair."

But Taylor—joined by Rep. James J. Florio, New Jersey Democrat—did not think dealers should be forced to become lessors to overcome alleged price discrimination or to erect what might be a mere shell of a corporation.

On the other hand, both Ford Motor Co. and General Motors noted that since the vast majority of dealers are already lessors, they are not affected by the discrimination — excluding, of course, the charges involving "fleet dumping" of used cars and "bootlegging."

• Taylor and NADA maintain there is direct competition between fleets and dealers.

During the hearing, both auto makers and fleet/lease companies contended that their markets are different — the primary difference whereas the fleet buyer does his own preventive maintenance and service.

In addition, it was noted that manufacturers sometimes used fleets for cars which the makers were finding hard to sell — what Florio described not as the free market working but market "intervention" or "subsidy" by the manufacturers. But there was not even agreement on who got the hot-selling models—dealers or fleets.

While Taylor and NADA view the bill as one to preserve the franchise system as the best possible way to distribute cars, the leasing companies, the FTC and the Justice Department view the dual distribution as being more efficient both from the manufacturing and consumer angles.

The troublesome question of what effect the NADA bill barring any price discrimination would have on consumers was not clear. As Rep. John Dingell, Michigan Democrat, noted, sales to utilities, for example, would become part of rate-making and

Continued on Page 68, Col. 1

In case you were wondering . . .

AUTOMOTIVE NEWS' annual report on the specialty-car market will be found in today's issue, following Page 36.

The report was scheduled to be published in last week's issue, but because of a mix-up at the printing plant it did not appear in all copies. We apologize for any confu[illegible] ma[illegible]

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breaking news

Chrysler offers incentives on H-car demos

DETROIT.—Chrysler notified dealers of a demonstrator incentive program on its 1985 H-cars, the Dodge Lancer and Chrysler LeBaron GTS. Orders must be placed by July 15, and the units must be kept in service for at least 60 days. Dealers get $300 on high-line Lancer and LeBaron GTS models, $500 on premium Lancer ES and $600 on premium LeBaron GTS models. Depending on size of their dealerships, they can order from one to four units (the top number is for dual Dodge and Chrysler-Plymouth outlets).

NHTSA subpenas data on GM A and J-cars

WASHINGTON. — NHTSA has asked General Motors for sworn statements involving, in part, corrosion on front caliper pins and premature rear brake lockup on its A and J-cars. This is an area in which both the Center for Auto

See BREAKING NEWS, Page 8, Col. 1

April up 15 pct. over last year

Another big gain for shop volume

By Francis J. Gawronski
Service Editor

Service and parts business in new-car dealerships continued to rebound with the nation's economy in April as the rate of growth, although slightly below that of March, topped 15 percent for the fourth consecutive month.

According to the Automotive News Service Index, shop volume in April amounted to 115.1 percent of the business recorded in the same month of 1983.

In January, parts and service business opened the year at 118.5 percent of the year-earlier volume and jumped to a record 126.2 percent of 1983's business in February. In March, shop business was 115.3 percent of the volume the year before.

The increase in April marked the 14th consecutive month in

Table on Page 65.

which shop volume outpaced the business recorded the same month the year before.

April also marked the 12th consecutive month that all five indicators used in compiling the Service Index scored gains, with shop parts sales — those used on both customer-paid and warranty repairs, up 21.4 percent.

Sales of all parts and accessories were up 17.9 percent, followed by gross profit on all labor, parts and accessory sales — the most important indicator from the dealer's viewpoint—up 16.8 percent.

Total labor sales (both customer-paid and warranty) increased 15.4 percent, while repair orders written climbed 6.3 percent over the year-earlier total.

Figures used in the Service

Continued on Page 65, Col. 3

Chrysler to buy Mitsubishi V-6; pact is extended

By Kathleen Hamilton
Assistant Managing Editor

Chrysler Corp. will continue to buy Mitsubishi cars through 1995 and a new Mitsubishi V-6 engine for five years beginning in late 1986, the companies announced.

The sales agreement had been scheduled to end in 1990. The new agreement, scheduled to be signed by the end of this year, also gives Mitsubishi's own U.S. marketing arm, Mitsubishi Motor Sales of America, a potentially larger share of any increases allowed the parent company if export quotas are raised.

And it spells out what shares MMSA and Chrysler would take, should Mitsubishi begin building cars in the U.S.

Chrysler said the Mitsubishi fuel-injected V-6 will be used only in its larger cars and minivans. Its development of its own V-6 for trucks will not be affected, a Chrysler spokesman said.

Chrysler Chairman Lee A. Iacocca has said Chrysler is considering its shuttered Windsor engine plant as the source of the truck V-6, if it gets the final green light.

The number of V-6 sales to Chrysler is still being negotiated. Right now, Chrysler buys more than 200,000 Mitsubishi 2.6-liter fours annually. They are used in Chrysler minivans, Dodge 600, LeBaron, E-Class, New Yorker and Town and Country.

The Mitsubishi 2.6-liter will be phased out in favor of the more powerful V-6, still under development in Japan.

• Chrysler and Dodge dealers have been selling Mitsubishi cars and trucks since 1970. The new agreement assures that the supply will continue until March 31, 1995. The contract will be renewed annually thereafter, but a five-year notice of termination is required.

The pact is especially important to MMSA, which was launched amid "voluntary" export quotas. The result has been a company with enough cars to sell in less than half the country.

"What this new agreement does through 1995 is to clarify the distribution of any available volume increases between the two chains of distribution," said Richard Recchia, MMSA executive vice president.

"Under the previous agreement, it would have been possible that between now and 1990, we would have been getting a miniscule share of any increase" allowed under any quota increases, he said.

"For three or four years, we wouldn't be able to grow," Recchia continued. "Growth is a very essential part of our plans now.

"We (at MMSA) view it as positive."

Chrysler, too, will benefit from the pact. As reported in February by Automotive News, the company was seriously shopping for more-powerful engines, especially for its hot-selling minivans.

The pact also strengthens Chrysler's position with Mitsubishi.

Even before Chrysler's financial problems, rumblings in Tokyo had Mitsubishi unhappy about what it viewed as Chrysler's less-than-aggressive marketing of its products.

For mini fires?

The Windsor fire department, protector of Chrysler's minivan assembly plant, became the first Canadian fire department to take delivery of one of the vans. The Plymouth Voyager is painted Safety Yellow.

May sales top million; best month since 1979

By Jenny L. King
Staff Writer

In spite of an upward creeping of interest rates on new-car loans, May new-car sales moved ahead at an ever-increasing pace, reaching a grand total that was the best for any month since May, 1979.

Domestic sales climbed to their highest number in more than five years, imports were up sharply compared with months earlier this year and hit their best total since May of 1979 when a record 255,495 imported cars were delivered to customers.

New-car sales topped the one-million mark in May, a feat they have not boasted since May, 1979. This year's May total was 1,046,805. Five years ago it was 1,052,503. One year ago, the grand total was 836,790.

May domestic sales of 803,273 were up 27.49 percent from 630,044 last year. Imports added to 243,532, up 17.79 percent from 206,746 and accounting for 23.26 percent of the market.

Year-to-date domestic sales were up 31.94 percent, to 3,518,700 from 2,666,877 last year. Import sales, which had been at or below 1983 levels, caught up in May bringing the five-month number to 1,006,809, up 2.89 percent from 978,500. Combined sales were up 24.14 percent, to 4,525,509 from 3,645,377.

• American Motors was the only U.S. auto maker to fall short of 1983 sales totals in May. With sales of AMC's Renault Alliance and Encore holding steady, the loss of its AMC products, Concord and Spirit, pulled it down 17.28 percent, to 15,131 from 18,291.

Giant General Motors was up 30.37 percent in May, to 493,670 from 378,677. Ford Motor Co. continued its healthy sales pace, up 30.03 percent, to 178,006 from 136,896. Chrysler was up 12.43 percent, to 94,880 from 84,391.

Volkswagen finished May with an 8.46-percent increase, climbing to 9,220 from 8,501, and Honda more than tripled its

Continued on Page 65, Col. 1

Dividend hiked, bonuses approved at annual meeting

Chrysler gives a peek at P-car

By Michelle Krebs
Financial Editor

NEW ORLEANS. — Chrysler Corp.'s P-car, originally planned as a replacement for Dodge Omni and Plymouth Horizon, will be larger and more upscale than originally planned, Chairman Lee Iacocca said.

"It won't be your garden-variety vehicle of $5,000 to $5,500," he said at a press conference following Chrysler's annual meeting here. He added that it will be something between a compact and a subcompact—and not an entry-level vehicle.

The reason for the revised planning, he said, is that car buyers no longer want cars that look small, as they did during the gas crunch.

Many decisions remain to be made regarding the P-car, including where it will be built, Iacocca said, but plans should be finalized in the fall. Chrysler plans to spend $500 million to $600 million on the P-car project.

It is planned as a 1986½ model.

He did say the P-car would be American-built, though he said he didn't know what percentage of the car would be local content.

At the same time, Iacocca said Chrysler is hesitant to discontinue production of the Horizon and Omni models, since both are selling well.

Meanwhile, he said, Chrysler is looking at a number of possibilities involving Mitsubishi, including a joint venture in the U.S. Both companies are awaiting a decision on Japanese import quotas before pressing on with a joint venture.

"It's in the cards," he said.

The No. 3 auto maker, which has had an arrangement with the Japanese car company for 14 years, announced recently it has extended its agreement through at least 1995. Iacocca said that "rolling agreement" could well roll into the year 2000.

Chrysler will import Mitsubishi's V-6 engine to replace its own 2.6-liter engine, Iacocca said. The V-6 will be used in the minivans.

The Chrysler chief added that the company is being pressed for capacity but is "gun shy" about adding a lot more.

Meanwhile, the company's strategies, including expansion of its model lineup, remain in limbo pending a decision on import quotas and the outcome of its lawsuit to block General Motors' joint venture with Toyota. Chrysler expects the lawsuit to be wrapped up before December, when the first GM-Toyota vehicle is scheduled to be produced in Fremont, Calif.

In the meantime, Chrysler is "pressed for capacity," Iacocca said. He added the Belvidere plant will remain open, whatever the decision is on production of the Omni/Horizon, and that Chrysler is "60 percent" sure the second minivan plant will be the St. Louis plant.

He also said Chrysler is considering whether to build a new factory.

• In regard to executive incentive compensation, Iacocca said decisions should be made next month on how to dole out the money to executives.

Shareholders approved by 94.6 percent a proposal on incentive compensation, and the topic drew the most comments from shareholders.

Most of the 500 attending the meeting felt Chrysler executives deserved bonuses.

One shareholder, a former Chrysler worker from New Orleans, said Chrysler executives certainly deserve it, especially since professional football players, professional basketball players and "a curly-haired break-dancer," referring to singer Michael Jackson, make as much as the executives do in total.

Iacocca said the board will use common sense and prudence in distributing incentive pay.

"I think the management team that accomplished (Chrysler's turnaround) deserves to be recognized," Iacocca said in his address to shareholders. "We intend to pay them for performance; if I'm going to ask our executives to keep working 70 hours a week to meet our ob-

Continued on Page 66, Col. 5

Would compete with Chrysler's DeTomaso and Cadillac's Callisto

Ford near decision on $30,000 sports car

By Dan McCosh
Reporter

Ford Motor Co. still has under consideration a two-seat, midengine prestige sports car in the $30,000 range by 1988, say company insiders.

It would compete with Chrysler's DeTomaso project and Cadillac's planned 2-seat Callisto built by Italy's Pininfarina, both aimed at the 1987 model year.

Although the company reportedly has given only lukewarm support to such a car, top-level executives at Ford's North American Automotive operations will be deciding soon whether to continue funding development programs for such a vehicle, and Ford has been shopping for an overseas partner to aid in design, or possibly manufacturing the car.

Ford's exoticar programs have been piquing interest of automotive buffs recently, particularly after a design staff prototype was photographed in a Florida gas station.

There also is rumored to be at least a second vehicle under consideration under the aegis of Ford's Special Vehicle Operations.

A one-off Ghia-designed project car based on the front-drive Fiesta chassis and dubbed the Barchetta also was unveiled last year in Europe, and Robert A. Lutz, executive vice president of Ford's International Automotive Operations, points out that the Barchetta was engineered to be produceable at relatively low cost.

Up to now, Ford hasn't attempted to emulate General Motors' interest in specialized sports cars such as the Corvette and Fiero, but the high visibility sought by the Cadillac and Chrysler projects likewise is tempting to Ford.

Support for the program, however, has been divided, with various groups within the company seeking the project.

The Design Staff project, code-named Cobra ME, has a significant number of structural fiberglass components and is partially a Ford exercise in use of structural composites to reduce the cost of a low-volume car.

As such, it presents one of several alternatives being considered before Ford commits to the program. Input from outside coachmakers such as Matra or Karmann also is being explored — with Latin American assembly another possibility.

Such outside sourcing has some similarities with Ford's importation of the Pantera, built by DeTomaso and sold through Lincoln-Mercury dealers in the early 1970s.

In this case, however, the role of NAAO in product engineering would be significantly greater.

Incentives don't cheer everybody

Jaguar begins buyouts of 20 pct. of dealers

By Joseph Bohn
Marketing Editor

Jaguar Cars, Inc., has begun making specific buyout offers to dealers, and some aren't too happy with the terms.

The importer in private meetings has begun offering the equivalent of a year's allocation of cars times $5,000 as an incentive for dealers to give up their franchises.

It is also offering to buy back parts equal to the dollar amount a dealer purchased this year, plus signs, tools and a lot of other so-called bric-a-brac.

Jaguar wants to terminate about 20 percent of its franchises (AUTOMOTIVE NEWS, May 21). This will enable it to increase allocations to the remaining dealers. They'll then be able to afford proper sales/service support deemed essential to Jaguar's future success, officials feel.

Jaguar had 189 dealers in the U.S. at the beginning of this year.

Michael Dale, vice president of sales and service, thinks Jaguar's offer is a good one.

"We took a lot of advice on what a fair deal was," he said, referring to NADA, AIADA and the National Jaguar Dealer Council which it consulted in formulating its offer.

To some smaller dealers, who have stuck out the lean years with British Leyland and Jaguar and whose livelihood as dealers depends on the Jaguar franchise, the offer appears less than attractive.

This is especially true since Jaguar has finally come into its own, and profit potential has never been better. Some dealers are averaging $6,000 gross profit per car, just on sales.

Jaguar's offer, which amounts to a year's gross profit, strikes them as "absolutely ridiculous."

"The benevolent English are not playing by the Marquis of Queensbury rules," said one observer.

"If you compare what we made last year to what they're offering, it's unfair, ridiculous," said an Eastern dealer. As a dual dealer, he cannot survive without both of his current makes.

"Most of our income comes from Jaguar. We'll be out of business. After you pay taxes on this money (franchise offer), what do you have left? What am I supposed to do for the rest of my life?" he lamented.

Another dealer, whose meeting was scheduled but hadn't occurred at presstime, said he'd made a sizeable investment in the franchise and "if they elect to terminate me, they'll have a helluva lawsuit."

"I suffered bad years and nightmares," he said. "If they offer me $5 million, I'll consider it. Otherwise, they can get out the Vaseline."

The fact that NADA report-

Continued on Page 69, Col. 1

A Mercedes look from a Mustang

Thoroughbred Motorcars, Redmond, Wash., offers a kit to turn Mustang II componentry into a seven-eighths-scale replica of the Mercedes 540K. The fiberglass body is a single piece. The company says the car can be made for less than $15,000.

Nissan plant fully flexible with few cars

TOKYO, — Nissan Motor Co., Ltd., has introduced a full-scale flexible manufacturing system (FMS) at an affiliate supplier in Mexico.

This is the first system of its kind to be incorporated into the manufacturing line of an auto industry supplier, Nissan said. The system, developed jointly with Toyama Machine Works, Ltd., is designed to produce a variety of models in small volumes.

As Nissan continues to internationalize its manufacturing operations, there is a greater need for the enhanced efficiency of small-volume production of different models in overseas plants.

Moreover, Nissan said, reflecting increased competition from local auto makers, it is important to launch new models in local markets with minimal delay, as well as to further improve the quality and the performance of products.

• To meet these growing demands, Nissan and Toyama Machine Works developed the FMS line. Nissan said this is a new concept that represents a departure from conventional transfer machines and single-purpose machines.

Nissan listed these major characteristics of this line:

1. The line is composed of 31 units of simplified models of numerically controlled machines that are already on the market.

2. The units that make up the line feature combined horizontal- and vertical-direction machining for greater ease of maintenance.

3. The system enables the shifting of operations to other automotive parts, thus provid-

Continued on Page 66, Col. 4

Thanks to program's critics and strong retail sales

Fleet allowances for '85 weakened

By Joseph Boha
Marketing Editor

Strong retail sales are taking some of the steam out of fleet allowance programs for 1985 models.

In announcing their new programs, General Motors and Chrysler Corp. also appear to be showing some sensitivity to critics of fleet subsidies like NADA and Ed Mullane, president of the Ford Dealers Alliance.

"Sure you take it seriously," said a GM insider of the federal anti-subsidy bill, HR-5305, now in the House of Represeniatives. "Any time the dealer organization is as polarized as they are on this one, it's serious."

He added, "With the '85 programs we announced, there isn't all that much room for the absues. The discounts aren't really that big."

Concurred Ron Pink, business manager of vehicle fleet sales for Xerox Corp.: "Market demand is so strong right now, there's less pressure by motor companies to have incentive programs as big as in previous years."

At Chevrolet, the Citation and Chevette are getting the biggest allowances. Chevrolet is offering free air conditioning or a $300 cash allowance on Citatioa.

Chevette customers can elect power steering, a custom interior and white sidewall tires or $200 in cash allowance.

Other Chevrolet cars, excluding the V-6 Camaro and V-8-equipped models, are eligible for free tilt wheel and stereo radio or $150 in cash allowances.

• Buick is offering a choice of free sport mirrors and power steering or $150 cash allowance on its Skyhawk.

The Skylark offers free air conditioning and the Consumer Protection Plan to buyers of six-cylinder engines. Additionally, if customers order the four-cylinder engine they get an extra $300 allowance.

There are no incentives on the new Buick Somerset Regal, the GM20 car.

The Century offers free stereo radio and tilt wheel or $150 in cash allowance, as does the Regal.

Chrysler seems to be pushing options this year.

For '85, it has a so-called Fleet Package on all front-drive models, excluding Caravan, Voyager and imports.

It offers air conditioning, stereo radio upgrade (from AM radio), automatic speed control and the 5-year/50,000-mile power train coverage for $760 on all lines which, it claims, ranges up to a $550 savings on "some models."

In lieu of the package, fleet buyers get $150 cash discount on the Omni/Horizon and $200 on just about all other front-drive domestic models, except for the Plymouth Caravelle/Dodge 600 four-door which gets a $400 allowance.

• The new Dodge Lancer and Chrysler LeBaron GTS come in for $200, as well.

GM seems to have experienced a bit of pull-ahead business this model year from buyers concerned about the possibility of a strike this fall.

But fleet sales generally should be very strong again in '85.

Xerox's Pink said his company planned to buy 6,000 vehicles this year — double the number in '84.

Xerox moved heavily into ans in '84 in matching vehicle types to territory rather than the driver's choice.

It bought 3,000 vehicles last year — one-third Chevrolet Celebrity wagons, one-third Ford Econoline vans and one-third Dodge Mini Ram Vans.

Drivers have reacted positively to all of them, Pink said. He added that improvements in Detroit's products, like fuel injection, have resulted in lower operating costs for his firm.

He said no decision has been made yet on what kinds of vehicles the company would buy in '85 or from whom — but he expected heavy van buying to continue.

Other big fleet buyers he's talked to, Pink added, also indicated robust buying plans for '85.

Renovation celebration

VANDALIA, Ill. — Vandalia Motor Sales here hosted an open house for about 1,000 people to celebrate its renovation.

U. S. cars up 22 pct. for March; imports slip

Month's registrations post solid gain

By Jenny L. King
Staff Writer

New-car registrations in March were up 6.77 percent over those of the preceding month and had a positive margin of 15.23 percent over March, 1983. They were the highest for the month since 1981 when domestic rebate programs swelled sales.

According to figures compiled by R. L. Polk & Co., while the market was on the rise, the imports' share of it continued to shrink, dropping to 23.80 percent this March from 28.37 percent a year ago.

Registrations for the total market added to 835,311. Of that number, 636,509 were domestics and the remaining 198,802 were imports. The U.S. cars were up 22.58 percent from 519,268 a year earlier and were up 8.26 percent from 587,946 the preceding month.

Imports were down 3.33 per-

Continued on Page 53, Col. 1

NEW-CAR MARKET SHARES IN U. S.

	MARCH					THREE MONTHS				
	Regis., March, 1984	Percent Share of Market	Regis., March, 1983	Percent Share of Market	Pct. Pt. Change 84 vs. 83	Regis., 3 mos., 1984	Percent Share of Market	Regis., 3 mos., 1983	Percent Share of Market	Pct. Pt. Change 84 vs. 83
Chevrolet	140,635	16.84	97,911	13.51	+ 3.33	368,832	15.60	260,970	13.82	+ 1.78
Ford	102,841	12.31	80,792	11.15	+ 1.16	300,896	12.72	214,917	11.38	+ 1.34
Oldsmobile	93,469	11.19	79,992	11.03	+ 0.16	262,516	11.10	198,892	10.53	+ 0.57
Buick	72,699	8.70	66,098	9.12	− 0.42	204,360	8.64	168,101	8.90	− 0.26
Pontiac	57,689	6.91	38,231	5.28	+ 1.63	157,660	6.67	100,698	5.33	+ 1.34
Mercury	41,517	4.97	29,828	4.11	+ 0.86	118,354	5.00	78,298	4.14	+ 0.86
Dodge	28,489	3.41	26,740	3.69	− 0.28	81,548	3.45	65,582	3.47	− 0.02
Plymouth	24,066	2.88	26,733	3.69	− 0.81	67,300	2.85	59,109	3.13	− 0.28
Chrysler	23,994	2.87	22,417	3.09	− 0.22	68,474	2.89	51,552	2.73	+ 0.16
Cadillac	23,576	2.82	23,377	3.22	− 0.40	70,077	2.96	61,604	3.26	− 0.30
AMC	15,823	1.90	19,308	2.66	− 0.76	46,972	1.99	49,403	2.62	− 0.63
Lincoln	11,693	1.40	7,792	1.07	+ 0.33	29,690	1.26	21,712	1.15	+ 0.11
GENERAL MOTORS	388,068	46.46	305,609	42.16	+ 4.30	1,063,445	44.97	790,265	41.84	+ 3.13
FORD MOTOR CO.	156,051	18.68	118,412	16.33	+ 2.35	448,940	18.98	314,927	16.67	+ 2.31
CHRYSLER CORP.	76,549	9.16	75,890	10.47	− 1.31	217,322	9.19	176,243	9.33	− 0.14
AMC	15,823	1.90	19,308	2.66	− 0.76	46,972	1.99	49,403	2.62	− 0.63
IMPORTS	198,802	23.80	205,643	28.37	− 4.57	588,130	24.87	557,780	29.53	− 4.66
MISC. DOMESTICS	18	0.00	49	0.01	− 0.01	60	0.00	250	0.01	− 0.01
TOTAL	835,311		724,911			2,364,869		1,888,868		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma for 1984 from manufacturers' sales records. Oklahoma '83 figures not available.

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59th year — No. 5026

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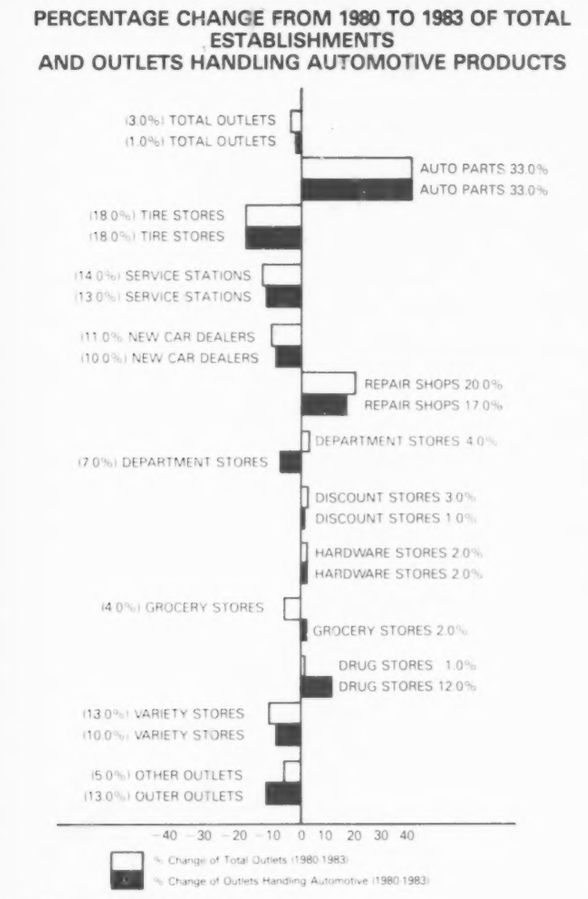
service management



Source: Automotive Parts & Accessories Assn.

Counter to trend in retail industry

Number of parts stores up

By Frank Gawronski
Service Editor

Contrary to the national trend that saw a decline in the number of stores in the retail field, the count of automotive parts outlets has increased almost 33 percent in three years, according to a study by the Automotive Parts & Accessories Assn.'s Foundation for Aftermarket Industry Research (FAIR).

The study, Retail Distribution of Automotive Products, recorded 38,000 auto parts stores in the U.S. in 1983, an increase of 9,400, since the study was first conducted in 1980, according to Pamela B. Smith, executive director of FAIR.

According to Smith, there are 1.75 million retail stores in the U.S. of which 518,700 handle some sort of automotive aftermarket product. The auto parts stores category, she said, includes chains and independents with more than half their sales volume going to retail customers.

Julian C. Morris, APAA president, credited much of the increase in auto parts stores to existing chains such as "Malone & Hyde, Perry Drug and Lucky Stores expanding or entering automotive retailing."

"This increase," he said, "is counter to the national trend that saw a drop in the number of all retail establishments.

• "Even though severe economic conditions forced closing of 58,000 retail outlets, consumers had as many places to shop for automotive products in 1983 as in 1980," Morris said.

In 1980, the survey indicates, 29 percent of the nation's retailers handled automotive items versus 30 percent in 1983.

Continuing the trend that began in the 1970s, the number of service stations kept declining, Smith said. The FAIR study found the number of stations dipped from 158,000 to 136,000 during the three-year period.

Also down, according to the study, was the number of new-car dealerships and tire stores, (see accompanying table), "evidence of the recession's severe impact upon these classes of retailers. There also were fewer variety stores handling automotive products."

"Consumers were still buying automotive products but shifting their sales to other outlets," Morris said.

The APAA survey found major gains in the number of specialty repair outlets, such as tuneup and quick lubrication shops, other repair shops, independent garages and drug stores with automotive sections. Discount, hardware and grocery stores recorded slight increases in the number of outlets handling automotive parts.

• "Drug stores have been particularly aggressive in entering the automotive aftermarket," Morris said. "Today, 30 percent of all drug stores carry some

Continued on Page 22, Col. 3

shop talk

By FRANCIS J. GAWRONSKI

K mart expands, cuts back

K mart Corp., which claims to be the second largest retailer in the world with sales of $18.6 billion, has entered a new phase of the automotive aftermarket while cutting back operations in another service area.

According to Maxwell G. Parsons, president of K mart Enterprises, the automotive and sporting goods division of the retail firm, the first K mart Auto Parts Centers in the U.S. made their debut recently at four K mart discount department stores in the Mobile (Ala.) area.

While entering the automotive parts aftermarket on a field-test basis, K mart is reducing its automotive service operations by subleasing several hundred of its service centers across the country.

Aimed at the do-it-yourself market, Parsons said the auto parts stores will stock more than 10,000 different items, all at discount prices. Among the products offered in the do-it-yourself format are carburetor kits, shock absorbers, alternators, starters, brake pads and fuel pumps.

Parsons said assistance from experienced counter personnel will be available during all center hours. As a convenience to customers, he said the centers will be open at 8 a.m. daily, with separate entrance and checkout registers. The parts centers will be "free standing

Continued on Page 28, Col. 3

Jaguar service to set up 18-month training cycle

By John A. Russell
New York Staff Writer

LEONIA, N. J.—Jaguar Cars, Inc., is expanding its service training program and working toward the goal of 18-month training cycles for technicians.

According to Phillip Ballingall, national service manager, while training has been conducted by the company for years, the new approach is more structured.

Dennis DeBruyn, national service training manager, termed it a "planned development program." He is putting together a group of courses which will cover the entire vehicle and then can suggest to a dealer which technicians should have specific courses.

"We will have the capacity to retrain every 18 months," he said.

Jaguar is spending five times as much on training now as in the past, he said.

DeBruyn, who recently joined Jaguar after holding a similar position with Volkswagen of America, added that he expects all courses to be in place by Oct. 1.

• The first course, a "threshhold" course, will be offered in the next few weeks and will start the cycle. This is a 4½-day course limited to new employes at a dealership and will cover such subjects as preparation - delivery - inspection and normal maintenance, according to Ballingall.

DeBruyn said the courses that follow will depend upon need and demand but there will be engine, chassis, electronics, auto transmission and climate control systems courses, among others. The length will be between two and five days. He said that all courses would be hands-on and performance-oriented.

Ballingall also said the com-

Continued on Page 34, Col. 5

Of emission-analyzer manufacturers

Pa. service stations seek probe

By Maurie H. Orodenker
Staff Correspondent

HARRISBURG, Pa. — The Pennsylvania and Delaware Service Stations Dealers Assn., representing some 2,000 dealers; the Automotive Service Council, with 1,200 members, and the Associated Retail Gasoline Dealers have asked the state's attorney general to investigate possible antitrust law violations by manufacturers of the auto emission test analyzers to be used in Pennsylvania.

The three groups of service-station operators charge the manufacturers conspired to fix the rate of their monthly service charges for the equipment to be used in the state's emissions testing program.

The manufacturers are: Bear Automotive Service Equipment Co., which operates a plant in Bangor, Pa., with its main plant in Milwaukee; Hamilton Test Systems, of Connecticut, and Allen Test Products, of Michigan. The complaint is being reviewed, according to a spokesman for Attorney General LeRoy Zimmerman.

Protector, Forsythe offer consumer product line

ELMHURST, Ill. — Protector Corp. and Forsythe Racing, of Wheeling, Ill., have announced a joint venture relationship to develop and distribute a new consumer product line called Finish First.

The Finish First product name incorporating the Protector logo made its debut on the Forsythe Racing Skoal Bandit car in the recent Indy 500. The line is comprised of a carnauba paste wax, upholstery sealant, car wash, spray 'n shine, chrome cleaner, vinyl treatment and mag wheel cleaner.

The groups claim the three manufacturers are each charging a monthly service fee of $125 to service their computerized emission analyzers, which have been approved by the state's Department of Transportation (PennDOT).

Clay Gregory, vice president of operations at the Bear plant, denied the companies agreed to the same fees. He said Bear also charges $125 for the same service to California testing stations.

He also said the services provided by the three manufacturers differ. Bear is the only one, said Gregory, that provides free replacement supplies for its testing units, making the service charge a competitive one. The free supplies include testing gas to calibrate the machine before each inspection and change of filters.

Al Joniec, sales manager for

Continued on Page 28, Col. 5

Chevy provides all-state service for new Sprint

LOS ANGELES. — Purchasers of Chevrolet's new Sprint, available initially in nine Western states, will be able to receive service on the vehicles no matter where they travel in the U.S.

According to Robert D. Burger, Chevrolet general manager: All Chevrolet dealers in the states where the Sprint is initially being sold (Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah and Washington) will have service, parts, trained technicians and essential tools required to provide full service for the cars.

Chevrolet dealers outside the nine-state area will be able to make repairs or adjustments of a standard nature, Burger said.

In addition, at least one Chevrolet area service manager in each zone has received specialized diagnosis and repair procedures training on the Sprint and will be able to assist dealers in resolving service problems.

Each of the 35 Chevrolet zone offices outside the nine-state area will also be equipped with a full set of Sprint "essential tools" necessary for service requirements of a more specialized nature. The "Warranty and Owner Assistance Information Booklet" in each vehicle contains the phone numbers and addresses of zone offices.

North Carolina dealers elect officers

The North Carolina Automobile Dealers Assn. has elected officers for 1984-85. From left, they are: Hubert B. Parks, Parks Chevrolet, Inc., Kernersville, treasurer; William P. Howard, Bell & Howard Chevrolet, Inc., Statesville, vice president; S. L. Shackleford, Dickinson Buick Co., Inc., Fayetteville, president; Guy P. Smith, Lexington Motor Co., Inc., Lexington, treasurer, and B. Wade Isaacs, Raleigh, executive vice president.

Contrary to trend in retail industry

Number of parts stores increases

Continued from Page 20

automotive products. This is a 1,600-store increase in three years, or 12 percent."

Morris said the survey indicates the department-store category remained relatively stable during the three-year period despite J. C. Penney Co.'s decision to get out of the automotive aftermarket business.

"This was due in a great part to Sears and Montgomery Ward," Morris said. "Both increased their commitments to their automotive lines."

In addition to explaining changes in the number of retail outlets from 1980 to 1983, Smith said the study sought to examine changes in product categories handled by the nation's retailers.

Aftermarket products were classified into five major categories: Chemicals, engine parts, safety/comfort/sound products, heavy parts and tires.

Generally, Morris said, the total percentage of retailers handling the five product categories showed little change. However, there were significant changes in product mix within the various classes of trade.

The most dramatic product change, according to FAIR, was in tires.

The number of tire dealers dropped by 2,600 from 1980 to 1983, and the total number of retailers handling tires fell by nearly 17,000 with sharpest declines occurring in service stations, new-car dealerships and auto parts stores.

"Perhaps because more auto parts stores are leaving sales to outlets equipped for installation," Morris said, "the percent of auto parts stores carrying tires dropped four percentage points to 34."

According to the study, chemicals, continued to be the most widely distributed products. They were available in 482,400 outlets, 93 percent of all retailers carrying automotive items.

The study, according to Smith, also examined retail operations by the number of the five major product lines they were handling.

Retailers carrying three or more categories were listed as full-line automotive operations; one or two categories were classified as intermediate-line outlets, and those with an assortment of auto products considered insufficient to qualify for intermediate were called limited-line outlets.

According to the survey, 41.5 percent of the 518,700 outlets selling automotive products to the public were full-line operations, 37.6 percent were intermediate, and 20.9 percent were liimted-line stores.

The greatest gain came from the intermediate-line outlets, increasing 13,500, or 7.5 percent. Repair shops accounted for 78.6 percent of the change, according to FAIR.

• Due mainly to the 26.5 percent dip in full-line service stations, FAIR noted that the percentage of full-line retailers fell from 43.4 percent in 1980 to 41.5 percent in 1983. There are only 62,600 full-line retailing service stations today, according to the study.

"The reduction in the full-line accounts has caused jobbers and traditional automotive warehouse distributors to move into retailing so that they can make up the lost volume, Morris said.

"The absence of product availability for consumers at service stations also has created tremendous market opportunities for other retailers," he said.

The survey found very little change in the limited-line category. The greatest activity was said to be among grocery stores, which grew by 1,700 outlets, or 6.9 percent.

Despite the considerable decreases in service stations and new-car dealerships, the FAIR report noted that other automotive operations brought the total number of service bays near the 1980 mark.

Bays per outlet ranged from an average of 8.7 for department stores to 2.0 for such automotive service operations as car washes, parking lots and recreational vehicle dealers.

Other information in the study includes geographic distribution and data on store sales volume. The study and a jobber supplement can be purchased from FAIR, 5100 Forbes Blvd., Lanham, Md. 20796.

New York dealers cancel Montreal convention

NEW YORK. — The Greater New York Automobile Dealers Assn. has canceled its plans for a convention in Montreal.

Instead, the association will hold its annual meeting June 26 at the Long Island Marriott Hotel.

Think of them as income-ing wounded.

New car sales will have their ups and downs, but you can always count on one thing: Accidents will happen.

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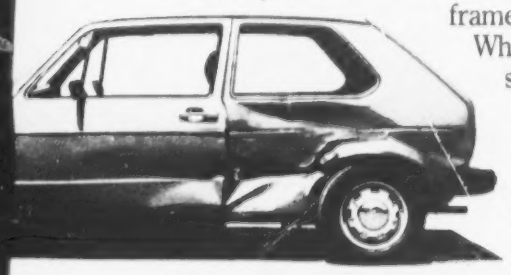

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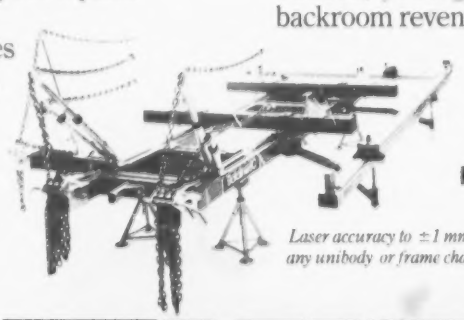

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Ford researcher presents his views

Analyst: Imports hike all car prices

EDITOR'S NOTE: *The following view of the import-domestic struggle and its affect on new-car prices is that of a Ford Motor Co. analyst. It is not an official position of the company.*

The "economies of scale" is an accepted concept — if you build 300,000 cars from one set of blueprints, the cost per unit is lower than if you build only 200,000.

The fact that imported cars have reduced domestic volumes, particularly in recent years, is obvious to all.

No analyst, academician or journalist I have ever met has disagreed with those two statements.

The only conclusion one can logically draw from those two accepted concepts is that imported cars have, by reducing domestic volume, increased the cost of domestic cars.

It also is well known that importers raise their prices at roughly the same rate as the domestic increases.

The end result is that all cars, both domestic and imported, now sell at a higher price than if only domestic cars were sold at the same total volumes.

Not only does logic support the contention that imported cars caused an increase in the price of all cars, the concept is fully supported by data.

As shown in the accompanying table, cars in 1973 were purchased in the U. S. for dollars earned by working 26.7 weeks. That was the lowest ever. And 1973 also was the highest volume year ever for domestic car sales.

Those two economic facts are inseparable — the highest volume gave buyers the lowest cost relative to weeks of work.

Imports have increased their share of market from 15.4 percent in 1973 to 25.9 percent in 1983, thus reducing domestic volumes.

In 1983, the average car cost 33.2 weeks of labor. This data clearly supports the logic that imported cars have increased the price of all cars.

It is agreed that federal mandates have increased the transaction price of cars (the transaction price is what the buyer pays, it is not the list price) but the transaction prices shown in the table have been adjusted for that factor.

The accumulated mandated cost from 1970 through 1983 is $1,213, and that accumulation would have occurred with or without imports, so mandated costs have been removed from the price data as the year-by-year accumulation occurred.

Not shown, but available, is the fact that the weeks of work required to buy a car declined from 1960 to 1973. This was a period of relatively low import growth, with domestic volumes experiencing long-term growth.

Another factor that requires discussion is the proliferation of models. A company building one million cars of a single nameplate each year has a lower per-unit cost than a company building 333,000 of Car A, 333,000 of Car B and 333,000 of Car C per year.

Nameplate proliferation increases per-unit costs unless total volumes expand. In the 1960-1973 period, there was considerable nameplate proliferation as small cars, small sporty cars and the various mid-size cars came into the market.

Long-term volume gains, manufacturing efficiency improvements and the lower prices of smaller cars offset these proliferation costs in 1960-1970. Proliferation costs were contained, as was the low-level encroachment of imports, in the 1960-1970 period.

After 1970, no significant increase in nameplates was seen, so nameplate proliferation was not a significant factor in the post-1973 increase in car transaction prices relative to wages.

As a side note, the highest-volume nameplate in 1970 was the full-size Ford, with 837,200 sales. In 1983, the highest volume was 326,300 for Escort (Cutlass and Cutlass Supreme combined were in the same range).

• At this point we have removed government mandates and model proliferation from the list of significant reasons for the 1974-1983 increase in price relative to wages.

There are other factors to consider. One is the recent voluntary upscale movement to more large cars and more options.

Those actions do affect short-term transaction price movements, but transaction prices increased relative to wages in 1979 and 1980 when the mix of cars was moving to smaller, more austere cars.

Transaction prices in 1979 and 1980 went up less than list prices, but still went up more than wage rates, thus increasing the number of weeks required to buy a car.

As a corollary note, in 1981 and 1982, the years of the lowest domestic volumes in modern times, list prices on domestic cars went up more than the inflation rate. I can find no other time that that happened.

We can now remove mix changes as a dominant long-term reason for the increase in transaction price vs. wages that began in 1974.

Another factor to consider is the secondary economic impact of imported cars. The primary

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Air-spring fault brings recall of 37,000 Lincolns

DEARBORN, — Ford Motor Co. is recalling approximately 37,000 '84 Lincoln Continental and Continental Mark VII cars for replacement of the solenoid valve that controls the leveling feature of the electronic air suspension system.

John P. King, service engineering manager of Ford Parts and Service Division, said that air suspension systems may become inoperative as a result of corrosion in the solenoid valve.

Ford said that about 1,000 of these vehicles equipped with 2.4-liter diesel engines also need replacement of the water-in-fuel sensor. The cars involved were built from the start of the '84-model production through April 4, 1984.

"The water-in-fuel sensor may be incorrectly wired, resulting in failure of the water-in-fuel warning lamp on the instrument panel to light," said King.

"If there is excess water in the diesel fuel and water is circulated to the injection jump, damage to fuel injectors could result."

We Care About Your Confidence!

Members of the National Auto Auction Association have always been strong supporters of the Federal Odometer Law and we encourage our customers to abide by this law. Evidence of our position is shown in the following resolution adopted by our Board of Directors, February 18, 1983:

RESOLVED, that whereas the National Auto Auction Association recognizes that the buyers of used vehicles, both private individual and automobile dealers, rely heavily on the odometer readings in determining the value of used vehicles, and

WHEREAS, the National Auto Auction Association acknowledges that odometer tampering throughout the nation, in both the private and public sectors creates severe problems for all segments of the automobile industry, and most especially for auto auctions, whose primary role is not of owner, but normally as a conduit for the sale, and

WHEREAS, the National Auto Auction Association was instrumental and is strongly supportive of the enactment of the legislation to prevent odometer tampering, and

WHEREAS, the National Auto Auction Association Code of Ethics states, "We will comply with the National, State and local laws and rules that regulate the conduct of the automobile auction business", and

WHEREAS, it is the belief of the National Auto Auction Association that the welfare of consumers, and dealers alike would be better served if the practice of odometer tampering by both the public and private sectors was totally eliminated, and be it

RESOLVED, that the National Auto Auction Association continues to show strong support for enforcement of the federal odometer law, and be it

FURTHER RESOLVED, that the National Auto Auction Association calls upon its members to support the law, and to work with local, state and federal authorities in their investigation, and be it

FURTHER RESOLVED, that the National Auto Auction Association believes that the final solution to the odometer problem lies not in the investigation or enforcement in only one aspect of the automotive industry, but in complete nation-wide enforcement which does not put any segment of an industry, at a competitive disadvantage, and be it

FURTHER RESOLVED, that the National Auto Auction Association calls upon all states to promptly adopt the universal title concept and to provide for the insertion of mileage on the title, and to take immediate steps to implement such a program, and be it

FURTHER RESOLVED, that the National Auto Auction Association strongly urges the manufacturers of automobiles, both domestic and import, to develop a tamper-proof odometer, and be it

FURTHER RESOLVED, that the National Auto Auction Association calls upon the congress of the United States to appropriate adequate funding, so that enforcement of the federal odometer law can be carried out on a uniform, and comprehensive basis through the nation, and be it

FURTHER RESOLVED, that all authorities involved with the investigation, enforcement, and adjudication of the perpetrators of this serious crime be directed to emphasize prompt investigations, strong enforcement, and to hand down severe penalties, including, but not limited to the suspension for one year of the business license of any automobile dealer who is convicted of violation of the odometer law, and be it

FURTHER RESOLVED, that private individuals who are found guilty of this serious crime also be handed down severe penalties including both fines and/or imprisonment for violation of the odometer regulation so as to protect the general public and consumer from such fraudulent acts.

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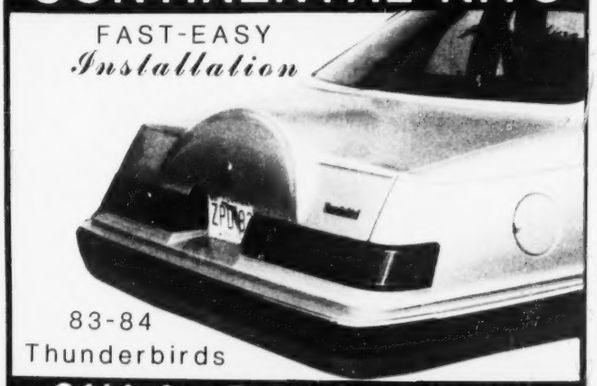
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Ford researcher presents his views

Analyst: Imports hike all car prices

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impact of imported cars — the one-for-one reduction of domestic cars — is well recognized. The secondary impact is seldom discussed.

In the secondary impact, the one-for-one substitution reduces the need for tires, steel, aluminum, etc. — the gut industries of our economy — and therefore reduces jobs in supplier industries, and those job reductions deepen recessionary cycles by reducing the purchase of shoes, clothing, appliances, etc., etc.

Recovery cycles also are limited by the secondary economic impact. Today's "recovery" with high unemployment is a real-life example.

• Yet another factor is the reduction in the mix of better-paying, goods-producing jobs.

Today, we have a "recovery" with high unemployment and, of the people working, we have a higher mix of lower-paying jobs than we would have if we had retained more of our basic, goods-producing industries.

In other words, the car-price/wage ratio is further hurt by the reduction of the productive, higher-paying jobs inherent in import-impacted industries.

Next, look at the price increases for imported cars. They increase at roughly the same rate as the increases on domestic cars. Obviously, all car prices have increased and all buyers pay more for cars.

Also, imports went up at the same rate as domestics prior to the unit limitation. The limitation has had no short-term effect on basic pricing policies of either the domestics or the importers. (A separate paper is available on that subject.)

This point — the importers raising prices at the same rate as domestics both before and during the unit limitation — is the factor that runs counter to all of the economic theories.

To put it bluntly, the importers don't react to economic theory, they react to profits. And they make profits by cutting domestic volumes, raising domestic prices and then matching the domestic price.

Another point — yes, it is true that competition has forced the domestic manufacturers to be even more efficient. Yet the higher volumes of the early 1970s gave buyers more car for less hours of wages. The increased efficiencies have not totally offset the loss of volume.

And finally, yes, the domestic auto industry, manufacturers and major suppliers, earned a 4 percent return on sales in 1983. But they lost much in the preceding years. There really isn't much room for lowering prices to test the market for additional marginal buyers.

In summary, it is known and agreed that lower volumes equal higher costs per unit. It is known and agreed that imports raise their prices at approximately the same rate as domestics. It is a fact that car prices have increased relative to wages since 1973, when imports began to seriously cut domestic volumes.

Yet everyone "knows" that imported cars are beneficial as they keep prices down. Their "knowledge" runs counter to both logic and fact, as both indicate that imports have increased the price of all cars in the U. S.

	Transaction Price, All Cars	Weeks Earnings To Buy Car	Import Share of Market (Pct.)
1970	$3,510	29.3	15.2
1971	3,709	29.1	15.4
1972	3,818	27.9	14.8
1973	3,877	26.7	15.4
1974	4,156	26.9	16.0
1975	4,546	27.8	18.3
1976	5,002	28.5	14.8
1977	5,378	28.5	18.4
1978	5,939	29.2	17.8
1979	6,400	29.1	21.7
1980	6,999	29.8	26.4
1981	7,866	30.8	27.1
1982	8,705	32.6	27.6
1983	9,317	33.2	25.9

Transaction Price: Bureau of Economic Analysis, Department of Commerce, adjusted by subtracting each year the accumulation of the Bureau of Labor Statistics, U.S. Department of Labor, values for mandated equipment. All cars, domestic and foreign.

Weeks Earnings to Buy: Nonsupervisory Gross Weekly Earnings, BLS applied to the transaction price shown.

Import Share: Manufacturers reported sales.

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Computer firm helps dealers figure replacement costs

NEW YORK. — Cost Information Systems has added capability for property appraisals of automobile dealerships.

Universal Underwriters Group integrated a computer-based property assessment system, developed by Cost Information Systems, into its building appraisal operation. The computer figuratively rebuilds each individual dealership building from the ground up in order to calculate replacement construction costs.

The result — according to Cost Information Systems, which is a division of McGraw-Hill Information Systems Co. — is an accurate replacement cost estimate that reflects each structure's special characteristics, as well as the prevailing construction labor rates and materials' costs of the community in which it is located.

Cost Information Systems said that it worked closely with Universal Underwriters to customize its replacement cost system to meet the special requirements of auto and heavy-equipment dealerships.

A detailed evaluation form is completed on-site by the insurance firm's agents. Completed forms, which provide a thorough structural profile, are sent to the firm's regional offices, where computer operators key in the data on terminals.

The Information is transmitted to Cost Information Systems, which generates a replacement cost estimate using its database of current costs for 12,000 construction components and labor rates for 22 trades in 620 zip code areas nationwide.

The estimates are then transmitted electronically to Universal Underwriters. The entire cycle takes as little as 48 hours.

Colorado court upholds license suspension

DENVER. — The Colorado Court of Appeals has upheld a license suspension ordered by the Colorado Motor Vehicle Dealer Licensing Board against Hayden Bros. Auto Sales, Sheridan, a used-car dealership owned by Bobby G. Hayden.

The Board ordered the dealership closed for 14 business days in May, 1980, after a hearing in which the dealer was found guilty of failing to deliver the title to a vehicle which it sold and employing an unlicensed salesman. Hayden appealed and the order was stayed during the appeal process.

U. S. cars up 22 pct. for March; imports slip

Month's registrations post solid gain

Continued from Page 1

cent, to 196,802 from 205,643 last year.

Total new-car registrations were 724,911 in March of 1983 and 782,327 in February of this year.

For the month, General Motors and Ford Motor Co. increased their portions of the market as American Motors and Chrysler joined the imports as losers. GM gained 4.30 percentage points and Ford was up 2.35 percentage points. AMC dropped 0.76 percentage points, Chrysler was down 1.31 percentage points, imports lost 4.57 percentage points and miscellaneous domestics disappeared to 0.00 percent from 0.01 percent.

• Of the individual domestic makes, Chevrolet made the most impressive gain in March, up 3.33 percentage points, to 16.84 percent from 13.51 percent of the total market last year.

GM's share of the domestics-only total was 60.97 percent this year, up from 58.85 percent in 1983. Ford climbed to 24.52 percent from 22.80 percent. Chrysler was squeezed back to 12.03 percent from 14.62 percent and AMC slipped to 2.48 percent from 3.72 percent. Miscellaneous domestics no longer held a piece of the market dropping to 0.00 percent from 0.01 percent.

The market-class breakout left intermediates with the largest segment, 27.18 percent. Imports were second with 23.80 percent, followed by compacts at 17.80 percent, subcompacts at 13.34 percent, standards at 10.57 percent and luxury models at 7.31 percent.

A year earlier, intermediates represented 25.12 percent, imports had 28.37 percent, compacts had 15.94 percent, subcompacts had 11.58 percent, standards had 13.83 percent and luxury cars had 5.16 percent of the total.

• Registrations for the first three months of 1984 were up 25.20 percent compared with the 1983 total, and up 40.71 percent from 1982. The corresponding figures were: 2,364,869 in 1984; 1,888,868 in 1983, and 1,680,629 in 1982.

Imports were up in the numbers but down in penetration in the first quarter. Their first-quarter total this year was 588,130 (24.87 percent of the market), up 5.44 percent from 557,780 (29.53 percent of the market) the first quarter of 1983.

Domestic registrations were up 33.48 percent, to 1,776,739 from 1,331,088. Two years ago the domestic total was 1,182,356.

For the quarter, GM and Ford showed strength and the competition faded. GM gained 3.13 percentage points and Ford was up 2.31 percentage points. Imports dropped 4.66 percentage points, Chrysler was down 0.14 percentage points, AMC was off 0.63 percentage points and miscellaneous domestics were erased.

Excluding imports, GM captured 59.86 percent of the first-quarter, 1984 market, up from 59.37 percent a year earlier. Ford climbed to 25.27 percent from 23.66 percent. Chrysler dropped to 12.23 percent from 13.24 percent. American Motors likewise fell, to 2.64 percent from 3.71 percent, and miscellaneous domestics had no share, down from 0.02 percentage points.

Increased staffs are reported for Ford dealerships

DETROIT. — Employment at Ford Motor Co.'s 5,600 dealerships across the U.S. has increased by 10 percent from year-ago levels, a company official said.

Dealership employment at the end of the first quarter was 171,962, compared with 156,230 in the corresponding period of 1983, according to Philip E. Benton Jr., vice-president, Sales Operations.

"The most significant employment increase was recorded in dealership new-vehicle sales staffs, which grew 15 percent from 35,212 a year ago to 40,640 currently," he said.

Employment changes in other dealership job categories during the period were as follows: Used-vehicle sales, 20,733, up 13 percent; parts sales, 19,164, up 6 percent; service, 67,783, up 9 percent, and administrative/clerical, 23,642, up 7 percent.

Olympic flame

This special Olympic version of the Sun Blazer GMC Jimmy four-wheel-drive conversion by ASC, Inc., is equipped with a special blue and white paint scheme and both a hard and soft top. ASC is in Southgate, Mich.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
MARCH, 1984 VS. MARCH, 1983

	1984 Month	1984 Year	1983 Month	1983 Year
AMC Alliance FWD	8,062	23,792	13,591	33,281
Encore FWD	6,123	17,321		
Spirit			695	2,034
Concord			1,289	3,793
Concord SW			510	1,902
Eagle 4WD	313	1,099	1,040	2,924
Eagle 4WD SW	1,325	4,760	2,184	5,469
TOTAL AMC	15,823	46,972	19,308	49,403
Chrysler Laser FWD	4,095	12,005		
LeBaron FWD	6,578	18,246	6,363	15,073
LeBaron SW FWD	793	2,459	933	2,136
E-Class/New Yorker FWD	6,704	20,110	5,852	13,052
Cordoba			1,575	3,495
New Yorker Fifth Avenue/Newport	5,824	15,654	7,489	17,250
Imperial			205	546
Total	23,994	68,474	22,417	51,552
Plymouth Horizon FWD	6,806	19,219	4,075	9,680
Turismo FWD	3,704	9,974	2,856	6,604
Reliant FWD	9,003	25,474	13,038	28,065
Reliant SW FWD	3,337	9,812	4,801	10,341
Gran Fury	1,216	2,821	1,963	4,419
Total	24,066	67,300	26,733	59,109
Dodge Omni FWD	5,420	15,701	3,727	8,888
Charger FWD	4,360	11,552	3,117	7,341
Daytona FWD	3,632	9,969		
Aries FWD	6,286	19,286	7,703	20,330
Aries SW FWD	2,625	8,486	3,444	8,319
600 '84/400'83 FWD	1,802	4,929	3,155	7,544
Diplomat	1,562	3,430	2,396	5,474
Mirada			524	1,289
600 FWD	2,802	8,195	2,674	6,397
Total	28,489	81,548	26,740	65,582
TOTAL CHRYSLER CORP.	76,549	217,322	75,890	176,243
Ford Escort FWD	22,231	61,993	20,998	55,500
Escort SW FWD	7,099	20,456	7,928	19,900
EXP FWD	2,209	5,245	1,948	5,114
Fairmont			7,867	28,957
Tempo FWD	19,705	61,834		2
LTD	10,619	32,318	9,148	27,947
LTD SW	4,515	13,083	3,777	10,616
LTD Crown Victoria	10,801	28,466	9,839	24,531
LTD Crown Victoria SW	2,391	7,163	2,151	6,026
Mustang	10,460	31,465	10,209	26,708
Thunderbird	12,811	38,873	6,927	9,616
Total	102,841	300,896	80,792	214,917
Lincoln Town Car	6,968	15,166	3,897	10,853
Mark VII	2,937	9,702	2,330	6,339
Continental	1,788	4,822	1,565	4,520
Total	11,693	29,690	7,792	21,712
Mercury Lynx FWD	4,345	12,756	4,959	13,282
Lynx SW FWD	1,177	3,446	1,441	4,157
LN7 FWD			572	1,704
Capri	1,746	5,222	2,061	6,132
Zephyr			2,625	8,709
Topaz FWD	6,041	18,782		
Marquis	6,567	18,147	3,624	11,010
Marquis SW	1,058	3,166	1,038	3,216
Grand Marquis	10,275	26,726	8,501	21,868
Grand Marquis SW	1,233	3,510	1,191	3,171
Cougar	9,075	26,599	3,816	5,049
Total	41,517	118,354	29,828	78,298
Lincoln-Mercury Division Total	53,210	148,044	37,620	100,010
TOTAL FORD MOTOR CO.	156,051	448,940	118,412	314,927
Buick Skylark FWD	7,914	23,000	8,947	22,290
Skyhawk FWD	8,276	20,026	5,066	12,872
Skyhawk SW FWD	813	2,150	942	2,137
Century FWD	13,063	37,874	9,834	26,164
Century SW FWD	2,452	5,817		
Regal	16,329	47,444	18,706	45,574
Regal SW			1,209	3,202
LeSabre	12,185	34,007	10,335	25,266
Electra	5,786	17,411	5,583	14,363
Electra FWD	134	241		
Buick SW	1,257	3,412	1,703	3,910
Riviera FWD	4,490	12,978	3,773	10,323
Total	72,699	204,360	66,098	168,101
Cadillac Deville	10,063	29,398	10,340	26,612
DeVille FWD	90	203		
Cimarron FWD	1,519	4,498	1,682	4,494
Fleetwood and Chassis	3,773	11,718	3,663	10,063
Fleetwood FWD	32	90		
Eldorado FWD	5,291	15,931	5,271	14,064
Seville FWD	2,808	8,239	2,421	6,371
Total	23,576	70,077	23,377	61,604
Chevrolet Chevette	16,267	46,160	14,833	39,476
Camaro	16,117	44,041	13,264	35,184
Cavalier FWD	21,693	59,201	11,293	27,912
Cavalier SW FWD	7,142	19,744	4,028	9,488
Citation FWD	14,520	26,042	8,178	26,121
Malibu			4,915	12,327
Malibu SW			4,683	11,773
Celebrity FWD	19,298	55,513	9,781	28,728
Celebrity SW FWD	9,360	18,876		
Monte Carlo	12,539	33,127	7,789	21,141
Impala	4,340	11,865	3,745	9,499
Caprice	12,209	34,240	9,957	25,232
Chevrolet SW	4,622	12,879	4,477	10,959
Corvette	2,528	7,144	968	3,130
Total	140,635	368,832	97,911	260,970
Oldsmobile Omega FWD	3,350	10,628	4,329	11,147
Firenza FWD	3,543	9,631	2,332	6,413
Firenza SW FWD	1,179	3,117	906	2,087
Cutlass Ciera FWD	17,148	48,660	12,496	31,714
Cutlass Ciera SW FWD	3,402	7,907		
Cutlass Supreme/Calais	31,450	87,030	26,340	63,414
Cutlass SW			1,856	4,799
Delta 88	19,116	51,860	17,398	42,513
98	8,037	26,125	9,188	23,589
98 FWD	253	459		
Oldsmobile SW	2,777	7,427	2,193	5,403
Toronado FWD	3,214	9,672	2,954	7,813
Total	93,469	265,516	79,992	198,892
Pontiac 1000	2,175	6,524	2,531	7,790
Firebird	8,597	22,781	7,367	20,549
2000 Sunbird FWD	8,744	22,889	5,561	13,131
2000 Sunbird SW FWD	1,067	2,853	905	2,257
Phoenix FWD	989	3,277	2,353	7,289
Bonneville	5,783	17,300	5,458	13,379
Bonneville SW			1,083	2,896
6000 FWD	8,535	23,470	5,877	15,728
6000 SW FWD	1,738	4,329		
Grand Prix	6,358	17,912	7,096	17,679
Parisienne	2,996	8,300		
Pontiac SW	1,313	3,374		
Fiero	9,394	24,651		
Total	57,689	157,660	38,231	100,698
TOTAL GM CORP.	388,068	1,063,445	305,609	790,265
Checker			28	183
Miscellaneous Domestic	18	60	49	250
Domestic Station Wagon Total	62,675	168,226	53,383	134,164
Domestic Grand Total	636,509	1,776,739	519,268	1,331,088
Import Total	198,802	588,130	205,643	557,780
Grand Total All Registrations	835,311	2,364,869	724,911	1,888,868

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available.

In some Galants, Starions

Mitsubishi introduces 3-valve engine

By John Hartley
Staff Correspondent

TOKYO. — Intent on gaining some ground in the specialty-car market, Mitsubishi has introduced a novel three-valve engine design.

The engines are being fitted in some versions of the Galant front-drive sedan and the Starion coupe.

There are two inlet and one exhaust valves per cylinder, but at low speeds only one inlet is opened. At high speeds, both are operated and in this way Mitsubishi claims performance at all speeds is improved.

Based on the 2-liter Sirius engine, the new Sirius Dash unit is available in turbo form only. The 12 valves are all operated from a single overhead camshaft via rockers, as on the new range of Honda engines and the combustion chamber is part spherical.

To obtain this dual mode of operation, an unusual form of valve actuation is used. The primary inlet valve is operated in the normal way, so that it is opened and closed at all speeds.

However, the rocker for the secondary valve incorporates a device to allow the valve to remain inoperative at low engine speeds. In fact, this is the same mechanism that is used by Mitsubishi on the modulated-displacement engine fitted to the small Lancer sedan.

In normal circumstances, the secondary valve comes into operation at speeds over 2,500 RPM. At lower speeds, only the small primary inlet valve is opened — it is 1.14 inches in diameter—so the mixture enters the cylinder in a highly turbulent fashion.

To give good breathing at high speeds, the secondary valve is 1.46 inches in diameter.

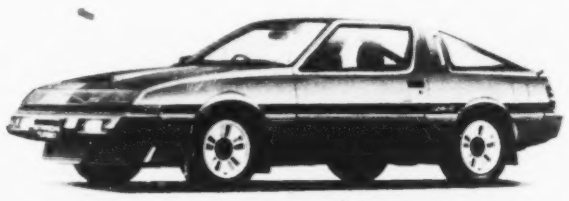
The Sirius Dash is a fuel-injection engine, but it is unusual in that there are two injectors spraying fuel into the intake manifold. With the new system, only one of the injectors operates below 2,500 RPM, so the fuel flow can be more easily balanced to the air flow.

There is also a two-stage wastegate control for the TC-05 turbocharger so maximum boost is available at all times.

With these modifications, Mitsubishi has been able to increase the power output of the Sirius engine. Torque is increased from 180 pounds-feet at 2,500 RPM to 205 pounds-feet at the same speed, so the car should accelerate very rapidly.

Because this engine is expensive, the concept is applied to the turbocharged version only and it is to be offered in only one Galant and one Starion model.

Mitsubishi aims to sell only 300 units in Japan monthly and has no plans to export it.



Three-valve engine for Starion, Galant

Some Mitsubishi Starion coupes (above) and Galant front-drive sedans are being fitted with a novel three-valve engine. There are two inlet and one exhaust valves per cylinder.

96.1 percent of Interstate System is open

WASHINGTON. — Federal Highway Administrator Ray A. Barnhart announced that 96.1 percent of the nation's Interstate Highway System is open to traffic.

Barnhart said that 40,835 miles of the 42,500-mile system have been brought into service. Included in the total are 83 miles that were put into service during 1983.

He added that various improvements are still required on some portions of the open Interstate System. These improvements range from the construction of additional lanes and control of access to the posting of signs along roadsides and other final phases of construction.

"Construction is under way on 579 new miles of Interstate highways," Barnhart said. "Engineering or right-of-way acquisition prior to actual highway construction is in progress on an additional 865 miles."

In addition, route location approval is pending on 64 miles for which public hearings have been held, while 157 miles have not yet advanced to the public hearing stage.

When completed, the Interstate System will consist of 32,730 miles of rural and 9,770 miles of urban highways, for a total of 42,500 miles. Currently, 31,756 miles, or 97 percent of the rural mileage and 9,075 miles, or 92.9 percent of the urban mileage, are open to traffic.

factories list auction dates

Continued from Page 55

June 28—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Ford Motor Co.

June 12—Harrisonburg Auto Auction, Harrisonburg, Va.

June 13 — Northway Exchange, Clifton Park, N. Y.; Brasher's South California Auto Auction, Fontana, Calif.

June 14—Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas.

June 20—Concord Auto Auction, Acton, Mass.; Lakeland Auto Auction, Lakeland, Fla.

June 21—Nashville Auto Auction, Nashville; 166 Auto Auction, Springfield, Mo.

June 27—Golden Gate Auto Auction, Fremont, Calif.; Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 28—Aptco Auto Auction, Taylor, Mich.; Skyline Auto Exchange, Fairfield, N. J.

June 29—Denver Auto Auction, Englewood, Colo.

General Motors

June 12—Florida Auto Auction of Orlando, Ocoee, Fla., and Southern Auto Auction, East Windsor, Conn.

June 13—Kansas City Automobile Auction, Kansas City, Mo.

June 14 — Indianapolis Auto Auction, Indianapolis, Ind.

June 19—166 Auto Auction, Springfield, Mo.

June 20—Clanton's Auto Auction, Darlington, S. C., and Salt Lake City Auto Auction, Salt Lake City, Utah.

June 21—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago, Ill.

June 26—South Seattle Auto Auction, Inc., Kent, Wash.

June 27—Brasher's Auto Auction, Fontana, Calif.

June 28 — Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Grand Prairie, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Model breakdown
Auction Averages

	JUNE	MAY	APRIL
1984	$11,336	$11,393	$13,891
1983	8,513	9,040	8,850
1982	6,335	6,165	6,589
1981	5,253	5,193	5,344
1980	5,142	4,345	4,621
1979	4,590	3,671	4,008
1978	2,671	2,431	2,910
1977	2,160	1,893	2,159
Overall Average	$ 5,403	$ 5,372	$ 5,418

Used Car Sales
Auction Averages

June to date	$5,403
Month ago	$5,695
Year ago	$5,303

White is silver

G. W. White Jr., Gordon White Motors, Inc., Cuthbert, Ga., receives a 25-year-dealer award from J. A. Martabano, Oldsmobile's Jacksonville (Fla.) zone manager.

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Use Automotive News
Classified Section

As total tops a million

May new-car sales best since '79

Continued from Page 2

year-ago total with 12,366 last month compared with 3,288 a year earlier.

There were 26 selling days this May compared with 25 in 1983. On a daily-rate basis, sales for the month were up 22.59 percent to 30,895 from 25,202.

GM moved up to 61.46 percent from 60.10 percent of the domestic market last year, and Ford was up to 22.16 percent from 21.73 percent. Chrysler lost ground, down to 11.81 percent from 13.40 percent, AMC dropped to 1.88 percent from 2.90 percent and VW slipped to 1.15 percent from 1.35 percent. Honda grew to 1.54 percent from 0.52 percent in 1983.

Two domestic makes — Buick and Oldsmobile—reported best-ever sales in May, setting records not only for the month but for any month in their sales histories.

Several imports also announced record sales in May, including top-seller Toyota, Volvo, Mercedes-Benz and Audi. Saab had its best May and strung its line of consecutive record months to 26. BMW reported an any-month record of 7,457 sales in May.

Imports dropped to 23.26 percent of the market in May from 24.69 percent last year. They were up from the unusually low 19.47 percent earned in April, 1984.

Market segments for the total market, May, 1984, were as follows: Intermediates at 26.62 percent, compacts at 18.62 percent, subcompacts at 13.28 percent, standards at 10.74 percent, luxuries at 7.48 percent and imports at 23.26 percent.

Excluding imports, the market was made up of intermediates at 34.69 percent, compacts at 24.27 percent, subcompacts at 17.30 percent, standards at 14.00 percent and luxury models at 9.74 percent.

Third-period domestic sales were up 33.82 percent, to 338,236 from 252,748 a year ago, highest for that period since 353,408 in 1978. GM passenger-car sales of 205,314 were record-setting and also were the best for any 10-day period in more than three years.

Along with GM's 34.21-percent increase was a 35.17-percent sales climb for Ford, a 22.18-percent jump for Chrysler and a 42.93-percent gain for VW. AMC dipped 9.05 percent while Honda multiplied its year-ago sales by six.

Where auto market was in May

	Total Sales	Pct. of Total
SUBCOMPACT	138,991	13.28
COMPACT	194,921	18.62
INTERMEDIATE	278,671	26.62
STANDARD	112,450	10.74
LUXURY	78,240	7.48
IMPORT	243,532	23.26
TOTAL	1,046,805	100.00

Glimmer of hope seen in German auto strike

Continued from Page 8

costs and reduce competitiveness, therby jeopardizing job projects over the longer term.

However, an offer by the Baden-Wurttemberg employers of a two-stage reduction for line workers to 38 hours was quickly rejected by the union. The employers said it would create 23 percent more jobs: The union said it would add only 14 percent.

• Focal points for the strike actions are in the states of Baden-Wurttemberg (where Bosch and other suppliers are located) and Hesse (Adam Opel and other component makers). The action by some 25,000 of IG Metall's 2.6 million members has resulted in about 350,000 workers paid off or locked out in companies across the country.

The longer-term effects of the strike are being watched closely by other parties outside the Federal Republic. Trade unionists have agreed to press toward a Euroean-wide acceptance of the 35-hour week, so the events are being monitored by IG Metall's opposite numbers in France, Italy and the UK — and by the UAW in the U.S.

The terms of the settlement will set the tone for demands in other industrialized countries.

U.S. CAR SALES BY MARKETING UNITS

	May, 1984	May, 1983	5 mos., 1984	5 mos., 1983
Chevrolet	178,439	122,471	722,953	523,623
Ford	115,477	93,818	546,188	395,102
Oldsmobile	113,465	92,265	507,148	410,659
Buick	96,416	81,234	413,577	344,354
Toyota	60,506	50,147	211,622	225,631
Pontiac	76,076	55,816	318,378	204,275
Nissan	52,374	44,621	197,847	221,465
Mercury	48,014	34,785	221,693	153,098
Honda	46,665	36,946	219,614	160,963
Dodge	38,545	34,408	176,124	147,473
Plymouth	31,847	35,091	144,899	135,451
Cadillac	30,006	26,891	136,305	117,766
Chrysler/Imperial	29,773	22,792	133,144	103,904
AMC-Renault	16,068	21,621	84,701	97,196
Mazda	16,154	14,515	67,807	73,815
Volkswagen of America	31,584	18,699	130,740	89,478
Subaru	14,305	12,995	64,243	65,089
Lincoln	14,515	8,293	62,109	39,867
Volvo	10,210	8,421	47,808	39,524
Mercedes-Benz	6,919	6,630	34,600	28,952
BMW	7,457	4,706	30,290	20,647
Mitsubishi	4,016	2,300	16,487	11,249
Saab	2,602	2,014	14,707	10,794
Isuzu	1,676	1,098	6,342	7,755
Jaguar	1,603	1,658	7,045	6,152
Peugeot	1,743	1,173	8,040	5,990
Fiat	.....	752	.....	3,627
Alfa Romeo	350	340	1,371	1,238
TOTAL	1,046,805	836,790	4,525,509	3,645,377

Chevrolet includes Sprint; Honda includes imports and domestics; VWoA includes all VWs plus Porsche and Audi; Fiat includes Lancia; Dodge includes Colt, Challenger, Vista; Plymouth includes Colt, Challenger and Vista.

IMPORTED CAR SALES

	May, 1984	May, 1983	5 mos., 1984	5 mos., 1983
Alma Romeo	350	340	1,371	1,238
Audi	7,620	3,965	32,009	16,650
BMW	7,457	4,706	30,290	20,647
Chevrolet Sprint	732	.....	732	.....
Conquest/Challenger	244	1,624	1,965	6,696
Plymouth Colt	1,857	2,413	11,663	11,957
Dodge Colt	1,872	2,569	13,106	13,970
Fiat	.....	685	.....	3,226
Honda	34,299	33,658	165,991	149,350
Isuzu	1,676	1,098	6,432	7,755
Jaguar	1,603	1,658	7,045	6,152
Lancia	.....	67	.....	401
Mazda	16,154	14,515	67,807	73,815
Mercedes-Benz	6,919	6,630	34,600	28,952
Mitsubishi	4,016	2,300	16,487	11,249
Nissan	52,374	44,621	197,847	221,465
Peugeot	1,743	1,173	8,040	5,990
Porsche	2,162	1,616	10,745	8,923
Renault	937	3,329	5,145	12,342
Saab	2,602	2,014	14,707	10,794
Conquest/Sapporo	233	1,294	1,668	5,170
Subaru	14,305	12,995	64,243	65,089
Toyota	60,506	50,147	211,622	225,631
Vista	1,079	.....	4,892	.....
Volkswagen	12,582	4,907	50,684	31,514
Volvo	10,210	8,421	47,808	39,524
TOTAL	243,532	206,746	1,006,809	978,500

SERVICE INDEX 115.1*

	April, '84 vs. April, '83	4 mos., '84 vs. 4 mos., '83
Gross Profit on All Labor and P&A Sales	+16.8%	+18.9%
Repair Orders Written	+ 6.3%	+10.3%
Total Labor Sales (Customer & Warranty)	+15.4%	+17.4%
Shop Parts Sales (Customer & Warranty)	+21.4%	+24.1%
Sales of All Parts and P&A	+17.9%	+22.5%

*—Survey by Automotive News shows that dealers' service and parts business in April, 1984, was 115.1 percent of business in April, 1983. Service business in the four months of 1984 was 118.6 percent of business in the corresponding period in 1983.

Service Index advances again

Continued from Page 1

Index are averages compiled from reports on shop business from a cross-section of the nation's new-car dealers.

For the four-month period of 1984, service and parts business in dealerships was 118.6 percent of the volume for the same period of 1983.

Shop parts sales escalated 24.1 percent during the period, while sales of parts and accessories were up 23.1 percent, and gross profit climbed 18.9 percent.

Labor sales increased 17.4 percent for the January-April period, while repair orders written jumped 10.3 percent.

DOMESTIC CAR SALES

	May 20 to May 31, 1984	Same Period, 1983	May, 1984	Same Month, 1983	Jan. 1 to May 31, 1984	Same Period, 1983
Alliance	3,000†	.....	7,960	12,163	41,629	58,680
Encore	2,729†	.....	5,269	.....	28,695	.....
Renault Total	5,729†	.....	13,229	12,163	70,324	58,680
Spirit	.....	.....	.....	791	.....	3,127
Concord	.....	.....	.....	2,951	.....	9,376
Eagle	902†	.....	1,902	2,386	9,232	13,671
AMC Total	902†	.....	1,902	6,128	9,232	26,174
AMERICAN MOTORS	6,631	7,291	15,131	18,291	79,556	80,894
Horizon	2,886	2,327	6,832	5,404	34,532	19,245
Turismo/TC3	2,101	1,712	4,639	3,940	20,011	14,296
Reliant	6,856	6,984	15,635	19,779	67,559	75,054
Plymouth	961	983	2,122	2,261	7,106	9,729
Plymouth Total	12,804	12,006	29,228	31,384	129,208	118,324
Laser	2,642	.....	5,533	.....	23,649	.....
LeBaron K	4,347	3,237	9,861	7,919	41,942	33,525
Cordoba	.....	484	.....	1,349	136	6,780
Fifth Avenue	2,816	2,654	6,794	7,014	31,175	34,894
E-Class	1,263	1,161	3,026	2,867	14,022	15,126
New Yorker E	1,881	1,412	4,559	3,524	22,220	12,677
Chrysler Total	12,949	8,948	29,773	22,673	133,144	103,002
Total Imperial	.....	44	.....	119	.....	902
Omni	2,491	2,088	5,899	4,775	29,311	17,235
Charger/024	2,047	2,059	4,959	4,695	22,842	16,583
Daytona	1,991	.....	4,339	.....	19,866	.....
Aries	5,076	5,037	11,669	11,802	50,836	52,426
Dodge 400	1,126	1,274	2,482	3,172	10,301	13,984
Diplomat	1,076	1,087	2,750	2,925	9,209	12,408
Mirada	.....	163	.....	452	282	2,372
Dodge 600	1,516	914	3,781	2,394	15,874	11,799
Dodge Total	15,323	12,622	35,879	30,215	158,521	126,807
CHRYSLER CORP.	41,076	33,620	94,880	84,391	420,873	349,035
EXP	1,209	1,005	2,858	2,670	11,585	9,568
Escort	13,330	14,106	31,953	36,043	147,092	143,041
Mustang/Mustang II	5,187	4,119	12,529	11,245	57,016	49,036
Tempo	9,086	2,421	20,142	2,421	104,677	2,421
Fairmont	.....	1,105	.....	2,920	.....	30,900
Granada	.....	.....	.....	.....	.....	3,751
Thunderbird	5,532	4,806	13,152	12,343	68,079	38,662
LTD '83	7,143	4,900	18,702	15,390	85,756	62,592
Crown Victoria	6,353	3,628	16,141	10,786	71,983	55,131
Ford Division	47,840	36,090	115,477	93,818	546,188	395,102
LN7	.....	277	.....	645	.....	2,821
Lynx	2,501	3,603	6,104	8,412	28,399	34,400
Topaz	2,389	943	6,134	943	30,844	943
Zephyr	.....	535	.....	822	.....	10,235
Cougar	.....	.....	.....	.....	.....	906
XR-7	4,269	2,939	10,374	7,562	49,793	22,627
Capri	628	819	1,623	1,783	8,502	9,505
Marquis '83	3,923	2,279	10,010	5,639	43,619	25,076
Grand Marquis	5,202	3,098	13,769	8,979	60,536	46,585
Total Mercury	18,912	14,493	48,014	34,785	221,693	153,098
Continental ('82)	1,750	378	3,044	992	10,360	6,902
Lincoln	3,236	2,092	8,455	4,773	35,265	21,057
Mark VI	1,242	938	3,016	2,528	16,484	11,908
Lincoln Total	6,228	3,408	14,515	8,293	62,109	39,867
L-M Division	25,140	17,901	62,529	43,078	283,802	192,965
FORD MOTOR	72,980	53,991	178,006	136,896	829,990	588,067
Skyhawk J	6,633	3,802	14,976	8,577	52,550	33,342
Skylark	4,842	5,152	10,845	10,768	45,832	44,836
Century	9,492	5,349	21,150	12,241	94,650	51,020
Regal	7,913	8,869	19,836	22,706	88,686	101,043
LeSabre	6,240	6,046	14,813	14,930	69,869	62,108
Electra	4,754	3,057	9,991	7,838	38,231	31,620
Riviera	2,110	1,653	4,805	4,174	23,759	20,385
Buick Division	41,984	33,928	96,416	81,234	413,577	344,354
Cimarron	641	680	1,621	1,761	7,796	8,208
Seville	1,356	1,042	3,518	2,766	14,707	11,885
Cadillac	7,458	5,813	18,391	16,327	83,621	71,217
Eldorado	2,570	2,379	6,476	6,037	29,281	26,456
Cadillac Division	12,025	9,914	30,006	26,891	136,305	117,766
Chevette	7,969	6,450	18,514	15,144	83,870	74,150
Cavalier	17,991	10,286	41,627	23,996	161,479	87,819
Citation	4,713	3,889	10,182	10,701	46,680	46,576
Camaro	10,057	6,616	23,210	16,519	89,986	69,898
Celebrity	16,614	5,474	38,265	13,166	14,924	55,886
Malibu	33	3,791	70	9,405	845	46,100
Monte Carlo	5,718	3,381	13,744	8,205	67,781	39,153
Chevrolet	13,162	8,709	29,495	22,025	115,913	93,251
Corvette	1,109	1,041	2,600	3,310	12,644	10,790
Chevrolet Division	77,366	49,637	177,707	122,471	722,221	523,623
Firenza	2,455	1,867	6,528	4,817	26,261	18,747
Omega	1,840	2,075	5,137	5,354	20,855	23,409
Cutlass/Ciera	10,186	5,332	28,335	15,694	116,746	64,909
Cutlass Supreme	12,162	10,470	34,348	30,514	165,169	140,417
Olds 88	10,356	7,884	27,967	22,835	120,316	100,371
Olds 98	2,778	3,314	7,309	9,638	40,513	46,851
Toronado	1,427	1,198	3,841	3,413	17,288	15,955
Oldsmobile Division	41,204	32,140	113,465	92,265	507,148	410,659
Fiero	3,587	.....	9,954	.....	48,639	.....
T1000	1,176	1,794	2,592	3,687	11,886	14,480
J2000	6,893	5,255	14,984	10,605	54,281	35,493
Phoenix	968	1,500	1,789	3,115	6,616	12,247
Firebird	5,109	4,725	11,900	9,544	46,900	37,481
A6000	6,045	4,397	13,910	8,721	58,733	32,197
Bonneville ('82)	3,050	4,094	7,157	8,588	32,552	33,205
Grand Prix	3,608	4,350	8,393	9,130	35,384	36,363
Pontiac	2,299	1,244	5,393	2,426	23,383	2,809
Pontiac Division	32,735	27,359	76,076	55,816	318,378	204,275
GENERAL MOTORS	205,314	152,978	493,670	378,677	2,097,629	1,600,677
VOLKSWAGEN	5,537	3,874	9,220	8,509	37,302	32,637
HONDA	6,698	1,000	12,366	3,288	53,623	11,613
Domestic Total	338,236	252,748	803,273	630,099	3,518,700	2,666,877
Import Total	.....	.....	243,532	206,746	1,006,809	978,500
Industry Total	.....	.....	1,046,805	836,790	4,525,509	3,645,377

† estimate

Automotive News World Outlook shows

Next decade to bring tougher sales fight

Continued from Page 1

—have enjoyed unprecedented gains in the U.S. market lately, in sales volume and in profits because of the strong dollar against European currencies.

The U.S. has become an important part of the European auto makers' marketing schemes and, as the economies of many European nations stagnate, it will become increasingly more vital, Lawson said.

The recovery already has waned in many European nations, and automotive sales have peaked.

• Germany's car market has stalled because of uncertainty over exhaust pollutant legislation to go into effect in 1986. Potential car buyers have held off on purchases pending the outcome of that legislation.

German auto makers, particularly BMW, Daimler-Benz and Audi, expect their main growth this year to continue to be in the U.S., DRI said.

France, too, is experiencing political and economic turmoil, and its domestic-car market is expected to turn downward for the next few years.

Britain's market remains questionable, and only Italy will continue to recover and grow, according to DRI.

The result will be that European auto makers, searching for sales and profit growth, will turn to the U.S., Lawson said. Nearly all plan model-line expansions and production increases targeted at the U.S. market.

Volvo, for example, has expanded its 700 series. Audi, following its split from Porsche, will try to double its U.S. sales. Daimler-Benz already has introduced its new 190 model and has a high-performance variation on the way. Saab soon will add to its lineup. Renault, despite statements to the contrary, probably will export its R-25 model to the U.S. Peugeot and Alfa Romeo also are planning to introduce new U.S. models.

"(The European auto makers) are continuing to be very aggressive and pushing hard in the U.S., but that push is coming out of a fixed pie. It's not riding a crest of growth in the U.S. market," Hammond said.

He added that all this attention to the U.S. is apt to trigger increased pressure to require some kind of legislative restraint such as a domestic content car and, again, the Japanese auto companies will be ahead of the pack.

"By the time (the European auto makers) really get cranked up to substantially increase their production, they'll be running right into this buzzsaw, that is, the protectionism problem," Hammond said.

• Nevertheless, the protectionism problem will not be an easy one to solve as joint ventures among auto makers proliferate.

"For example, Hammond said, "if Ford and Mazda produce jointly a car in Mexico and bring it to the U.S., do you treat that car as Japanese or Mexican, where you might give it favorable treatment as we do with the Canadians? Or are they Ford cars, in which case they're really coming from domestic manufacturers?"

A less ominous threat to U.S. car manufacturers, Lawson said, is automobiles built in Third World countries, many of which have ambitious production plans that can be met by only exporting to the developed world. However, those countries will have difficulty winning more than a toehold in developed nations.

Meanwhile, U.S. car makers will not sit still. They will continue to pump profits into productivity improvement to better compete against Japanese producers.

Hammond said it may take even more dramatic moves to fight the high-performance, high-ticket European competition, such as a move similar to Ford Motor Co.'s in importing a luxury car—the Merkur—from its European subsidiary under a new nameplate.

"And, you have to believe that some of these rumblings about diversification is predicated, in part, on what may be an inability to expand operations in the future, at least the traditional car operations," he noted.

At the same time, U.S. auto makers, and many of the world's car companies, will look for expanding markets. Though Europe and the U.S. make up two-thirds of the world's automobile consumption, growth in the mature industrialized world will be rather slow. Growth rates over the decade in the developed world will range from 11 to 21 percent.

Worldwide sales will be more than 36 million by the end of the decade, or more than 10 percent above the peak year of 1978, DRI said. This year's level will hit 31 million, just ahead of 1979's total.

"The majority of sales will be in the industrialized nations. The question is how quickly can they make those sales grow," said Hammond. "And the answer is probably not all that fast."

Third World countries will experience the most significant growth in the next decade, DRI said. The economies of Asia and the Pacific, Latin America and parts of Africa and the Middle East will grow at rates of 6 to 7 percent annually.

But, again, the Japanese will have a headstart, in part, because of their proximity to some of the leading Third World nations.

AUTOMOTIVE NEWS WORLD OUTLOOK
Generated by Data Resources, Inc.
(Thousands of Units)

	1983	1984	1985	1986	1987	1988	1989	1990
NEW-CAR REGISTRATIONS								
Western Europe*	10,474	10,436	10,869	10,996	11,202	11,397	11,590	11,613
North America (sales)	9,178	10,602	10,600	10,523	10,800	11,146	11,551	11,862
Japan	3,136	3,167	3,255	3,386	3,348	3,452	3,507	3,595
NEW-TRUCK SALES								
Western Europe**	1,096	1,096	1,123	1,155	1,160	1,177	1,212	1,218
United States	2,967	3,798	4,002	3,896	4,087	4,188	4,310	4,491
CAR PRODUCTION								
Western Europe*	11,104	11,053	11,375	11,374	11,481	11,647	11,836	11,866
North America	7,715	9,456	8,694	8,421	8,533	8,645	9,042	9,139
Japan	7,152	7,254	7,485	7,658	7,705	7,904	8,068	8,224
TRUCK PRODUCTION								
Western Europe**	1,414	1,425	1,466	1,532	1,547	1,577	1,622	1,634
United States	2,648	4,135	3,551	3,627	3,997	4,005	4,136	4,334

*—Includes Germany, France, United Kingdom, Italy, Netherlands, Belgium, Denmark, Ireland, Greece, Sweden, Norway, Finland, Switzerland, Austria, Spain and Portugal.

**—Includes Germany, France, United Kingdom, Italy, Spain, Sweden, Netherlands and Belgium.

Undercover agents talked of heroin deal for DeLorean

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Cross-examination of the government informant in the DeLorean drug trafficking case here continued last week with the revelation that undercover agents considered using heroin in the drug deal that netted the former auto maker.

James Timothy Hoffman told the court that FBI and DEA agents considered using Hoffman's contacts in Thailand to arrange a heroin buy to become a part of the sting operation.

However, Hoffman said the idea was abandoned when it was decided that the heroin would be difficult and time-consuming to get.

Under questioning by DeLorean's attorney, Howard Weitzman, Hoffman said there was talk "about the possibility of actually taking the $2 million Mr. DeLorean said he was going to come up with" and move the investigation to include "a very large heroin source out of Thailand.

• One of the factors that led to the cancellation of the plan was that Hoffman was afraid that he might be arrested if returned to Thailand—turned over by former drug associates who may have become informants.

The key witness in the government's case continued to stick to his testimony that the former auto maker suggested the drug deal to save the ailing DeLorean Motor Co.

Nissan plant fully flexible

Continued from Page 3

ing significant savings of time and money.

4. The system can easily be adjusted to accommodate fluctuations in production volume.

The FMS line was introduced at Industrias NIPOMEX del Centro, S.A. de C.V., a Nissan joint venture company in Mexico that produces transaxles for Nissan Mexicana, S.A. de C.V., a wholly owned subsidiary of Nissan.

Nissan plans to introduce similar FMS lines for engine parts production in other overseas production facilities.

Chrysler gives a P-car peek; bonuses are OK'd

Continued from Page 2

jectives and make Chrysler even stronger, we've got to be competitive and reward them."

As for union representation on Chrysler's board of directors, Iacocca said discussions have been held and a decision must be made in the next few months. Former UAW President Douglas Fraser's term ended the day of the annual meeting.

Iacocca also served up a special treat to shareholders—a nickel boost in the quarterly dividend.

Iacocca announced the auto maker's board increased the dividend to 20 cents a share. The dividend is payable July 16 to shareholders of record on June 18.

• Iacocca said Chrysler will spend $65 million this year on common dividend payouts.

He called the dividend increase more evidence that Chrysler's turnaround "is complete—something for the history books."

Following the meeting, which lasted an hour and 50 minutes, Chrysler shareholders were invited to Chrysler's 20,000-square-foot pavilion at the nearby World's Fair and Exposition, where Iacocca unveiled Chrysler's new H-cars, the Dodge Lancer and Chrysler LeBaron GTS. They go on sale in January. Chrysler hopes for 100,000 sales per year of the new model.

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IMPORT SALES BY MODEL

	April, 1984	April, 1983	4 Mos. 1984	4 Mos. 1983
Alfa Romeo	312	289	1,021	898
Audi	7,093	3,392	24,389	12,735
4000	1,654	1,103	5,444	3,659
4000d	...	108	...	640
5000/S	4,220	1,025	14,417	4,070
5000/td	...	632	...	2,152
5000S turbo gas	516	...	1,946	...
Coupe	349	220	1,248	1,013
Quattro	6	23	14	200
4000S Quattro	348	...	1,320	...
Tourist	...	44	...	94
BMW	7,438	3,334	22,833	15,941
325	1,800	...	2,220	...
318/320	3,185	1,372	12,383	8,912
528/533	1,430	1,250	4,639	4,554
633	291	247	1,002	832
733	733	465	2,590	1,643
Chrysler/Mitsubishi	5,538	6,913	28,009	29,893
Colt	3,801	4,546	21,040	20,945
Conquest/Sapporo/Challenger	883	2,367	3,156	8,948
Vista	854	...	3,813	...
Fiat	...	773	...	2,541
Strada	...	55	...	242
Brava	...	10	...	61
X-1/9	...	214	...	685
Spider 2000	...	494	...	1,553
Honda	27,850	27,276	131,692	115,692
Civic	8,933	10,512	43,268	48,128
Civic CRX	3,200	...	13,729	...
Accord	9,743	14,565	49,498	64,983
Prelude	5,974	2,199	25,197	2,581
Isuzu	997	989	4,666	6,657
I-Mark	232	989	1,323	6,657
Impulse	765	...	3,343	...
Jaguar	1,571	1,536	5,442	4,494
XJ6	1,286	1,271	4,623	3,706
XJS	285	265	819	788
Lancia	...	100	...	334
Mazda	11,229	13,817	51,653	59,300
GLC	2,795	4,323	13,219	16,851
626	4,552	4,751	21,352	23,569
RX-7	3,882	4,743	17,082	18,880
Mercedes-Benz	7,097	6,309	27,681	22,322
190D	507	...	2,500	...
190E	1,360	...	4,654	...
240D	...	1,275	15	4,346
300D	1,663	1,616	5,954	5,907
300CD	142	162	541	568
300TD	195	231	880	839
300SD	1,431	1,617	5,645	5,344
380SE	513	...	2,072	...
500/380SEL	334	413	1,462	1,685
380SL/SLC	792	841	88	3,045
500/380SEC	160	154	670	587
Mitsubishi	2,584	1,858	12,471	8,949
Starion	665	480	2,668	1,746
Cordia	952	606	4,847	3,610
Tradia	967	772	4,956	3,593
Nissan	30,357	41,111	145,473	176,844
210	...	46	...	336
Sentra	9,271	15,620	56,479	72,503
310	...	188	1	1,754
Pulsar	1,977	4,697	11,159	19,828
Stanza	2,258	4,811	13,962	19,541
Maxima	4,230	5,798	19,185	22,202
200SX	6,506	3,244	17,863	14,757
300ZX/280ZX	5,634	6,486	25,110	24,511
Hawaii	481	221	1,714	1,412
Peugeot	1,606	1,093	6,297	4,817
Porsche	2,312	2,365	8,583	7,305
944	1,544	1,414	5,531	3,938
911SC	527	627	2,133	2,129
928S	241	234	919	1,039
Tourist	...	90	...	201
Renault	953	3,082	4,208	9,012
LeCar	...	1,491	...	4,163
18i	266	262	604	983
Fuego	687	1,329	3,604	3,866
Saab	3,690	2,780	12,105	8,780
900	926	751	3,160	2,255
900S	1,178	792	3,611	2,276
Turbo	1,544	1,201	5,124	4,155
Tourist	42	36	210	94
Subaru	11,427	13,452	49,938	52,094
Toyota	31,971	39,530	151,116	175,484
Starlet	1	677	258	3,866
Corolla	8,560	9,439	42,497	45,338
Tercel	4,601	10,070	26,628	52,935
Celica	5,488	8,241	25,552	36,496
Supra	2,074	2,433	8,457	11,049
Camry	5,889	4,865	23,625	9,541
Corona	...	...	...	12
Cressida	1,915	3,047	10,132	12,890
Land Cruiser	150	383	551	1,743
VanWagon	2,918	...	10,784	...
Hawaii	371	375	2,628	1,614
4 Runner	4	...	4	...
Volkswagen	9,926	5,870	38,102	26,603
Rabbit Convertible	1,230	893	3,789	3,842
Jetta	3,899	1,650	15,837	6,643
Vanagon	1,748	1,045	6,540	4,726
Quantum	1,433	1,355	5,497	5,974
Scirocco	1,616	927	6,439	5,422
Volvo	10,360	8,172	37,598	31,103
DL	4,943	4,093	18,040	15,685
GL	2,845	1,348	10,173	5,952
GLT/Turbo	824	1,121	3,665	4,312
GLE	...	13	...	174
DL/GL Diesel	378	405	1,344	1,967
Coupe	...	2	...	8
760 (gas)	477	710	2,041	1,583
760 Gas Turbo	211	...	211	...
760 Turbo Diesel	345	217	1,219	729
Tourist	337	263	905	693
TOTAL	174,311	184,034	763,292	771,794

Renault's '83 loss of $189 million is same as in '82

NEW YORK. — Renault lost about the same amount in 1983 as it did in 1982, the French auto maker reported.

The company showed a loss of $189 million last year after losing $190 million the year before. Renault said 1983's loss was due mainly to research and development costs in high-technology areas. In addition, the company's Industrial Vehicles Division, which represents 13 percent of its business, ran a $263.9 million loss.

Renault's Auto Division, which accounted for 73 percent of the company's operations, showed a pre-tax profit of $80.8 million while the Financial Division made $88.3 million.

Renault's gross revenues, excluding sales from American Motors and Mack Trucks, Inc., in which Renault holds equity positions, totaled $13.2 billion in 1983, compared with $15.5 billion the year before.

At the same time, Renault reported it invested more than $1.3 billion in 1983 in new product development, new plants and modernization of existing facilities. That was a 24-percent increase over the previous year. Fifty-four percent was invested in France while the balance was spent overseas, mostly in North America.

With a record 2,072,193 vehicles produced worldwide in 1983, Renault said it climbed to the fifth spot among all automotive manufacturers and topped the competition in the European market for the fourth straight year.

Mazda chief lists guides for study on U.S. plant

NEW YORK.—Yoshiki Yamasaki, president of Mazda Motor Corp., said that efficiency and quality are the prime concerns guiding his company's study of the feasibility of establishing a manufacturing plant in the U. S.

"If this study convinces us that we can build products with the level of efficiency and quality we demand in the vehicles we build in Japan, we will not only be a marketer here, we will also be a manufacturer," said Yamasaki, while addressing a luncheon at the Japan Society of New York.

Yamasaki and other Mazda executives were here as part of the company's celebration of its corporate name change to Mazda Motor Corp. from Toyo Kogyo Co.

Yamasaki said that Mazda is moving into a new phase in its corporate history "with a new name and with the aim of strengthening our position as an international enterprise."

He said that just 10 years ago, Mazda had outstanding debts of $1.4 billion, or 65 percent of its total annual revenue. But, today, Yamasaki said, Mazda's debts have been reduced to $0.85 billion, or less than 15 percent of current annual revenue.

L-M deal adds AMC

SHAWNEE, Okla. — Shawnee Lincoln-Mercury owners have purchased property for a new facility to house current operations and a newly obtained AMC-Jeep-Renault franchise. Marion Davidson is the company's president; partners are Chris Teape and Fred Gipson.

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14 assembly plants work overtime

Week's car output up to 166,666

By Joe Wilssens
Staff Writer

Overtime at 14 assembly facilities last week helped return domestic auto production to normal levels following the Memorial Day shortened output of the previous week.

U. S. auto makers targeted completion of 166,666 units last week, 23.42 percent greater than the prior week's 134,276 and 11.26 percent better than the year-ago week's 148,945.

Year-to-date, 3,786,104 cars have been assembled, 31.05 percent above 2,889,032 finished during the same 1983 period.

Of last week's estimated output, General Motors accounted for 54.29 percent followed by Ford Motor Co., 22.61 percent, Chrysler Corp., 17.01 percent; American Motors, 2.88 percent; Honda, 1.80 percent, and Volkswagen of America, 1.41 percent.

GM led the overtime list with seven plants reporting Saturday (June 9) overtime. Extra hours were scheduled at the company's Detroit, Fairfax (Kans.), Flint (B and G lines), Janesville (Wis.), Lordstown (O.), Oklahoma City and Van Nuys (Calif.) facilities.

Ford scheduled Saturday overtime hours at its Atlanta and Wixom (Mich.) plants.

Chrysler Corp.'s Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2 operated two daily 9-hour shifts as well as two 8-hour Saturday shifts last week. The company's Jefferson (Detroit) point worked two daily 8½-hour shifts.

This week, Chrysler will follow the same daily overtime plan.

Detroit-area emissions tests approved by state Senate

LANSING, — In an effort to fend off threatened federal economic sanctions, the Michigan Senate has approved legislation setting up a vehicle inspection and maintenance program in the Detroit metropolitan area.

The measure, which has been sent to the House, would require motorists in Wayne, Oakland and Macomb counties to arrange for testing of pollution control equipment on their vehicles. Owners would be charged an inspection fee of up to $10 and could pay as much as $50 for needed repairs.

Annual certification would be necessary before motorists could register their vehicles. Diesels, cars and trucks more than 10 years old, motorcycles and electric-powered vehicles would be exempt from the test.

The EPA has pushed for an emissions testing program because of the region's failure to comply with hydrocarbon and carbon monoxide standards contained in the U.S. Clean Air Act.

Unless a program is established soon, the federal agency has vowed to impose a ban on new factories emitting more than 100 tons of hydrocarbons annually. Southeast Michigan is also faced with the loss of unspecified highway construction funds and forfeiture of some air pollution planning grants.

A bill setting up a car emissions testing program was passed four years ago by state lawmakers, but administrative rules were never adopted. The Legislature's joint administrative rules committee is scheduled to revive consideration of the 1980 law as a possible way to bypass debate in the Michigan House on the new bill.

Under the recently-passed measure, inspection would be handled by a private firm subcontracting with garages in the area. The Michigan Department of State has estimated that 2.2 million cars would be inspected each year by about 2,000 certified repair shops in the metropolitan area.

CANADIAN CAR PRODUCTION

	Week Ended June 9, 1984	Week Ended June 11, 1983	Week Ended June 2, 1984	May Total	Jan. 1, to June 11, 1983	Jan. 1, to June 9, 1984
AMERICAN MOTORS	600	820	606	2,067	14,385	11,031
CHRYSLER CORP		5,625			103,746	
FORD MOTOR	10,760	4,750	10,784	46,819	92,636	202,694
GENERAL MOTORS	13,511	13,451	13,476	52,119	253,841	299,650
VOLVO	225	225	225	990	4,815	5,000
Total Cars, Canada	25,096	22,871	25,091	107,995	469,423	518,375

TRUCK PRODUCTION IN U. S.†

	Week Ended June 9, 1984	Week Ended June 11, 1983	Week Ended June 2, 1984	May Total	Jan. 1, to June 11, 1983	Jan. 1, to June 9, 1984
CHEVROLET	20,855	17,135	16,138	84,643	343,325	447,373
DODGE	4,500	3,079	3,335	18,277	60,142	94,135
FORD	26,694	23,072	21,101	113,932	395,922	550,729
GMC	7,197	5,513	5,374	29,020	115,336	145,946
INTERNATIONAL	1,609	1,236	1,344	7,286	22,175	34,204
VOLKSWAGEN					2,079	
JEEP	3,800	2,000	3,145	17,847	35,957	85,668
NISSAN	1,900		1,605	8,710		42,631
AM GENERAL	50*	50*	40*	220*	1,090*	1,180
MISCELLANEOUS	1,000*	1,000*	800*	4,400*	21,800*	23,400
Total Trucks, N.S.	67,605	53,085	52,882	284,335	997,826	1,425,266

CANADIAN TRUCK PRODUCTION

	Week Ended June 9, 1984	Week Ended June 11, 1983	Week Ended June 2, 1984	May Total	Jan. 1, to June 11, 1983	Jan. 1, to June 9, 1984
CHRYSLER CORP.	7,388	2,681	7,064	33,459	61,085	164,028
FORD MOTOR	3,400	3,584	3,407	15,178	63,181	74,336
GENERAL MOTORS	5,748	6,252	6,282	26,769	113,732	139,311
INTERNATIONAL	170		138	725	3,216	3,309
Total Trucks, Canada	16,706	12,517	16,891	76,128	241,214	380,984
N. American Trucks	84,311	65,602	69,773	360,463	1,239,040	1,806,250

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Truck production hits 1984 peak with 67,605 units

Domestic truck manufacturers scheduled overtime hours at seven assembly plants last week to post their highest weekly production total for 1984.

U. S. truck makers slated assembly of 67,605 units last week, 27.84 percent higher than the previous week's holiday-abbreviated build of 52,882. Last week's tally is also 27.35 percent greater than the year-ago week's 53,085.

So far this year, the industry has completed 1,425,266 trucks, 42.84 percent above 997,826 finished at this time last year.

General Motors worked two Saturday (June 9) overtime shifts at its Janesville (Wis.), Lordstown (O.) and Pontiac plants No. 5 and 6. The company's Detroit facility worked one Saturday overtime shift.

Ford Motor Co.'s Louisville plant also worked Saturday.

This week, Chrysler Corp.'s Warren (Mich.) point is slated to work two 9-hour daily shifts.

Week's car output steady in Canada; 25,096 assembled

Canadian auto and truck production last week was little changed from the totals of the previous week.

Canadian makers slated completion of 25,096 cars last week, five units more than the prior week's 25,091 and 9.73 percent greater than the year-ago week's 22,871. Last week's estimated build was the highest weekly output recorded this year.

So far this year, the manufacturers have finished 518,375 autos, 10.43 percent better than the 469,423 assembled at this time last year.

Canadian truck manufacturers scheduled 16,706 trucks last week, down 1.19 percent from the previous week's 16,891 but 33.47 percent greater than the year-ago week's 12,517.

Year-to-date, 380,984 trucks have been built in Canada, 57.95 percent higher than 241,214 completed during the same 1983 period.

General Motors scheduled Saturday (June 9) overtime at all three of its Oshawa (Ont.) facilities last week. Plants No. 1 and No. 2 build Celebrity, Fontiac 6000 and Chevrolet cars while the truck plant assembles light-duty trucks for Chevrolet and GMC. All three plants worked 8-hour shifts.

Working two Saturday overtime shifts, Chrysler Corp. estimated production of 1,965 Dodge Caravans, 1,955 Plymouth Voyagers and 780 Mini Ram Vans at its Windsor (Ont.) plant last week bringing the year-to-date T-115 total to 98,961.

U. S. CAR PRODUCTION

	Week Ended June 9, 1984	Week Ended June 11, 1983	Week Ended June 2, 1984	May Total	Jan. 1, to June 11, 1983	Jan. 1, to June 9, 1984
AMERICAN MOTORS	4,800	4,435	3,879	21,265	80,455	92,218
AMC Total					4,071	
Eagle					4,071	
Renault Total	4,800	4,435	3,879	21,265	76,384	92,218
Alliance	2,425	4,435	1,969	11,320	76,384	49,279
Encore	2,375		1,910	9,945		42,939
CHRYSLER CORP.	28,350	18,069	25,002	119,268	384,498	606,351
Plymouth Total	8,150	5,601	7,017	34,356	137,573	178,560
Horizon	3,500	2,463	2,705	14,464	47,653	73,095
Renault	3,900	2,973	3,701	16,748	87,474	91,986
Caravelle†	250	165	205	928	2,446	4,383
Gran Fury	500		406	2,216		9,186
Chrysler Total	10,100	4,831	8,841	40,647	93,984	203,541
LeBaron	3,200	2,191	2,654	12,706	44,893	61,338
Laser	1,800		1,576	7,592		37,091
Chrysler E-Class	2,500	2,640	2,470	10,678	49,091	51,700
Fifth Avenue	2,600		2,141	9,671		53,412
Dodge Total	10,100	7,637	9,144	44,265	152,941	224,250
Omni	3,300	2,833	3,240	13,926	52,926	69,050
Aries	2,700	3,228	2,326	13,076	65,381	71,591
Daytona	1,100		987	4,991		27,748
Dodge 400		727			16,115	
Dodge 600	1,800	849	1,557	7,621	18,519	39,093
Diplomat	1,200		1,034	4,651		16,768
FORD MOTOR	37,685	33,095	30,845	169,838	671,527	813,986
Ford Division	23,950	19,619	20,448	110,865	434,129	532,112
Escort	7,558	5,656	6,850	34,367	122,712	165,215
Fairmont					23,728	
Mustang	3,227		2,681	14,123	56,946	61,787
LTD	4,206	3,918	3,104	18,468	81,199	103,030
Thunderbird	3,640	4,980	2,908	15,427	95,493	74,931
Crown Victoria	1,286	2,179	1,031	6,292	41,657	35,706
EXP	541		523	2,496	1,184	14,492
Tempo	3,492	2,886	3,351	19,692	11,210	76,951
L-M Division	13,735	13,476	10,397	58,973	237,398	281,874
Mercury Total	9,597	10,737	7,522	42,092	187,580	203,096
Lynx	1,221	1,541	1,085	5,298	30,782	31,694
Capri	269		303	2,089	11,127	8,676
Zephyr					8,601	
Marquis	2,965	1,852	2,120	12,056	34,708	52,073
Cougar	2,027	4,478	1,557	9,289	50,163	46,633
Grand Marquis	2,307	2,072	1,848	9,589	48,301	44,125
LN7					290	
Topaz	808	794	609	3,771	3,608	19,895
Lincoln Total	4,138	2,739	2,875	16,881	49,818	78,778
Continental	1,095	261	760	4,459	7,668	17,032
Lincoln	2,587	1,561	1,794	10,559	25,371	46,069
Mark VI/VII	456	917	321	1,863	16,779	15,677
GENERAL MOTORS	90,481	89,820	70,508	390,981	1,694,954	2,162,594
Buick Division	21,909	21,978	17,653	86,350	393,127	467,928
Skylark	2,200	3,464	1,801	9,294	46,323	45,163
Skyhawk	3,120	1,368	2,472	13,190	32,596	74,081
Century	4,666	4,285	4,001	19,385	69,276	103,265
Regal	4,770	5,200	3,990	19,140	113,569	102,961
Buick	4,538	6,425	3,371	14,661	111,933	101,311
Riviera	875	1,236	702	4,010	19,430	24,311
Electra (fwd)	1,740		1,316	6,670		16,836
Cadillac Division	6,608	5,827	5,166	19,970	150,115	153,429
Cimarron	297	311	183	1,176	9,708	8,465
Seville	760	586	669	3,962	16,246	19,292
Eldorado	1,695	1,352	1,323	7,527	35,408	36,187
Cadillac	2,098	3,578	1,680	7,305	88,753	72,185
DeVille (fwd)	1,758		1,311	6,611		17,300
Chevrolet Division	29,482	30,564	21,772	132,537	532,969	739,830
Chevette	1,285	4,225	1,022	14,048	87,102	96,237
Cavalier	9,326	7,582	5,879	35,891	113,875	189,160
Celebrity	6,399	4,775	4,607	27,524	46,030	137,751
Camaro	5,742	5,012	4,463	23,274	86,999	121,542
Citation	2,202	1,802	1,860	10,041	52,111	50,708
Malibu/El Camino	719	3,344	643	3,576	69,790	16,383
Monte Carlo	832	1,634	709	4,034	41,498	58,340
Chevrolet	2,352	1,565	2,096	11,435	26,064	54,641
Corvette	625	625	493	2,714	9,500	15,068
Oldsmobile Division	21,531	23,011	18,720	94,513	446,648	543,470
Omega	910	1,599	687	4,320	28,568	23,977
Firenza	1,491	1,069	1,399	8,193	21,761	36,455
Cutlass Supreme	3,377	6,410	3,309	15,066	129,521	143,322
Cutlass Ciera	5,560	5,177	5,558	26,295	87,062	128,981
Oldsmobile	7,250	7,886	5,474	29,065	161,786	171,155
Olds 98 (fwd)	1,868		1,519	7,267		18,139
Toronado	1,075	870	774	4,307	17,950	21,441
Pontiac Division	10,951	8,440	7,197	57,611	172,095	257,937
Acadian†	100	324	79	1,161	8,210	8,554
2000 Sunbird	3,460	2,287	2,260	15,021	45,108	68,879
1000	375	694	299	3,418	18,545	19,377
Firebird	2,938	2,620	1,777	9,664	41,786	51,724
Phoenix	858	429	670	3,667	12,945	10,711
Grand Prix/Bonneville		2,086			45,501	29,733
Parisienne	520		247	1,279		13,268
Fiero	2,700		1,865	10,612		55,691
HONDA	3,000	1,230	2,362	12,789	14,790	57,737
VOLKSWAGEN	2,350	2,296	1,680	10,696	42,808	53,218
Total Cars, U.S.	166,666	148,945	134,276	724,837	2,889,032	3,786,104
Total Cars, Canada	25,096	22,871	25,091	107,995	469,423	518,375
N. American Cars	191,762	171,816	159,367	832,832	3,358,455	4,304,479
N. American Trucks	84,311	65,602	69,773	360,463	1,239,040	1,806,250
North American Cars and Trucks	276,073	237,418	229,140	1,193,295	4,597,495	6,110,729

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Dealer group names Tolley vice president

BALTIMORE. — Everett A. Tolley has been appointed executive vice president of the Maryland Independent Automobile Dealers Assn.

Tolley previously served as executive director for about 3½ years. He continues as executive director of the Delaware Independent Automobile Dealers Assn.

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Automotive News

June 18, 1984

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New-car stocks drop to 47 days, tightest in year

By Kathleen Hamilton
Assistant Managing Editor

Domestic new-car inventories declined for the fourth straight month, falling to a 47-day supply on June 1.

The last time stocks were so slim was 11 months earlier: Inventories stood at 47 days' supply on July 1, 1983.

General Motors accounted for

Table on Page 60.

much of last month's decline, both by increasing its selling rate and reducing the actual number of cars it had in stock.

Shortages were most acute among domestic intermediate-size cars, which stood at a 40-day supply level. It was the lowest days' supply level for that category in more than eight years: Intermediates last stood at 40 days' supply on April 1, 1976.

Altogether, there were 1,467,214 new domestic cars in inventory on June 1, 5 percent fewer than the month before when the inventory was 1,541,985 and the days' supply stood at 53.

It was the third consecutive month in which inventory totals declined and, as noted, the fourth month in a row that the days' supply dropped.

One year earlier, the days' supply also stood at 47, but the selling rate was slower then and there were only 1,194,510 cars in stock.

• Shortages among big cars worsened last month and spread downscale. Luxury cars, which stood at a 44-day supply May 1, fell to 42 days; standard-size cars, from 48 to 43; intermediates, from 48 to 40, and compacts, from 66 to 55.

Only the subcompact sector remained in heavy supply: 58 days' worth, compared with 59 one month earlier. The subcompact sales rate was up for the month, but not up as much as production.

GM was the only corporate auto maker to reduce its actual inventories, although Ford Motor Co., Chrysler Corp. and Volkswagen of America reduced their domestic days' supply levels by increasing their sales rates.

GM's stocks stood at 38 days June 1, compared with 47 days May 1. Ford's supply fell to 60 days from 61, Chrysler's to 64 days from 66 and VW's to 83 from 97.

American Motors' domestic-car supply rose to 97 from 87,

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Continued on Page 60, Col. 1

Import stocks at record low

By Kathleen Hamilton
Assistant Managing Editor

Inventories of imported cars fell to 23 days on June 1, the lowest days' supply level since AUTOMOTIVE NEWS began keeping tabs on import stockpiles in mid-1981.

The figure was down from a 32-day supply on May 1.

Results of the German metalworkers' strike began showing up a bit, but the biggest reason

Table on Page 59.

stockpiles slid to 213,780 was increased sales of both German and the Japanese makes.

The stock of Japanese cars was back down to 15 days' worth last month, after a month-long respite in which the supply had risen to 22 days. The supply level had swelled only briefly, after the new Japanese fiscal year started in April and quotas were eased.

But by June 1, inventories of

Continued on Page 59, Col. 4

Brand-new Olds

Jim Dunne

Front-drive 88 for '86

When the new front-drive Oldsmobile 88 debuts as a 1986 model, it will share some front-end componentry—but not the notchback styling of the slightly larger FWD Olds 98. Like the new 98, the 88 will be built on a 111-inch wheelbase. Length will shrink from today's 218 inches to 192, and engine choices will be V-6 diesel or gasoline.

Passive-restraint fight heading for the wire

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — With less than a month to go before Transportation Secretary Elizabeth Dole makes what is hoped to be the final decision on the passive-restraint rule, proponents and opponents of the rule used their last chance to comment on the most recent alternatives.

All vacations have been canceled for those government officials in the air-bag/automatic belt / mandatory seat-belt-use-law loop at DOT — those who must at minimum read the mountain of documents.

Even a cursory look at the major passive-restraint participants reflects a hardening of positions, a rise in confrontational adjectives and an increase in the legal catch phrases that often herald litigation.

Moreover, in addition to the 17 alternatives already outlined by the government, new one's are raised with each supplemental filing. Thus, despite more than 15 years of consideration and two major court actions (both affirming test procedures and passive restraints, specifically air bags) there is virtually no agreement.

With only Ford Motor Co. and Daimler-Benz now having limited air-bag capacity and only Toyota and Volkswagen having passive-belt capability, delay would be inevitable even with a partial passive-restraint mandate.

Some agreement exists, however, in opposing any tie-in be-

Continued on Page 61, Col. 1

Chrysler ships first K-cars from Mexico to U.S. dealers

TOLUCA, Mexico.—Chrysler de Mexico S.A. has begun exporting K-cars to the U. S.

The company has contracted to export to the U. S. 1,000 cars per month through August with exports continuing into the 1985-model year.

Chrysler de Mexico Director Jerome B. York said that the initial three-month shipments will bring in $20 million. He said that the firm also has negotiated for the export of 5,000 other cars this year to countries including Puerto Rico and Saudi Arabia.

York said that American buyers comparing his firm's K-car with U. S. counterparts will find the Mexican version of equal quality.

The company has negotiated total exports of $470 million so far this year, thus surpassing the forecast of its January announcement that foreign sales would amount to $430 million, York said. Most of those sales will be engines, plant officials said.

• Chrysler has negotiated exports of 230,000 four-cylinder engines; 130,000 six- and eight-cylinder engines; 159,000 engine supports; 512,000 condensers, and 1.5 million electrical components.

Chrysler de Mexico's expected $470-million export revenue is up substantially from the $292 million received from exports last year. Car exports last year were only 2,380 units.

The Chrysler concentration on exports is being achieved even though the Toluca plant is working at only 60 to 70 percent of capacity, with this due

Continued on Page 62, Col. 5

High-output unit is companion to Saturn Project

GM works on new small engine

By Dan McCosh
Detroit Reporter

General Motors has begun work on an ultra lightweight, high-output small-engine program calculated to do for its engine development what the Saturn Project is expected to do for small cars, AUTOMOTIVE NEWS has learned.

The melodramatically code-named "Manhattan Project" (the same as the World War II project that resulted in the atomic bomb) is GM's first effort to design a new engine with a clean sheet of paper in more than a decade. Other recent programs mainly have been derived from existing engine blocks and tooling.

Confirming the existence of the program, but giving no details, GM Vice Chairman Howard H. Kehrl said, "It's still in the skunkworks stage."

No timetable for production has been set.

GM engineers recently set up shop at Pontiac's engineering complex, an indication that the project is under the auspices of the CPC Group (Chevrolet-Pontiac-Canada).

Pontiac itself has been anxious to develop a new engine in the 2-liter range to replace the 1.8-liter single-overhead-cam engine it currently imports from

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breaking news

GM, Daewoo sign $426 million pact

DETROIT. — General Motors and its Korean partner, Daewoo, last week signed an agreement to spend $426 million on a joint venture to produce a new, front-wheel-drive subcompact in Korea for the 1987 model year. GM said South Korea is the primary market for the new vehicle but that 50 percent of the 167,000 units scheduled for production could be exported. Pontiac will market the car in the U. S.

Westmoreland builds its last Rabbit

WESTMORELAND, Pa.—The last Rabbit came off the Volkswagen of America assembly line here Friday (June 15). The plant produced 894,527 Rabbits and pickups since opening April 10, 1978. The successor Golf is to go into production here Aug. 6, after a $400 million retooling.

Used-car sales climb, Hertz reports

NEW YORK.—After two years of declines, used-car sales rebounded in 1983 by 4.3 percent to 17.39 million units, according to a new Hertz Corp. study. Average purchase price climbed 2.7 percent to a record $4,902 and revenues of all used-car sales last year were a record $85.3 billion.

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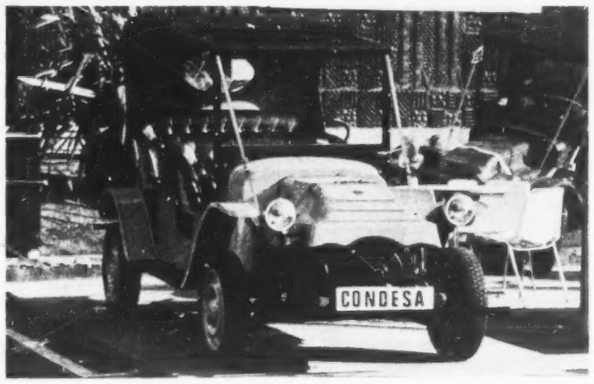


For fun in the sun

This small and curious vehicle, the Condesa (Countess), is made in Palma de Mallorca, Spain, based on a Citroen 2CV chassis. Thomas Wadstrom has turned out about 900 of the vehicles in two years and is planning to build a factory on the mainland near Valencia to boost output.

AMC to build plant in Canada for mid-size car to bow in '88

By Marjorie Sorge
Labor Editor

American Motors will build a new $764 million assembly plant in Brampton, Ont., to produce a new AMC/Renault mid-size car for the North American market in the 1988 model year, the company said. The figure is in Canadian dollars; the U.S. equivalent is about $587 million at current exchange rates.

The new front-wheel-drive intermediate-size car will be an entirely new offering designed by Renault with AMC input. It will not be the Renault R25, AMC said.

Renault of France owns about 46 percent of AMC under an agreement the parties entered into in 1978.

AMC/Renault hopes to sell more than 150,000 of the new cars in the North American market by 1990, which represents more than five times the current production of the AMC facility in Brampton. That plant builds 120 Eagles a day on one shift. It has a capacity to produce 240 to 250 vehicles a day.

The Canadian federal and Ontario provincial governments will invest up to $121 million (Canadian) in the facility on a 50-50 basis. It will be paid back through royalties on each new car sold.

• Under the plan, the Canadian governments will receive a one percent royalty on each car sold. The car is expected to cost about $10,000 Canadian or about $7,500 U.S. (at current exchange rates). In addition, a 0.5 percent royalty on annual sales up to 158,000 cars will go into an AMC reinvestment fund earmarked for its Canadian auto program for the next 10 years. The remainder of the investment is to be provided by AMC, Renault and loans from Canadian banks.

The new plant is expected to produce 1,800 jobs directly and another 4,200 in satellite parts facilities. The 1,200 workers at the current Brampton facility will maintain their jobs.

AMC is planning to introduce a just-in-time inventory program at the new facility and expects numerous suppliers to locate nearby.

The investment in Canada is geared toward improving Renault's and AMC's position in the North American market.

It will also allow Renault to continue to import its French-built cars into Canada duty free. Under the U.S.-Canada Auto Pact, companies entering into joint agreements with manufacturers already part of the pact can also bring in their vehicles duty free as long as the member is meeting all the program's requirements and the vehicles are sold at the member's dealerships.

Renault does a good business in Canada and doesn't pay a tariff, a source said. Without an AMC plant in Canada, the tariff would be levied and "Renault could no longer compete," the source said.

Renault sold 14,876 cars in Canada during the 1982 model year for 6.1 percent of the import market. It sold 13,398 in 1983 for 6.2 percent and 7,347 so far in the 1984 model year for 4.8 percent of the import

Continued on Page 62, Col. 1

Chrysler's new P-car a larger subcompact

By Dan McCosh
Detroit Reporter

Chrysler Corp.'s 1986½ P-body replacement for the aging L-body Omni-Horizon will be a notchback-hatchback built on a 100-inch wheelbase, Chrysler sources say. It will be significantly larger than the 96.6-inch-wheelbase hatchback it replaces.

Although Chrysler calls it a "subcompact," it is almost identical in wheelbase to the current 100.1-inch K-body and will be distinguishable mainly because of its more aerodynamic styling and shorter overall body length.

Chrysler Chairman Lee A. Iacocca has confirmed the corporation's intention to go ahead with domestic production of a new subcompact.

Chrysler intends to move its new small car "upscale" in content as well as size, thus leaving plenty of room for Japanese-built imports to take over in the current L-body's economy position.

Chrysler planners say the P-car will likely become the lowest price and content car the corporation will build in the U.S.

A 1.8-liter Chrysler-build derivative of the current 2.2-liter 4-cylinder engine will be available for the P-car when it is launched.

The P-car also drops the "econobox" styling of the current L-body. The rear-end treatment will be similar to the 1985 Chrysler H-body or the new Saab 9000 -- a liftback designed to give the exterior appearance of a conventional notchback with a trunk.

The coupe-like appearance is seen as another distinguishing cue aimed at a sporty character -- leaving the 6-passenger "family" role to the K-body derivatives.

As its wheelbase distinctions become narrower, Chrysler intends to tie styling more closely to intended market niche in the future, with "aero" themes indicating a sporty character and the more boxy, formal look for conservative customers.

'Well, when I ran short of shortages . . .'

ST. LOUIS.—The owner of a large General Motors dealership jubilantly called his zone manager to announce record-breaking sales after earlier repeated complaints about shortages.

To which the factory man responded:

"How can you do this with no cars?"

New-car sales tumble; total falls to 186,762

By Jenny L. King
Staff Writer

New-car sales in early June did something they haven't done in nearly seven months: They failed to surpass the comparable year-ago total.

In a direct comparison, they were down 11.15 percent. On a daily-sales-rate basis, they missed the June 1-10, 1983, mark by 0.04 percent.

The last time domestic sales were down was Nov. 11-20, 1983.

DOMESTIC SALES

	June 1-10, 1984	June 1-10, 1983
Renault		
Alliance/Encore	2,650†	2,880†
AMC	600†	720†
AMERICAN MOTORS	3,250†	3,600†
Chrysler	7,383	6,607
Imperial		
Plymouth	6,618	7,580
Dodge	9,344	10,988
CHRYSLER CORP.	23,345	25,197
Ford	30,648	29,277
Mercury	11,907	13,919
Lincoln	3,663	2,755
FORD MOTOR CO.	46,218	45,951
Buick	21,048	32,720
Cadillac	7,287	9,776
Chevrolet	32,635	44,559
Oldsmobile	35,338	33,235
Pontiac	14,729	11,439
GENERAL MOTORS	111,037	131,729
VOLKSWAGEN	831	2,093
HONDA	2,081	1,618
U.S. INDUSTRY TOTAL	186,762	210,188

† estimated

Sales for this year's June 1-10 period totaled 186,762, down from 210,188 a year ago. The daily-sales rate of 23,345 from eight days this year just missed the 23,354 average from 1983. It was the lowest daily rate for a period since mid-January this year.

General Motors, which may have robbed Peter to pay Paul as it reported record sales for both cars and trucks in late May, came up short in June, down 15.71 percent to 111,037 from 131,729 a year ago. On a daily-rate basis, GM sales were off 5.17 percent.

Ford Motor Co. came out ahead either way the percentages were figured. Ford sales of 46,218 were up 0.58 percent from 45,951 (up 13.14 percent daily rate). Chrysler Corp. was off 7.35 percent, to 23,345 from 25,197 (up 4.21 percent daily rate).

• Honda kept several steps ahead of its former sales, up 28.62 percent to 2,081 from 1,618 (up 44.44 percent daily rate). American Motors was down 9.72 percent, to 3,250 from 3,600 (up 1.50 percent daily rate), and Volkswagen plunged 60.30 percent, to 831 from 2,093 (down 55.36 percent daily rate).

GM's sales drop cost it three percentage points in market share as the giant slipped to 59.45 percent from 62.67 percent. Ford picked up three, earning 24.75 percent this year compared with 21.86 percent a year earlier.

Chrysler edged up to 12.50 percent from 11.99 percent; AMC claimed 1.74 percent compared with 1.71 percent; Honda had 1.12 percent, up from 0.77 percent, and VW dropped to 0.44 percent from 1.00 percent.

Only five domestic makes showed sales increases for June 1-10. Chrysler was up 11.75 percent from last year, Ford was up 4.68 percent, Lincoln was up 32.96 percent, Oldsmobile was up 6.33 percent and Pontiac was up 28.76 percent.

Plymouth was down 12.69 percent, Dodge was down 14.96 percent and Mercury was down 14.46 percent. Buick dropped 35.67 percent, Cadillac was down 25.46 percent, Chevrolet was down 26.76 percent. AMC was down an estimated 16.67 percent and Renault dropped an estimated 7.99 percent.

Domestic sales through June 10 were up 23.79 percent, to 3,705,462 from 2,877,065.

Mid-engine turbo due in 1987

DeTomaso to produce sports car for Chrysler

By Dan McCosh
Detroit Reporter

Chrysler Corp.'s 5 percent investment in Italy's Officine Alfieri Maserati S.p.A., the specialty sports-car manufacturer run by Alejandro De Tomaso, firms up Chrysler's agreement with De Tomaso to build a mid-engine sports car, due in the U.S. in 1987.

The deal, concluded last week, strengthens Chrysler's control over the project, according to sources close to the program, and some key Chrysler executives have been ordered to Italy to live with the car for its two-year development period.

Wrangling over project control had been one of the key factors holding up the program, insiders say.

The De Tomaso project has been in negotiation for several years at Chrysler. In fact, it resulted at one point in a front-drive prototype being built, later a mid-engine car.

The car will be a high-priced, steel-bodied, mid-engine car built by De Tomaso at his plant in Modena, Italy. Earlier prototypes featured a fiberglass body, but that concept has been rejected, say Chrysler sources familiar with the car.

A 4-cylinder, advanced-design turbocharged powerplant based on a production Chrysler engine currently is the main powerplant being considered.

The ability of the mid-engine concept to handle high horsepower, compared with front-drive, was the main reason for selecting the configuration, which severely limits the passenger seating.

Maserati is a subsidiary of DeTomaso Industries S.p.A. which reported a 1983 loss of $16.2 million on sales of $153.03 million.

De Tomaso is another former Ford affiliate recruited to Chrysler by Chairman Lee A. Iacocca. He developed the Pantera, which was sold through Lincoln-Mercury dealers in the early 1970s, and has been working with Chrysler on a consulting basis.

Chrysler's De Tomaso connection follows on the heels of Cadillac's deal with Pininfarina Industrie S.p.A. to build a similar car.

Ford Motor Co. also is talking with a variety of overseas specialty car manufacturers about a similar project. General Motors also recently made an effort — since rejected — to buy an interest in the United Kingdom's Jaguar Cars, Ltd.

With volume projections in the 20,000-car annually range, the prestige value of such projects overwhelms the profit potential.

However, they have been leading to significant engineering tieups with some of Europe's top designers, as well as opening the U.S. market to Europe's long-excluded custom coachmakers.

DeLorean case sifts an issue of phone calls

By Matt De Lorenzo
Los Angeles Reporter

LOS ANGELES.—Defense attorneys in the DeLorean drug trafficking case here unsuccessfully tried to make an issue of when the prosecution learned of unrecorded calls between the former auto maker and the government's informant in the case.

Under cross-examination, James Timothy Hoffman, the chief witness against DeLorean, admitted telling the grand jury that he recorded all contacts with John Z. DeLorean. Upon later review of his toll records, he told the prosecution that he didn't record all the calls.

Defense Attorneys Howard Weitzman and Donald Re jumped on the admission and said the defense wasn't informed of the unrecorded calls until just before the trial started. They accused Assistant U.S. Attorney James P. Walsh Jr., the lead prosecutor, of a cover-up and indicated they might move for a mistrial or dismissal.

Judge Robert M. Takasugi preempted that challenge, ruling there would be no mistrial or dismissal after reading a report submitted by Walsh explaining the circumstances under which he learned of the unrecorded calls.

Takasugi said he was satisfied with the report and said "I see no misconduct on the part of Mr. Walsh."

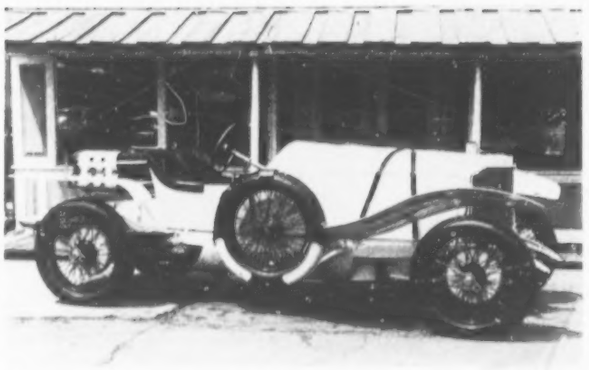
• The dispute was just a part of many exchanges between the defense and prosecution that have grown more acrimonious as cross-examination of Hoffman dragged into its third week.

Weitzman finished his questioning of Hoffman last Wednesday and late last week the prosecution began re-direct questioning of its star witness to bolster its case and to clarify inconsistencies that emerged during cross-examination.

Although some inconsistencies surfaced during Hoffman's testimony, Weitzman was largely unsuccessful in getting the informant to trip up in his recollection of the events that led to DeLorean's arrest Oct. 19, 1982, on cocaine trafficking conspiracy charges.

Weitzman had hoped to discredit Hoffman. However, the witness for the most part has not been shaken in his contention that the former auto maker approached him with the idea of a drug deal to generate cash

Continued on Page 61, Col. 5



Vintage Mercedes to be auctioned

This 1922 Mercedes Targa Florio Racer is one of 335 vintage automobiles from the Harrah's Automobile Collection which will be sold Sept. 29-30 at a no-reserve auction in Reno. Copies of the auction catalog will be available free in mid-July from Vehicle Auction, Harrah's, P.O. Box 10, Reno, Nev. 89504. The auction list includes seven Duesenbergs, a Cord and 39 Fords dating from 1907 to 1975.

Canada and Japan agree on new quota

By Richard Johnson
Staff Writer

The Canadian and Japanese governments have reached an agreement on a new quota system that will restrict Japanese auto makers to 18 percent of the Canadian passenger-car market through next March.

But while trimming market share, the arrangement permits an 8.5 percent hike in the number of Japanese units which can be sold in the growing Canadian market.

For the fiscal year which began April 1, the Japanese importers may bring at least 166,000 cars into Canada, compared with 153,000 allowed under the 1983-84 quota.

The new agreement also leaves room for a higher ceiling if the Canadian market continues to expand. If total new-car sales for the 1985 calendar year reach 943,000, the Japanese allocation could be pushed upward 11.4 percent to 170,400.

Should calendar year sales fall somewhere between 917,000 and 943,000, the allocation could be adjusted from a base of 166,000 to reflect an 18 percent share of the market. Sales of new passenger cars in Canada last year totaled 843,318.

"There is a safety valve built in," said John Kneale, of Canada's Ministry of Industry, Trade and Commerce in Ottawa. "The final figure could fall somewhere between 166,000 and 170,400."

• In announcing the agreement last week, Canadian Trade Minister Gerald Regan said domestic sales have increased approximately 18 percent since the last

Continued on Page 62, Col. 1

Grand Prix racing could be affected by German strike

By Richard Feast
European Editor

FRANKFURT, West Germany. — The Grand Prix auto racing circus hits Detroit this weekend — with the effects of the West German metal workers' strike threatening future events on this year's circuit.

The strike, now entering its sixth week, has taken out practically the whole of West Germany's auto industry. The shortages of some key components are beginning to worry the Formula One teams, including the McLaren team which has set the pace in this year's championship series.

Today's Grand Prix front runners use turbocharged engines. Mahle, the German piston maker which is one of the strike's prime targets, makes pistons for every turbo team apart from Honda.

Turbo manufacturer KKK supplies units to McLaren-Porsche, Brabham-BMW, Ferrari, ATS and Shadows teams. The intense stresses placed on components like pistons and turbos result in a high rate of turnover.

A two-car Grand Prix team will arrive at a race with half of its supply of 16 engines. An engine is used in practice and another substituted for the race, after which each is stripped down by the manufacturer and rebuilt. Any suspect components are immediately replaced.

But with the strike showing no signs of ending, the teams are becoming concerned about being able to field cars for future races. Inevitably, the leading teams will receive preferential treatment.

The Bosch connection, which is the main problem at the manufacturing end in Germany, is less of a problem for the race teams. Its fuel injection and electronic engine management is used by many of the teams and is even re-programmed for each circuit, but it is subject to less wear and tear than pistons and turbos.

Talks in Stuttgart aimed at settling the strike last week broke down. There have been concessions from employers, but IG Metall's stance seems inflexible: It wants the 40-hour week reduced to 35 wtih no consequent cut in pay.

The prospect of some sort of third-party arbitration is now being raised, but this will require commitments toward compromise.

Ford's Saarlouis factory, located in the state of Saarland which is not directly affected, was the only one in the Federal Republic producing last week. It was building Escorts and Orions at its scheduled rate of around 1,200 daily. Ford had some work in progress at Cologne and Genk (Belgium), but otherwise the country's industry was shut down.

• The strike's effects were felt in another country last week, when 7,500 employes of Fiat's truck (Iveco) and construction equipment (Fiat Allis) companies around Turin were laid off. They were awaiting components from Iveco's Magirus-Deutz subsidiary in Germany.

In addition, other European auto makers buy components from Germany, particularly from Bosch. Its fuel injection equipment is seen on most upmarket models of Saab and Volvo and its Lambda-sond emission equipment is an essential

Continued on Page 62, Col. 4

Sanchez says a sporty car is possible by 1988

Oldsmobile eyes setting up an outside supplier

By Marjorie Sorge

LANSING.—The General Motors reorganization may be the catalyst which helps Oldsmobile set up a fiberglass supply business outside the corporation to sell the components to its competitors, according to Joseph J. Sanchez, Oldsmobile general manager.

"The restructuring (reorganization) removes the auto manufacturing operations from the division, making it only a marketing function," he told Automotive News.

"We produce fiberglass parts right here in Lansing. We build the fenders, doors and quarters for the Pontiac Fiero. We are looking at the Lansing production facilities as separate from Oldsmobile with the possibility of selling those parts to other competitors.

"Why can't we make doors, quarters and fenders if we have the technology and techniques and run it as a business outside the corporation? Those things are being studied now."

Sanchez also said Oldsmobile has been sending representatives around the world for the last six months checking into possible joint ventures for the division.

While he emphasized that the divisions cannot commit GM to a venture, he said it is up to the divisions to initiate the idea and do the legwork. "That is the thrust of the reorganization," he said.

Oldsmobile personnel have visited companies in Japan, Europe and Brazil, among others, he said.

• Sanchez also told Automotive News:

1. Oldsmobile will likely have a two-plus-two car by 1988 which will be exclusively designed and styled for the division by Oldsmobile. Output would be about 5,000 a month or 60,000 a year.

2. Oldsmobile will not lose any models but some of the option packages could be scrubbed as the division moves to streamline operations under the reorganization. It will not lose any representation in the various size and price classes.

3. The dealer discount will not change under the reorganization but dealers will have a greater challenge selling cars once the divisions begin to produce more exclusively designed vehicles.

"The impact (of the reorganization) will be felt three to five years from now as we develop more products and as we get a greater degree of differentiation," Sanchez said.

"The dealers will then have a greater challenge. They will have different models to sell. Today, you can move a car that belongs to three different divisions and is very similar and the best salesman sells the most. Tomorrow, if those cars are totally different, it may require different marketing approaches.

"So the dealers have to be more aggressive. It will be a challenge to the imagination and initiative of the dealer organization."

4. Oldsmobile will need more dealers especially in areas of rapid population growth such as Florida, California and the Southwest.

5. The Japanese will not be as strong competitors in the future as they are forced to

Continued on Page 32, Col. 3

New ideas at Olds

Oldsmobile may set up its own fiberglass company outside General Motors and is actively pursuing possible overseas joint ventures, according to Joseph J. Sanchez, Oldsmobile general manager. The division is also looking for a new two-plus-two car by the 1988 model year.

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59th year — No. 5027

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truck industry news

Totals top previous highs established in record 1978

May, five-month sales set marks

May sales of new trucks of all types in the U.S. were the highest for any month in industry history, and the five-month total also hit an alltime peak.

During the month, according to preliminary factory reports, franchised dealers and factory outlets retailed 404,543 vehicles, an increase of 48 percent over the year-ago 273,288 and 1.7 percent higher than the 397,921 units sold in May, 1978, the previous any-month peak.

Through May, the total of 1,730,755 sales was 45.9 percent higher than last year's 1,185,897 and also 1.7 percent greater than the previous five-month high of 1,701,949 set in 1978.

There were strong advances for both May and the January-May period in all three market segments, with the heavies showing the biggest percentage increases.

During the month, retail outlets sold 379,499 light trucks, a gain of 46.3 percent over last year's 259,413. Mediums were up 15.6 percent, 4,789 versus 4,142. Heavies soared 108.1 percent to 20,255 units, compared with 9,733 a year ago.

Five-month sales of light trucks were 45.9 percent higher than a year ago, from 1,114,027 units in 1983 to 1,625,902.

Through May, 22,397 medium vehicles were retailed, up 21.7 percent over the year-earlier 18,404 units. Heavies totaled 82,456, an increase of 54.2 percent over the 53,466 sold in the like period in 1983.

Among the light trucks, the biggest gains were scored by the compacts, both domestic and imported.

In May, dealers retailed 174,068 units, an increase of 82.8 percent over last year. The five-month total of 714,286 sales was 80.1 percent higher than the year-ago 396,546.

The small trucks accounted

Continued on Page 46, Col. 3

IH increases power in its 6.9-liter diesel

CHICAGO. — A new, more powerful version of its 6.9-liter V-8 medium-duty diesel engine has been announced by International Harvester's Engine Division.

A 165-HP rating for the engine, certified for all 50 states, has been developed primarily for school-bus applications, according to John R. Horne, vice president, Engine and Foundry Division. It will be available on International Model 1753 S-Series school-bus chassis.

The original 155-HP version continues as the standard power plant for International Model 1654 S-Series trucks up to 28,000 pounds GVW.

Acording to Horne, the rapid acceptance of the 6.9-liter engine has been a significant factor in accelerating the transition from gasoline to diesel power among medium trucks and buses.

"We now estimate that nearly 90 percent of all International medium trucks and buses will be diesel by 1988, especially now that we are offering a 165-HP, 6.9-liter engine for school bus applications," he said.

• The naturally aspirated, 6.9-liter engine develops 165 HP at 3,000 RPM and 319 foot pounds of torque at 1,800 RPM. The 155-HP version develops 309 foot pounds of torque at 1,800 RPM. Compression ratio for both engines is 21.5:1.

"Since its introduction more than a year ago, we have continued to improve the 6.9-liter engine," Horne said. "One improvement was a design and materials change to the combustion chamber which resulted in a significant reduction — 2 dB(A)—in the engine's noise level.

"Another change in the nozzle-spray pattern improved combustion," he added.

Horne noted that the 6.9-liter engine used in International S-Series trucks is warranted for 100 percent coverage of parts and labor for the first 12 months or 25,000 miles.

An extended-warranty program covering mileage to 50,000 miles or 24 months, again with 100 percent coverage, also is available.

AMC introduces a full-size 4x4 Custom Wagoneer

SOUTHFIELD, Mich.—American Motors is expanding its 1984 line of full-size sports/utility vehicles by introducing the Jeep Custom Wagoneer.

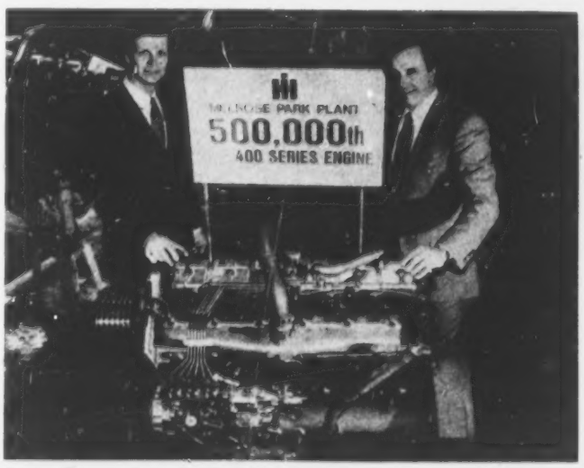
The new model, like the luxurious Grand Wagoneer, is a four-wheel-drive vehicle with a GVW rating of 6,200 pounds and a towing capacity of 5,000 pounds.

"The new Custom Wagoneer will offer buyers of full-size sports/utility vehicles a well-equipped vehicle for a base price of $15,995," said Joseph E. Cappy, group vice president — sales and marketing. "This is one of the few full-size utility vehicles with four doors and seating for six adults.

"The 4x4 market has expanded tremendously this year," he added. "While the major growth has been in the compact-vehicle segment, the full-size segment has also increased. The new Custom Wagoneer will offer our customers another option in this growing market segment."

The Custom Wagoneer is equipped with a six-cylinder engine and automatic transmission with part-time 4x4 system and free-wheeling front hubs. Other standard equipment includes air conditioning and tinted glass, AM/FM stereo with four speakers, bucket front seats with Almond Weschester fabric (a vinyl front bench seat is a credit option), visibility and light groups, full carpeting with extra-quiet insulation, power tailgate window, bodyside moldings, full wheel covers, woodgrain instrument panel and bright window and drip rail moldings.

Optional equipment includes a 360-CID V-8, heavy-duty suspension and two trailer-towing packages with capacities up to 5,000 pounds.



Milestone IH 400-Series diesel

International Harvester's Engine Division recently produced its 500,000th 400-Series diesel engine at Melrose Park, Ill., a DT-466C in-line six-cylinder turbocharged truck engine. With the engine are John Ullrich, right, Engine & Foundry Division manufacturing vice president, and Paul Roseland, plant manager.

Western Star's 'All Star'

A specially designed, limited-edition highway truck, the "All Star," marks the first year of Western Star Trucks in the U. S. market since the discontinuance of distribution of the heavy trucks by Volvo White Corp.

Special model marks Western Star's 'birth'

BELLEVUE, Wash.—Western Star Trucks is marking its first full year in the U.S. distribution of Western Star heavy trucks with the production of a limited-edition highway truck.

Called the "All Star," the truck is Western Star's base model, the 4964 6x4 with a 60-inch walk-in sleeper.

Each of the 100 units to be built will have a special serial number and a personalized buyer package, according to Richard M. Pattison, Western Star marketing manager.

He said all 100 units have been claimed by dealers and will be available this month or July.

"We wanted to turn out a limited edition that celebrated our first year in the U.S. market," Pattison said. "This truck offers all the options our customers want most—plus several special added attractions."

Western Star trucks, which now are produced only in Canada, previously were marketed in the U.S. by Volvo White Truck Corp.

The "All Star" has a red-burgundy-blue star design on an exterior silver background, and special gray and burgundy naugahyde upholstery.

"One important feature of the All Star," said Pattison, "is a mobile telephone that will enable truck operators to make all types of phone calls without having to leave the cab."

Component options include a Cummins NTC400 400-HP or

Continued on Page 20, Col. 5

Ohio outlet had both trucks, farm equipment at the start

IH dealership looks back 40 years

WOOSTER, O.—Since its beginning in the days of World War II, Harold Cook, Inc., has been an integral part of the town of Wooster. The IH dealership is celebrating 40 years in the truck business this year.

"During the second World War, my father started the business with C. W. Sommer and Don Tanner, who already operated a dealership in Lodi, Ohio," said Roger Cook, son of the founder and now president and general manager of Harold Cook, Inc.

"My dad worked his way up in International's truck organization during the Great Depression from a floor sweeper at the old Cleveland retail branch to zone manager on the Cleveland district sales staff. He was in business with Sommer and Tanner for 25 years until he and I finally bought out their interest in the operation."

Originally known as Buckeye Truck & Implement Co., the dealership sold farm equipment, in addition to trucks, until the mid-1960s.

The business was renamed Harold Cook, Inc., in 1960 when the firm dropped the farm-equipment segment of the business and added cars. Roger Cook joined the dealership in 1962 as a truck salesman.

"I had been selling pharmaceuticals for Charles Pfizer Laboratories after earning a BA degree in pre-med from Ohio Wesleyan University," Cook said. "My dad wanted to diminish his role, but we both wanted to keep the business in the family."

Roger became president and general manager when his father died in 1970.

Today, Harold Cook, Inc., has 21 full-time employes and annual sales of approximately $3 million in trucks, parts and service. Cook's 25,000-square-foot facility is located on four acres along Old U.S. Route 30, said Roger, along which many IH dealerships had staked their roots over the past four or five decades.

"We are the oldest dealership in Wooster," said Cook.

The truck industry has changed over the last four decades, and today's economic conditions and fierce competition present IH dealers a great challenge to capture a respectable share of a tighter market.

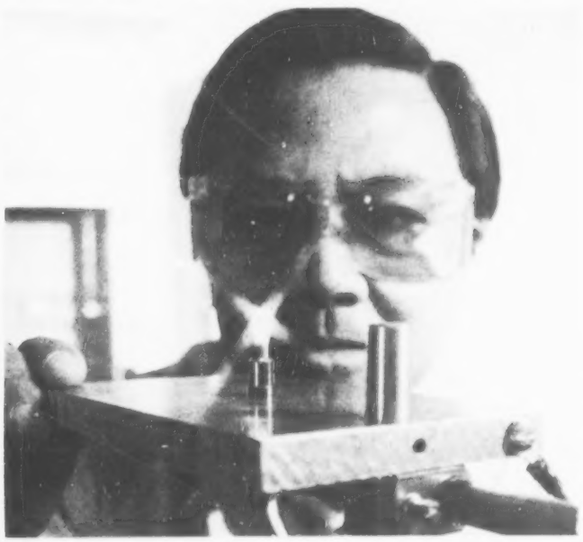
"Our area has been particularly hard hit," Cook noted. "We are a rural and agricultural area, and in addition, the center of the oil and gas service and supply business. We're tied to these businesses, which have had some very lean times lately."

But Harold Cook, Inc., is constantly seeking ways to attract new business.

"We hold parts and service

Continued on Page 30, Col. 5

engineering



For glowing starts

Senior Staff Engineer C. T. Young at Allied Corp.'s Automotive Technical Center in Troy, Mich., checks a prototype glow plug with an optical pyrometer. The plug will go into a modified diesel engine for testing under simulated driving conditions.

Engineers go to Washington

Hot SAE sessions in the capital

By Roger Rowand
Engineering Editor

WASHINGTON. — After a year of preparation, the SAE held its first Government/Industry Meeting & Exposition here and the event received a generally satisfactory grade.

It was a first and some foot-wetting was evident, but the over-all reaction was favorable.

NHTSA Administrator Diane K. Steed said the meeting offered an excellent opportunity for constructive interchange between government officials and an industry they regulate. Conference-goers appeared to agree.

"This one was not as large as most SAE meetings and that gave us a chance to listen effectively. There were fewer parallel sessions so it was possible to attend what you wanted to more readily. We've had an interchange right along with the industry, but this was of value," said Philip W. Davis, chief of NHTSA's Crashworthiness Division.

Another comment on size came from an emissions specialist with Volkswagen of America: "This is smaller and a lot easier to handle than, say, the big meeting in Detroit early in the year."

On booth duty at the Digalog display, a salesman said, "We've had a few people, a handful, but they've been pretty good. We've been successful with it."

There were an estimated 700 in attendance here and there were about a dozen exhibitors. At the annual Congress & Exposition in Detroit, there were

Continued on Page 43, Col. 1

Rowand report

By ROGER ROWAND

FBI tracking engineers

WASHINGTON. — You won't see any posters on the Post-office wall, but the FBI has a new person on its Most Wanted list.

The Federal Bureau of Investigation is looking for engineers it can hire as special agents and as non-agent technical specialists.

Why would any engineer leave, say, the auto industry to plunge into fighting terrorism, narcotics trafficking, crime and espionage?

Visit FBI headquarters here and sit down with Special Agent William A. Bayes, assistant director of the bureau's Technical Services Division. Listen as he describes the need and what a bureau job means.

"One important aspect is the challenge of making an immediate, near-term or long-term contribution to the country," he said.

Engineers do join the FBI for that patriotic reason. Bayes said it is part of a package of reasons that includes a wide variety of professional work, a chance to develop diverse skills, opportunity to offer research and development programs significant input and the prestige that goes with being with the FBI. Bayes said the quality of leadership in the agency also is an important reason for working there.

The salary alone isn't going to lure any engineers from Warren, Mich., or Kokomo, Ind., or Huntsville, Ala., or Detroit.

An agent's salary begins at $28,860 but annual earnings of $30,000 to $50,000 can be anticipated, Bayes said. An engineer heading a unit can make $60,000, he said.

Some technical personnel in the agency are special agents, others are not.

• Bayes said the feds are leaders in high technology. "We're state-of-the-art and beyond in technical support of our investigative efforts," he said.

His division soon will open an engineering R&D center at Quantico, Va., just outside Washington. That should be the most up-to-date facility of its kind in the world.

"We do most of our own engineering and the major effort now is in the electronics area," Bayes said.

Electronic surveillance is an important area for the FBI, of course. Voice privacy is another. With 17,000 VHF radios in the field, privacy is critical.

A new private radio system has just gone into use in Los Angeles, just in time for the Olympics. It's digitized and conversation is in crypto. The setup was developed by FBI engineers and technicians and equipment was purchased from Motorola.

"We are a service organization and our clients are the agents in the field," Bayes said. "The Los Angeles system is an example of serving a broad-scale project. We also do one-of-a-kind, customized components and devices and our own countermeasures."

Bayes, a physicist, is a computer science engineer today but has worked as an engineer in the space program.

"Our new facility is a plus," he said. "We've been contacting large companies and asking how they establish a work environment for engineers.

"But, this is more than a job. There is a great challenge and a great opportunity here to do well."

The FBI has about 20,000 employes and an annual budget of about $1 billion. Bayes calls its R&D program the most outstanding one in the government.

ENGINEERS Two paths await you for an interesting and challenging career with the FBI.

The Federal Bureau of Investigation offers Engineers an opportunity for employment as:

Engineers Technicians

Special Agents

The Federal Bureau of Investigation has immediate need for engineers and other technical professionals to develop and support the next generation of state-of-the-art technical investigative equipment and systems used in criminal and foreign counter intelligence investigations. These positions offer significant hands-on experience in concept formulation, requirements specifications, development, and deployment. The technical areas include: RF Systems, Digital Circuit Design, Signal Processing, Antenna Design, Computer Systems Architecture, Analog Circuit Design, and Integrated Circuit Design. Positions are available at the GS-7 through GS-14 levels depending upon qualifications. Positions are located in the Washington, D.C. area.

The FBI is in a unique position of having both criminal and counter intelligence responsibilities. These vastly different efforts require different ranges of technical equipment and allow the FBI to offer engineer positions in Research and Development or Operations Engineering.

Special Agent careers are available covering a wide variety of work assignments, special cases and locations. Salary begins at $28,860.00.

All applicants must be U.S. citizens and will be subjected to a background investigation. Special Agent applicants must be between the ages of 23 and 35 and meet physical requirements. The FBI is an equal opportunity employer.

Come hither

Ad in newspapers and scientific magazines aims at attracting FBI candidates.

27-year court battle ends

Inventor's team wins fight with GM

By Roger Rowand
Engineering Editor

OAK PARK, Ill. — In an era in which a lot of people can hardly contain themselves till the day's state lottery number is drawn, the ordeal of John Arthur Hendricks, 76, of this city, seems impossible to have endured.

Hendricks is an inventor who started a patent infringement battle against General Motors and other automotive giants back in 1956. The battle was won last year. That was when a U. S. Supreme Court decision was handed down and Hendricks received his share of a $20 million court-ordered payment from GM.

His cut amounted to around $700,000, but Uncle Sam snagged some $200,000 of that in taxes, he said.

Hendricks is a chipper individual not at all embittered by 27 years of legal maneuvering as he fought what he calls the world's richest corporation. He is bent up a bit by arthritis, however, and uses a cane.

His wife, Jeri, has worked as an activities, or occupational therapist and as an interior decorator through the years of legal entanglement. She also shows no signs of bitterness or anger.

"As you wait for these things, you deteriorate," she said. "If we'd gotten the money even 10 years ago, the dollar would have been worth much more and we would have been much more spry. But, we have a philosophy of life that anything that will be will be.

"We figured it would happen some day. We had a lot of faith and we lived as though it would happen," she said.

Hendricks said: "We never had any doubt. As soon as the patent was established, we won all the way up to the Supreme Court."

One thing the Hendrickses did abstain from in those years was the purchase of any Detroit-made car. They've owned a Citroen, two Mercedes, Volvos, a Saab, a BMW and once were tempted by a Facel Vega. Hendricks now owns a Mazda RX-7. Mrs. Hendricks drives a Chrysler LeBaron — loaded.

One of the surprising things about Hendricks and that $700,000 is the fact he sold the patent in question years ago.

The patent, issued in 1952, covers a die lubrication system widely used in cold forming auto bumpers. Suits were filed early on against all the U. S. bumper makers including Ford Motor Co., Chrysler Corp., Houdaille Industries and GM. All but GM settled. The settlement money, about $800,000 went to support the fight against GM, Hendricks said.

His patent covered an assembly line dry-film lubricant that is an instant-drying, melting, flowing barrier film that can be melted off with hot water. A die lubricant prevents binding, galling, tearing.

All those conditions which ruin sheet metal parts are related to heat at the work piece that is so high that metals weld spontaneously under pressures of as high as 2,000 tons per square inch as in the case of bumper stampings, he said.

It was developed on a shoestring in a Cleveland storefront lab. Its use saved $2 a bumper through the elimination of several steps in manufacturing and a good deal of labor.

The inventor, lacking a degree, calls himself a homemade chemist. His credentials, however, are impressive. He has been employed as a research chemist with such highly regarded outfits as duPont, Udylite and the University of Michigan where he enjoyed a faculty status.

One company fired him when

Continued on Page 38, Col. 3

In court 27 years

John A. Hendricks and wife Jeri endured 27 years of litigation after charging General Motors with patent infringement. Hendricks' team finally won, to the tune of $20 million.

PRODUCTION OVERSEAS

FRANCE
Cars

	1st 5 mos. 1984	1st 5 mos. 1983
Peugeot SA	335,810	375,679
Citroen	131,673	156,860
Peugeot	176,596	155,952
Talbot	27,541	62,867
Renault	406,074	436,103
Total	741,884	811,782

Vans, trucks, buses

CBM	9	21
Peugeot SA	30,286	32,720
Citroen	7,681	8,249
Peugeot	18,322	17,623
Talbot	4,283	6,848
Renault	64,239	53,119
Sovam	19	19
Unic	1,859	1,802
Total	96,412	87,681
Total vehicles	838,296	899,463

UNITED KINGDOM
Cars

	1st 5 mos. 1984	1st 5 mos. 1983
BL	76,829	75,278
Austin Rover	69,259	67,960
Jaguar	6,056	4,837
Land Rover	1,514	2,481
Carbodies	280	298
Ford	58,827	51,452
Lotus	152	91
Panther	58	n/a
Reliant	22	16
Rolls Royce	310	209
Talbot	17,402	18,342
TVR	50	24
Vauxhall	21,850	22,233
Others	112	103
Total	175,892	168,046

Vans, trucks, buses

Bedford	10,626	7,169
BL	14,074	15,937
Austin Rover	4,014	5,711
Land Rover	4,713	5,175
Freight Rover	3,374	3,053
Leyland Veh.	1,973	1,998
ERF	195	284
Foden	128	111
Ford	17,918	19,713
Hestair Dennis	164	107
Karrier	580	794
MCW	41	72
Reliant	50	0
Seddon Atkinson	240	236
Others	51	135
Total	44,067	44,558
Total vehicles	219,959	212,604

SPAIN
Cars

	5 mos. 1984	5 mos. 1983
Ford	41,878	37,392
General Motors	41,220	25,519
Peugeot SA	25,190	30,172
Citroen	14,118	22,377
Talbot	11,072	7,795
Renault	47,236	55,760
Seat	32,241	35,679
Total	187,765	184,522

Vans, trucks, buses

Enasa	1,660	2,259
Ford	1,506	1,048
Land Rover	1,987	3,451
Mercedes-Benz	2,329	1,707
Motor Iberica	3,129	3,278
Peugeot SA	2,490	4,410
Citroen	2,490	4,410
Renault	5,995	5,907
Seat	4,380	3,736
Setra	40	0
Total	23,516	25,796
Total vehicles	211,281	210,318

REGISTRATIONS OVERSEAS

WEST GERMANY
Cars

	4 mos. 1984	4 mos. 1983
Alfa Romeo	4,652	4,110
Austin Rover	2,990	1,590
Bertone	317	324
BMW	66,525	58,735
Daihatsu	2,371	2,073
Ferrari	111	
Fiat Auto	41,577	36,376
Ford	107,227	112,094
General Motors	166,961	174,916
Honda	14,726	12,039
Isuzu	932	169
Jaguar	565	222
Lada	3,417	2,874
Mazda	24,845	17,519
Mercedes-Benz	93,811	88,797
Mitsubishi	15,285	13,822
Nissan	22,000	15,495
Pininfarina	201	190
Porsche	5,056	4,636
Peugeot SA	38,748	32,780
Citroen	15,245	14,894
Peugeot/Talbot	23,503	17,886
Renault	34,875	35,054
Saab	1,469	1,327
Seat	1,578	
Skoda	825	581
Subaru	2,299	1,999
Suzuki	5,099	4,421
Toyota	17,950	18,626
VW-Audi Group	262,608	253,865
Audi	57,352	65,236
Volkswagen	205,256	188,629
Volvo	5,913	5,662
Others	381	505
Total	945,314	900,801

UNITED KINGDOM
Cars

	4 mos. 1984	4 mos. 1983
Alfa Romeo	1,693	2,658
BL	127,824	117,239
Austin Rover	123,983	113,667
Jaguar	2,761	2,604
Range Rover	1,080	968
BMW	10,192	9,744
Daihatsu	1,905	1,642
Fiat Auto	18,199	17,127
Ford	180,524	197,208
FSO	1,414	1,350
General Motors	119,981	86,997
Honda	5,501	5,363
Hyundai	1,054	1,111
Lada	5,416	6,505
Lotus	199	167
Mazda	6,035	5,554
Mercedes-Benz	6,192	5,490
Mitsubishi	3,804	3,181
Nissan	28,653	30,723
Panther	85	10
Peugeot SA	36,563	39,959
Citroen	10,474	9,892
Peugeot/Talbot	26,089	30,067
Reliant	48	37
Renault	22,740	24,913
Rolls-Royce	230	279
Saab	3,380	3,529
Skoda	4,028	3,606
Subaru	827	948
Suzuki	1,232	1,298
Toyota	9,523	9,709
VW-Audi Group	37,137	38,909
Volvo	22,593	23,746
Zastava	1,804	1,245
Others	2,048	1,871
Total	660,824	642,118

ITALY
Cars

	4 mos. 1984	4 mos. 1983
Alfa Romeo	48,935	36,539
BL	7,832	11,240
BMW	11,690	10,513
Fiat Auto	347,312	323,489
Fiat	293,698	272,771
Lancia/ Autobianchi	53,614	50,718
Ford	25,421	28,937
General Motors	23,730	20,549
Innocenti	7,659	4,980
Mercedes-Benz	5,292	4,439
Peugeot SA	43,234	40,392
Citroen	24,227	23,101
Peugeot/Talbot	19,007	17,291
Renault	59,800	65,324
VW-Audi Group	29,764	36,259
Audi/Porsche	6,479	9,407
Volkswagen	23,285	26,852
Volvo	7,693	7,321
Total	630,876	595,880

SWEDEN
Cars

	4 mos. 1984	4 mos. 1983
Alfa Romeo	360	160
BMW	1,388	1,153
Daihatsu	311	230
Fiat Auto	2,024	1,488
Ford	8,202	6,692
General Motors	7,496	6,122
Honda	1,192	1,013
Lada	494	567
Mazda	3,431	3,635
Mercedes-Benz	1,776	1,250
Mitsubishi	494	540
Nissan	2,002	1,593
Peugeot SA	2,553	2,048
Citroen	1,199	936
Peugeot/Talbot	1,354	1,112
Porsche	97	54
Renault	636	618
Saab	10,835	10,037
Skoda	106	124
Subaru	257	177
Suzuki	1	0
Toyota	2,989	2,745
VW-Audi Group	9,184	7,221
Audi	2,241	1,334
Volkswagen	6,943	5,887
Volvo	21,685	21,126
Others	10	9
Total	77,486	68,603

AUSTRIA
Cars

	4 mos. 1984	4 mos. 1983
Alfa Romeo	1,023	970
BL	87	186
BMW	3,620	3,459
Daihatsu	281	323
Fiat Auto	6,308	4,578
Ford	8,551	7,852
General Motors	11,290	13,333
Honda	1,652	1,486
Lada	493	621
Mazda	7,935	9,774
Mercedes-Benz	2,532	2,812
Mitsubishi	1,370	1,801
Nissan	3,867	6,283
Peugeot SA	5,923	5,791
Citroen	2,582	2,402
Peugeot/Talbot	3,341	3,389
Porsche	232	199
Renault	4,174	4,135
Saab	152	179
Seat	382	0
Skoda	259	321
Subaru	746	1,346
Suzuki	384	327
Toyota	3,674	4,299
VW-Audi Group	15,362	18,544
Audi	2,980	4,728
Volkswagen	12,382	13,816
Volvo	1,363	1,456
Others	43	55
Total	81,603	90,130

SWITZERLAND
Cars

	3 mos. 1984	3 mos. 1983
Alfa Romeo	1,786	2,525
AMC	52	101
Austin Rover	628	867
Bertone	52	77
BMW	3,704	3,293
Daihatsu	246	416
Ferrari	47	64
Fiat Auto	5,859	6,279
Ford	4,441	9,572
General Motors	10,719	8,926
Honda	2,001	2,013
Isuzu	175	146
Jaguar	111	111
Lada	9	178
Maserati	104	2
Mazda	2,281	3,773
Mercedes-Benz	1,940	2,169
Mitsubishi	2,257	2,626
Nissan	2,183	5,831
Peugeot SA	6,246	7,374
Citroen	3,000	3,270
Peugeot/Talbot	3,246	4,104
Pininfarina	53	127
Porsche	455	423
Puch	30	39
Renault	3,908	5,354
Saab	328	358
Skoda	37	79
Subaru	1,715	2,178
Suzuki	964	1,125
Toyota	4,942	6,567
VW-Audi Group	10,596	11,541
Audi	2,739	3,490
Volkswagen	7,857	8,051
Volvo	1,574	1,788
Others	31	89
Total	69,518	86,208

NORWAY
Cars

	3 mos. 1984	3 mos. 1983
Alfa Romeo	12	23
BMW	591	538
Daihatsu	146	292
Fiat Auto	1,332	417
Ford	3,851	51,184
General Motors	2,821	3,973
Honda	741	826
Lada	598	756
Mazda	3,112	3,478
Mercedes-Benz	412	451
Mitsubishi	884	1,137
Nissan	1,371	2,159
Peugeot SA	1,599	1,150
Citroen	523	513
Peugeot/Talbot	1,076	997
Renault	84	169
Saab	697	594
Skoda	100	120
Subaru	274	362
Toyota	2,074	2,272
VW-Audi Group	2,676	3,035
Audi	575	697
Volkswagen	2,101	2,338
Volvo	2,135	2,219
Others	90	78
Total	25,600	29,593

DENMARK
Cars

	3 mos. 1984	3 mos. 1983
Alfa Romeo	92	56
BL	183	32
BMW	848	573
Dacia	284	2
Daihatsu	396	976
Fiat Auto	2,102	1,132
Ford	5,684	4,481
FSO	223	111
General Motors	6,191	3,834
Honda	342	363
Lada	1,170	1,343
Mazda	3,727	3,067
Mercedes-Benz	219	227
Mitsubishi	358	258
Nissan	1,805	2,155
Peugeot SA	2,531	2,156
Citroen	1,632	1,267
Peugeot/Talbot	899	880
Renault	173	179
Saab	547	712
Skoda	2,279	2,102
Subaru	31	84
Suzuki	6	0
Toyota	3,870	2,824
Trabant	31	44
VW-Audi Group	2,825	1,452
Audi	198	232
Volkswagen	2,627	1,220
Volvo	1,633	1,103
Wartburg	317	328
Zastava	131	0
Total	37,999	29,820

FRANCE
Cars

	2 mos. 1984	2 mos. 1983
Alfa Romeo	3,446	4,766
BL	4,485	3,904
BMW	5,519	5,148
Ferrari	12	24
Fiat Auto	16,172	12,126
Ford	21,503	24,480
FSO	272	289
General Motors	11,770	11,795
Honda	750	1,292
Lada	3,695	3,530
Mazda	1,246	2,728
Mercedes-Benz	3,041	2,922
Mitsubishi	543	760
Nissan	1,896	2,731
Nuova Innocenti	227	226
Peugeot SA	91,326	93,070
Citroen	37,015	40,008
Peugeot	46,369	37,761
Talbot	7,942	15,301
Porsche	250	289
Renault	83,485	102,717
Saab	174	102
Skoda	564	512
Seat	1,393	
Toyota	1,362	2,081
VW-Audi Group	14,224	19,556
Audi	4,232	4,456
Volkswagen	9,992	15,100
Volvo	2,454	1,626
Zastava	187	382
Others	231	9
Total	269,878	296,970

world news briefs

Ludwigsen: On Bond Street.

Ludwigsen surfaces

Karl Ludwigsen, former vice president of Ford of Europe, establishes a "think tank" focused on the auto industry. Among projects currently being studied are sports car and luxury car markets, electric vehicle prospects, the effects of fuel costs on segmentation in world markets, strategies for productivity improvements and the impact of legislation on car design. Ludwigsen Associates is based on Bond Street, London.

M-B buys from Mitsubishi

Mercedes-Benz Espana will buy gasoline engines from Mitsubishi Motors Corp. starting next year. Volume of 6,000 a year is projected.

Reliant looks to exports

Reliant Motor, British specialist sports car and three-wheeler maker, is thinking seriously of exporting its forthcoming small sports car to the U.S. The car, powered by a Ford CVH engine and to cost around $10,000 in the UK, will debut at Birmingham's international auto show in October.

Ford stakes claim

To counter claims by other auto makers, Ford issues a list of what it says were last year's world best sellers. Ford figures, based on production, put Escort on top with 827,000. Next are Renault 9 (730,000), Toyota Corolla (705,000), VW Golf (611,000), Nissan Sunny (556,000), Ford F-series (538,000) and Renault 5 (434,000).

Sinclair declines Belfast

Sinclair Vehicles rejects a plan to build its forthcoming 1975 electric vehicles at the former DeLorean car factory in Belfast, Northern Ireland. The first vehicles will be made instead in South Wales.

Bedford CF revamp

General Motors' Bedford Commercial Vehicles launches a second generation CF medium-van line. Features include a 2-liter gas engine which replaces 1.8 and 2.3-liter units, new transmissions, front disc brakes, lower service costs and improved cab interior.

Lotus wins appeal

Group Lotus wins its appeal against the Inland Revenue's $120 million tax demand.

Praise for Fiat accounts

The European Federation of the Financial Analysts' Societies (EFFIS) declares that the 1982 consolidated financial statements of the Fiat Group contain the best corporate information in Europe.

Big bus order

Volvo Bus Corp. lands its largest order ever for articulated buses. The Greater Stockholm Transport Authority ordered 126, plus 80 two-axle buses.

Engineers go to Washington

Hot SAE sessions in the capital

Continued from Page 22

thousands in attendance and exhibits numbered in the hundreds.

In Michigan in January, the weather has a tendency to occupy center stage. The same was true here with the mercury pushing 90 degrees. The Mayflower Hotel's air conditioning was limping under a burden of extensive hotel remodeling. Some sessions in smaller hotel meeting rooms became uncomfortable.

Topics studied during the four days of talk in panel discussions, question-and-answer sessions and corridor conversations covered a wide range.

They included fuel economy, with emphasis on what should happen when CAFE rules expire, emissions, military vehicles and research, lobbying and consumer information.

NHTSA reps gave engineers a look at areas of interest likely to get heavy federal research attention in the months ahead.

Michael M. Finkelstein, NHTSA associate administrator for research and development, presented a look at how the money is spent.

NHTSA Motor Vehicle Research (in 000s)

Area	Fiscal year 1984	Fiscal year 1985 (Requested)
Crashworthiness	$8.239	$9.350
Crash avoidance	2.650	2.855
Heavy-duty	360	800
Air Bags	1.000	2.500

In addition, the National Center for Statistical Analysis gets about half of all NHTSA research funds.

EPA officials said their agency will be concentrating on control of heavy-duty truck emissions — diesel particulates and oxides of nitrogen — and the study of methanol as an additive and as a constituent in photochemical smog.

EPA will be taking an unaccustomed role when it develops heavy-duty emissions control technology, SAE was told. Normally, others develop control technology to meet EPA regulations.

There did not seem to be any trouble communicating among participants in the event on Connecticut Ave. but there was general agreement that the miles between Detroit and Washington are a drawback to smooth communications.

One of the best-attended sessions covered emission controls tampering and misfueling — using leaded gasoline in vehicles with catalytic converters.

Philip J. Lang, marketing advisor for Exxon Co., U.S.A., delivered some good news from the misfueling front. Exxon researchers are reporting a dip in the number of people misfueling.

In the first quarter of 1984, misfueling occurred at a rate of 6.8 percent, down from a rate of 8.4 percent a year earlier. Analysis indicates the drop was due largely to a higher mix of newer cars, Lang said.

Cars dating from 1975 to 1977 constitute 25 percent of the total U. S. car population now versus 32 percent a year ago. The three youngest model-year cars made up 36 percent of the total in this year's first quarter compared with 23 percent a year before, he said.

Government and petroleum industry researchers have an impressive amount of knowledge about the misfueler. He fits a pattern.

He is under 25, earns less than $25,000 a year, lives in the rural South or Southwest, and is a do-it-yourselfer. Some 80 percent of the misfuelers use self-service pumps and pay cash. Many drive pickups. They generally buy the leaded gas because it is priced lower than unleaded fuel.

Champion Spark Plug promotes Black to VP

TOLEDO.—Richard L. Black has been named Champion Spark Plug Co.'s vice president of research and development succeeding Richard C. Teasel, who is retiring after 35 years with the company.

Black, 36, began working for Champion's research and development department in 1969. Most recently, he served as director of international manufacturing. Teasel has been R&D vice president since 1968.

Rapid Transit System slates lawn show

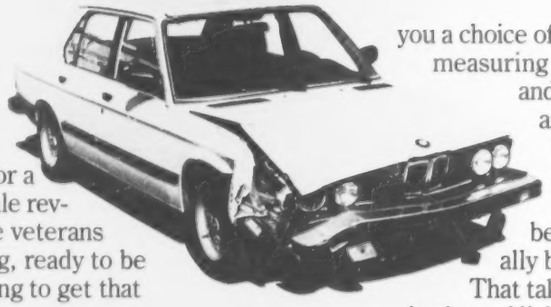
DEARBORN. — Rapid Transit System here is presenting the second annual Mopar Lawn Show July 8 at the Edsel and Eleanor Ford House, Grosse Pointe Shores, Mich.

Rapid Transit System is a nonprofit organization which restores Chrysler Corp. vehicles.

Dimmitt breaks ground

Larry H. Dimmitt Sr., president, Larry Dimmitt Cadillac, Inc., Clearwater, Fla., breaks ground for Larry Dimmitt BMW, Inc., Hudson, Fla. With Dimmitt are sons Lawrence, left, and Richard.

Think of them as income-ing wounded.



New car sales will have their ups and downs, but you can always count on one thing: Accidents will happen.

So if you're looking for a constant source of aftersale revenue, just look at all those veterans of collisions, limping along, ready to be repaired. Somebody's going to get that business. Why not you?

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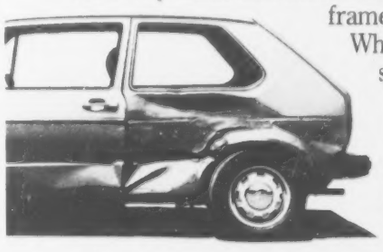

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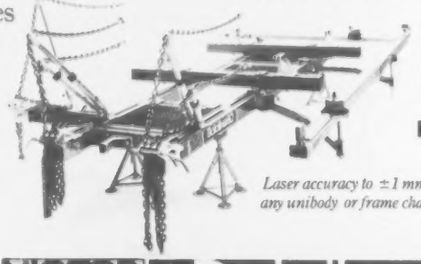
But what really makes Dataliner so effective is a special combination of measuring and pulling that no other system can match. We give you a choice of two patented measuring systems (laser and mechanical) and all the pulling power you need to turn bashed bodies back into beauties. And actually beat factory specs. That takes care of comebacks and liability problems and makes for satisfied customers. Once the word is out, anyone who values his vehicle is a potential customer.

Dataliner is expandable, too. With five complete hardware packages to choose from, you can tailor your system to your current needs and build it as your business grows.

So whenever you see those casualties of collisions, think of them as income-ing wounded. And think of Dataliner. Along with your new outlook, you'll get a whole new source of backroom revenue.



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#7984

Totals top previous highs

May, five-month sales set marks

Continued from Page 18

for 45.9 percent of the light vehicles sold during the month, and 43.9 percent of the five-month total.

May sales of small trucks built in the U.S. totaled 115,418 units, up 105.6 percent from last year's 56,124. Imports were 49.9 percent higher than a year ago, 58,650 versus 39,117.

Through May, sales of the domestics were up 106.8 percent to 481,593 units, compared with 232,847 in 1983. Imports totaled 232,693, a gain of 42.1 percent over the year-earlier 163,699.

The domestic compacts accounted for 66.3 percent of the small trucks retailed in May, and 67.4 percent of the five-month total.

Going into June, there were 679,098 unsold new trucks in retailers' hands, an increase of 23.2 percent over the year-earlier 551,316 units.

Light-truck stocks totaled 623,658 units, a gain of 21.8 percent over the year-ago 511,954. Mediums were up 21.9 percent, 13,889 versus 11,396. Heavies totaled 41,551 units, 48.6 percent higher than last year's 27,966.

• Big Three dealers retailed 314,590 new trucks during May, an increase of 41.4 percent over last year's 222,442. The five-month total of 1,352,550 units was 39.4 percent higher than the year-earlier 970,001.

Chevrolet reported 122,567 sales during the month and moved to within 350 units of No. 1 Ford in the five-month count.

Its dealers retailed 496,479 vehicles in the January-May period, up 31.2 percent over the year-ago 378,321 units. The May total was 44.5 percent higher than last year's 84,815 sales.

During the month, Ford dealers sold 115,200 new trucks, bringing the five-month count to 496,821 units. The May total was up 30.7 percent from the year-ago 88,169, while the January-May count was 32.3 percent higher than the previous year's 375,426 units.

Dodge and Chrysler dealers retailed 47,396 units in May, a gain of 90 percent over last year's 24,939. Through May, the total was 104.4 percent higher, from 109,535 units in 1983 to 223,932.

GMC's May sales were the second highest in history, and the total for the final 10 days of the month was the highest ever.

During the month, GMC dealers retailed 29,427 vehicles, a 20 percent increase over last year's 24,519. The alltime May high of 33,368 sales was set in 1978. May also was the 14th straight month in which sales topped the year-earlier count.

Through May, sales totaled 135,318 units, an increase of 26.8 percent over the 106,719 retailed in the like period a year ago.

May sales of Jeep four-wheel-drive vehicles totaled 13,489 units, a gain of 99 percent over last year's 6,777. The downsized Cherokee and Wagoneer accounted for 56 percent of the month's sales.

The five-month Jeep total was up 110.5 percent to 60,494 units, compared with 28,740 a year ago. Again, the smaller Cherokee and Wagoneer took 56 percent of the count.

Only 56 of the discontinued Volkswagen compact pickup trucks were retailed during the month, compared with 753 last year. The January-May total was down from 2,796 units in 1983 to 336.

May and calendar-year sales were up dramatically for all five distributors of the Japanese-built compact pickup and sports/utility vehicles.

Toyota dealers retailed 26,363 new trucks during the month, an alltime high for any month and 70.5 percent higher than last year's 15,465. Through May, the total was up 61.3 percent to 100,305 units, compared with 62,198 in the like period a year ago.

In May, Nissan/Datsun dealers sold 19,003 vehicles, an increase of 63.7 percent over the year-earlier 11,611 units. The total this year included 8,235 trucks built in the U.S.

The five-month count was 117.8 percent higher than a year ago, from 42,016 in 1983 to 91,495. Included in this year's total were 48,888 vehicles assembled in the U.S.

Mazda dealers retailed a record 11,139 pickup trucks during the month, up 59.2 percent over last year's 6,997. Through May, the total was 83.3 percent higher than a year ago, a record 51,457 versus 28,067.

May sales by Isuzu dealers were up 182 percent over last year to 5,045 units, compared with 1,789 in 1983. The five-month total of 14,625 units was up 64 percent, versus 8,919 a year ago.

Mitsubishi's sales during the month were up 61 percent, from 713 last year to a record 1,148. Through May, the total rose 79.3 percent to a record 5,858 units, compared with 3,267 in 1983.

Big Three May, year-to-date sales

	May		year to date	
	1984	1983	1984	1983
Ford				
Vans	15,819	15,773	75,163	65,613
Club Wagon	3,045	2,822	13,966	12,592
Ranger	24,421	16,970	96,483	73,511
Courier	.....	.....	.....	5,657
Bronco	4,308	4,135	19,677	18,193
Bronco II	10,426	5,881	39,630	12,482
Pickups	52,064	39,141	231,367	171,906
Mediums	4,110	2,787	16,145	12,267
Heavies	1,007	660	4,390	3,205
Chevrolet				
Vans	17,811	13,516	75,231	60,302
Sportsvan	2,564	1,875	10,790	8,053
S-10	23,346	17,079	87,507	75,432
S-10 Blazer	14,916	7,716	58,476	36,817
LUV	.....	237	.....	2,766
El Camino	2,809	1,842	11,342	8,166
Blazer	4,434	2,971	21,079	12,114
Suburban	5,454	3,999	22,063	15,330
Pickups	48,875	34,217	202,722	153,688
Mediums	2,357	1,363	7,269	5,653
Chrysler				
Vans	6,522	7,002	32,185	29,802
Ram Wagon	4,320	3,621	19,848	15,233
Voyager	7,599	.....	35,517	.....
Caravan	8,011	.....	37,289	.....
Mini Ram Van	1,753	.....	5,235	.....
Ram 50	4,187	2,155	17,841	10,076
Other Plymouth Trucks	.....	1,002	378	4,204
Ramcharger	2,653	1,751	12,648	8,782
Rampage	953	1,089	4,552	4,724
Pickups	11,398	8,319	58,439	36,714
GMC				
Vans	4,031	5,077	21,187	20,407
S-15	4,647	4,138	18,740	16,913
S-15 Jimmy	3,094	1,658	13,548	6,625
Jimmy	768	651	3,884	2,919
Caballero	261	191	1,154	833
Suburbans	1,541	1,082	6,905	4,762
Pickups	10,802	8,908	51,971	42,005
P Models	423	482	2,098	1,395
Mediums	2,325	1,668	10,298	7,748
Heavies	1,535	664	5,533	3,112

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In domestic as well as international markets

Ford aims for 'best-in-class' quality

Continued from Page 49

manufacturing and assembly processes.

6. Monitoring quality and customer service.

7. Outside supplier self-control of quality.

"Market research made it clear that our customers wanted quality products," Geoffrey said. "Once this fact was fully understood by corporate management, quality improvement was established as our No. 1 priority.

"A Quality is Job No. 1 priority was backed by a written corporate policy. Quality improvement objectives were included in the company's five-year business plan, and long-term 'best-in-class' quality goals, expressed as reduced plant and field repairs, were established for all vehicle lines," Geoffrey said.

Among actions demonstrating Ford management's commitment to quality include a vacation shutdown policy set in place at all plants in 1983; assembly line stop buttons being piloted at nine plants, and automation being incorporated wherever possible to minimize operator-induced variation.

Job No. 1 dates have been delayed to assure a high level of quality at launch, Geoffrey said.

"At Ford, competitive quality information is being communicated on a regular basis to all personnel, including UAW management and hourly employes."

Geoffrey said that the most significant step Ford has taken in reducing variability has been a transition from inspection to statistical process control of manufacturing and assembly operations.

"Continually pursuing reduction in parts variability has paid off immensely. As parts are consistently made more nearly alike, the fit and function of parts and assemblies more nearly approach the target or ideal levels," he said.

This has been translated, he said, into annual savings of about $30 million due to reduced inventories at the Cleveland engine plant alone.

Since Ford gets about 50 percent of its production material from outside suppliers, it has attempted to get the vendors to follow its quality quest, Geoffrey said. Suppliers are getting involved earlier in feasibility feedback, development and evaluation. Since 1981, 114 five-day seminars in statistical process control for 4,500 supplier personnel have been completed.

The number of suppliers has been reduced 20 percent "to help increase uniformity of product." Longer-term contracts are being used to assure "ongoing commitment to quality and productivity, he said.

Hess signs

K. H. Hess signs with Chevrolet to become owner of Ken Hess Chevrolet, Inc., Middletown, Pa. Witnessing the signing are, from left: H. C. Marshall, Chevrolet's Philadelphia zone manager, and R. D. Welsh, dealership accountant.

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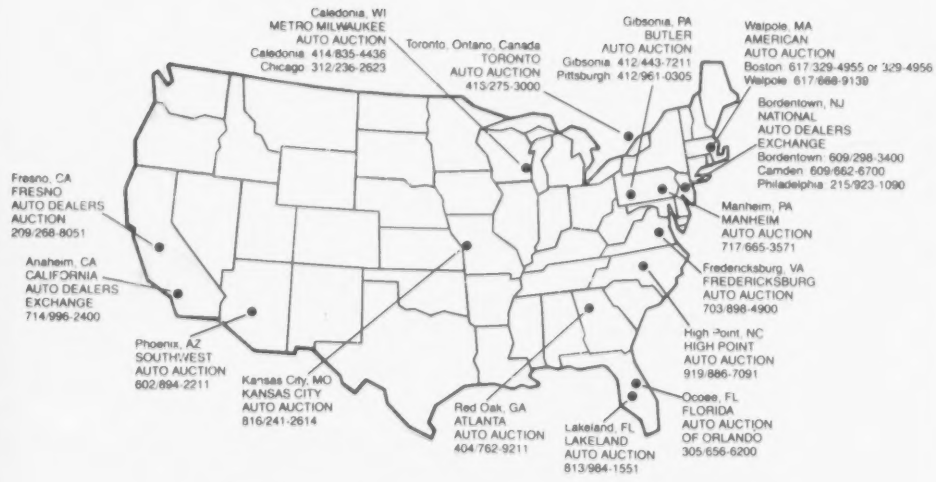

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American Motors

June 19—Aptco Auto Auction, Taylor, Mich., and High Point Auction, High Point, N. C.

June 20—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

June 21—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Corry Auto Auction, Corry, Pa.

June 22—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

June 26—D-A Auto Auction, New Stanton, Pa.

June 27—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

June 28—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Chrysler Corp.

June 19—Hatfield Auto Auction, Hatfield, Pa.; Harrisonburg Auto Auction, Harrisonburg, Va.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

June 20—Columbus Fair Auto Auction, Obetz, O.

June 21—Indianapolis Auto Auction, Indianapolis, Ind.

June 26—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Salt Lake Auto Auction, Salt Lake City, Utah.

June 27—Minneapolis Auto Auction, Plymouth, Minn.

June 28—Arena Auto Auction, Chicago, Ill.; Aptco Auto Auction, Taylor, Mich., and 166 Auto Auction, Springfield, Mo.

June 29—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

June 20—Concord Auto Auction, Acton, Mass.; Lakeland Auto Auction, Lakeland, Fla.

June 21—Nashville Auto Auction, Nashville; 166 Auto Auction, Springfield, Mo.

June 27—Golden Gate Auto Auction, Fremont, Calif.; Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 28—Aptco Auto Auction, Taylor, Mich.; Skyline Auto Exchange, Fairfield, N. J.

June 29—Denver Auto Auction, Englewood, Colo.

General Motors

June 20—Clanton's Auto Auction, Darlington, S. C., and Salt Lake City Auto Auction, Salt Lake City, Utah.

June 21—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago, Ill.

June 26—South Seattle Auto Auction, Inc., Kent, Wash.

June 27—Brasher's Auto Auction, Fontana, Calif.

June 28—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Grand Prairie, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Used Car Sales

Auction Averages

June to date	$5,697
Month ago	$5,604
Year ago	$5,258

Model breakdown

Auction Averages

	JUNE	MAY	APRIL
1984	$12,129	$11,393	$13,891
1983	8,760	9,040	8,850
1982	6,177	6,165	6,589
1981	4,908	5,193	5,344
1980	4,299	4,345	4,621
1979	4,004	3,671	4,008
1978	2,353	2,431	2,910
1977	1,825	1,893	2,159
Overall Average	$ 5,697	$ 5,372	$ 5,418

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23-day supply on hand

Import-car inventory slashed to record low

Continued from Page 1

Japanese cars were only slightly above the May 1 total and sales of Japanese cars picked up as cars became available. The result was a higher selling rate. And that meant a days-supply level even tighter than the April 1 total of 16.

The German days' supply was the lowest on record, but 50 days of cars could soon begin to sound good for the German makes: U.S. importers said the real shortages have yet to show up on this side of the Atlantic.

• "Our pipline is so long that the stateside inventory has not been affected," a Volkswagen of America spokesman said of Porsche's 21-day supply. "At the moment, we're selling right off the boat."

Although the 911 Cabriolet is already experiencing shortages, the across-the-board shortages will begin to hurt toward the end of this month, he predicted.

BMW, which looks like it had a comfortable 54-day supply, reported regional shortages. German workers not on strike were asked to take their vacations this month instead of in August. By last week, a good portion of BMW's blue-collar and white-collar workers were "vacationing," but it remains to be seen whether the factories will operate during August.

The days' supply at Mercedes-Benz — 19 — was its lowest on record at AUTOMOTIVE NEWS. But again, the importer attributed the decline more to sales increases than to product shortages in the U.S.

• Altogether, the June 1 total of 213,780 new imported cars in dealer and port inventories was 4 percent below the May 1 total of 221,547. And it was 22 percent below the year-earlier inventory total of 275,411.

The June 1 days' supply — 23 — was dramatically reduced from the 32-day supply of a month earlier and the 33 days of a year earlier.

One year ago, the Japanese-car supply was universally accepted as short, at 28 days' worth. But it turned out to be nearly double today's supply level.

Honda recorded a dubious record this month, with its three-day supply of imported cars. In comparison, its 15-day supply of domestically built Accords looks almost robust.

Toyota increased its inventory by 45 percent since May 1, but its sales rate soared even faster. The result: A 10-day supply on June 1, down from a 13-day supply May 1.

The only Japanese make to increase its days' supply, in fact, was Chrysler's Mitsubishi line.

The non-German European makes increased their inventories by a hair last month, but their sales rates declined, so they ended the month with a 54-day supply, up from 48 days a month earlier.

Renault's imports still stand at a phenomenal 232 days. Saab and Volvo increased their inventories a bit, probably in anticipation of the annual country-wide vacation.

Inventories and days' supplies of imported trucks plummeted last month as the sales pace picked up. On June 1, import-truck inventories stood at 73,652, or 29 days' worth, compared with 82,378, or 44 days' worth, on May 1.

Cuts in Isuzu and Toyota truck inventories were the motivating factors.

The inventory of all imported vehicles—cars and trucks—fell to 287,432, or 24 days' supply, on June 1, from 303,925, or 34 days' supply, on May 1.

The inventory of Japanese-built cars totaled 107,508 on June 1, compared with 106,908 one month earlier. The Japanese nameplates and their days' supply levels were Honda (imports only), 3; Toyota, 10; Mazda, 13; Subaru, 14; Nissan, 18; Isuzu, 67, and Chevrolet's new Suzuki-built Sprint, an estimated 107.

In addition, Chrysler carried an 81-day supply of Mitsubishi-built cars: Plymouth Colt, 80 days; Dodge Colt, 81 days, Plymouth Conquest, 146 days, Dodge Conquest, 175 days, and Vista, 52 days.

German-car stocks on June 1 stood at 70,086, down from the May 1 total of 78,927. The German makes and their June 1 days' supplies: Mercedes-Benz, 19; Porsche, 21; Audi, 51; BMW, 54, and VW, 68.

Inventories of other European makes stood at 36,186 on June 1, up from the May 1 total of 35,712. The June 1 days' supply levels were Jaguar, 17; Volvo, 44; Peugeot, 46; Saab, 52; Alfa Romeo, 89, and Renault, 232.

Days' supply figures for import trucks were Mazda, 14; Toyota, 18; Nissan (import and domestic), 26; Mitsubishi, 48; Isuzu, 59, and Chrysler's Mitsubishi-built Ram 50, 102.

IMPORT STOCKS

	June 1, 1984	May 1, 1984	June 1, 1983
Honda	3	12	20
Isuzu	67	111	94
Mazda	13	21	24
Mitsubishi	25	39	106
Nissan	18	25	33
Subaru	14	37	33
Toyota	10	13	14
Chevrolet	107	.....	.....
Chrysler	81	56	91
JAPANESE MODELS	15	22	28
Audi	51	56	73
BMW	54	59	37
Mercedes-Benz	19	24	24
Porsche	21	27	25
Volkswagen	68	91	75
GERMAN MODELS	50	58	47
Alfa Romeo	89	24	86
Jaguar	17	18	25
Peugeot	46	48	128
Renault	232	267	167
Saab	52	31	43
Volvo	44	40	36
OTHER MODELS	54	48	70
TOTAL IMPORTED CARS	23	32	33
Isuzu	59	104	145
Mazda	14	20	43
Mitsubishi	48	36	108
Nissan*	26	37	54
Toyota	18	39	40
Chrysler	102	97	100
TOTAL IMPORTED TRUCKS	29	44	57
TOTAL IMPORTED VEHICLES	24	34	37

*—Including domestic-made trucks

17-day supply after 4th decline in row

New-car stock falls to 11-month low

Continued from Page 1

and Honda's U. S.-car supply rose to 15 days from 13.

The June 1 domestic-car inventory was divided this way: GM, 49.71 percent; Ford, 28.11 percent; Chrysler, 15.86 percent; AMC, 3.85 percent; VW, 2.00 percent, and Honda, 0.47 percent.

A month earlier, the breakdown was GM, 53.62 percent; Ford, 26.01 percent; Chrysler, 14.79 percent; AMC, 3.38 percent; VW, 1.78 percent, and Honda, 0.42 percent.

Chevrolet cut its new-car inventory the most of any division: To 40 days from its May level of 54 days. The Chevy Cavalier, at 33 days' supply, and Celebrity, at 28 days, were among the U. S. models in shortest supply.

But other GM divisions also made some big chops in their inventory levels last month.

Pontiac, for example, cut its supply to 43 days from 53. Its Fiero, with inventories enough to last only 11 days, is below even the U. S.-built Honda Accord (15 days). Other Pontiac models are short, too: Firebird has only 35 days' supply; Pontiac 6000, only 34 days.

Oldsmobile Division has four models in short supply: Cutlass Ciera and Supreme, Olds 88 and 98. Altogether, the division has a 31 day supply, down from 38 days on May 1.

Buick cut its inventory and days' supply, too. Its Electra, Century and LeSabre were particularly short. On June 1, Buick's supply stood at 40 days, down from 45 one month earlier.

Cadillac's inventories rose, but its sales rate last month rose more, so the division started June with a 39-day supply, down from 40 a month earlier.

Plymouth, Dodge and Lincoln-Mercury divisions also sliced their days' supply levels last month. The Mercury Marquis, at a 35-day level, and full-size Lincoln, at 28 days, were particularly short.

On the other side of the coin, the big Chrysler Corp. products, all AMC cars, the newer Fords (Tempo, Topaz and Thunderbird), VW Rabbit, Cadillac Cimarron, Pontiac Phoenix and Oldsmobile Firenza topped the bloated-inventory list.

Chevy Malibu, last produced in the 1983 model year, still had a 51-day supply left on June 1 — but that was only 137 cars.

• By class size, the June 1 inventory broke down this way: Subcompact, 21.14 percent; compact, 28.26 percent; intermediate, 29.43 percent; standard, 12.61 percent, and luxury, 8.56 percent.

One month earlier, the breakdown was subcompact, 19.51 percent; compact, 27.83 percent; intermediate, 31.72 percent; standard, 12.54 percent, and luxury, 8.40 percent.

The June 1 days' supply figures by market class:

Subcompact — Alliance, 101; Encore, 90; Rabbit, 83, Daytona, 81; Laser, 72; Lynx, 72; Charger, 71; Pontiac 1000, 67; Turismo, 65; Escort, 60; Omni, 58; Horizon, 52; Chevette, 49; EXP, 45; Accord, 15, and Fiero, 11.

Compact — Eagle, 105; Cimarron, 98; Tempo, 90; Topaz, 87; Capri, 80; Firenza, 72; Dodge 600 two-door, 66; Aries, 61; LeBaron, 61; Camaro, 54; Mustang, 54; Reliant, 52; Skyhawk, 52; 2000 Sunbird, 48; Firebird, 35, and Cavalier, 33.

Intermediate — New Yorker, 81; Thunderbird, 80; Chrysler E Class, 73; Dodge 600 four-door, 73; Phoenix, 70; Cougar, 58; Bonneville, 57; Grand Prix, 54; Malibu, 51; Regal, 48; Monte Carlo, 46; Omega, 45; Citation, 44; Skylark, 43; LTD, 43; Marquis, 35; Pontiac 6000, 34; Century, 32; Celebrity, 28; Cutlass Supreme, 27, and Cutlass Ciera, 24.

Standard—Pontiac, 65; Crown Victoria, 58; Diplomat, 51; Grand Marquis, 51; Chevrolet, 45; LeSabre, 34, and Olds 88, 29.

Luxury — Fifth Avenue, 86; Mark VII, 69; Continental, 68; Toronado, 60; Eldorado, 47; Corvette, 44; Riviera, 43; Seville, 43; Cadillac, 30; Olds 98, 30; Lincoln, 28, and Electra, 25.

NEW-CAR STOCKS

	May, 1984	April, 1984	May, 1983
Alliance	101	87	44
Encore	90	88	...
Spirit	...	...	42
Concord	...	...	18
Eagle	105	87	53
AMERICAN MOTORS	97	87	45
Horizon	52	48	44
Reliant	52	66	30
Turismo	65	61	42
Plymouth	22	21	45
Plymouth Total	52	57	35
LeBaron	61	60	62
Laser	72	76	...
Cordoba	...	...	67
Fifth Avenue	86	72	95
New Yorker E	81	94	65
E-Class	73	70	95
Chrysler Total	73	72	77
Omni	58	51	51
Daytona	81	76	...
Charger	71	64	46
Aries	61	81	46
Dodge 400/600	66	69	65
Mirada	...	...	127
Dodge 600, 4 dr.	73	70	84
Diplomat	51	132	69
Dodge Total	65	67	55
CHRYSLER CORP.	64	66	53
EXP	45	51	54
Escort	60	59	39
Fairmont	...	...	56
Granada	...	...	...
Tempo	90	85	162
Mustang	54	63	79
Thunderbird	80	76	88
LTD	43	46	56
Crown Victoria	58	54	45
Ford Division	63	63	58
LN7	...	...	70
Lynx	72	83	44
Topaz	87	92	130
Cougar	58	59	57
Zephyr	...	...	49
Marquis	35	39	63
Grand Marquis	51	50	41
Capri	80	103	116
Total Mercury	57	61	56
Continental	68	94	91
Lincoln	28	25	42
Mark VII	69	94	78
Lincoln Total	45	48	59
FORD MOTOR	60	61	57
Skyhawk	52	68	26
Skylark	43	49	39
Century	32	33	58
Regal	48	54	...
LeSabre	34	36	31
Electra	25	35	51
Riviera	43	45	44
Buick Division	40	45	42
Cimarron	98	124	71
Eldorado	47	47	55
Cadillac	30	33	49
Seville	43	43	55
Cadillac Division	39	40	52
Chevette	49	69	57
Cavalier	33	45	28
Citation	44	47	60
Camaro	54	68	53
Celebrity	28	42	53
Malibu	51	52	45
Monte Carlo	46	68	56
Chevrolet	45	57	54
Corvette	44	51	20
Chevrolet Division	40	54	48
Firenza	72	84	42
Cutlass Ciera	24	31	47
Omega	45	59	43
Cutlass Supreme	27	37	17
Olds 88	29	31	23
Olds 98	30	36	26
Toronado	60	61	51
Oldsmobile Division	31	38	32
Fiero	11	12	...
1000	67	75	52
2000 Sunbird	48	67	26
Phoenix	70	72	57
Firebird	35	52	43
6000	34	40	45
Bonneville	57	72	46
Gran Prix	54	71	54
Pontiac	65	70	53
Pontiac Division	43	53	44
GENERAL MOTORS	38	47	42
VOLKSWAGEN	83	97	63
HONDA	15	13	29
Total Cars U. S.	47	53	47

Detroit Adcraft elects Willens president for '85

DETROIT. — The Adcraft Club of Detroit elected five new officers for the 1985 season.

Harvey Willens, owner of Willens - Michigan, Inc., was elected president; Richard T. Flynn, Detroit ad manager for People magazine, was elected first vice president, and Val Corradi, vice president/automotive marketing, Newspaper Advertising Bureau, was elected second vice president.

Additionally, Bruce P. Andrews, senior vice president-administrative general manager, Kenyon & Eckhardt, was elected treasurer of Adcraft.

James Berline, executive vice president-general manager, BBDO/Detroit, was elected corporate secretary of the club which has 3,104 members.

Auto Form hits 1,000

ELKHART, Ind.—Auto Form Corp., an 18 - month - old firm, has shipped its 1,000th convertible. The company converts Camaros and Firebirds at facilities here and in Shawnee, Okla.

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Makers assemble 163,202, down a shade for week

Car production holds at high level

By Joe Wilssens
Staff Writer

Overtime at 13 assembly plants helped domestic auto makers maintain production levels last week.

U. S. manufacturers slated completion of 163,202 cars last week, down 0.69 percent from the previous week's 164,341. Last week's tally was 11.19 percent above the year-ago week's 146,785.

So far this year, 3,946,981 autos have been assembled, 30.25 percent greater than 3,030,356 finished during the comparable 1983 period.

The industry's four-millionth car is expected to be assembled Tuesday (June 19).

Of last week's estimated car production in the U. S., General Motors accounted for 54.90 percent, followed by Ford Motor Co., 23.14 percent; Chrysler Corp., 15.84 percent; American Motors, 2.94 percent; Honda, 1.84 percent, and Volkswagen of America, 1.34 percent.

Oldsmobile built its one-millionth car of the 1984 model year Tuesday (June 12), the earliest date the division has reached that total.

Oldsmobile also reported that the G line at the company's Lansing facility will resume production today (June 18) while the B line at Lansing will remain down until Aug. 6. Both will produce the GM20 auto.

GM's Wilmington (Del.) and Baltimore plants will also remain down until August for model changeover.

Chevrolet concluded assembly of its El Camino model at the Arlington (Tex.) facility June 8.

GM led the overtime list with seven plants working two Saturday (June 16) shifts. Extra hours were scheduled at the company's Arlington (Tex.), Doraville (Ga.), Fairfax (Kans.), Framingham (Mass.), Linden (N. J.) and Flint B and G plants.

The Wayne (Mich.) plant was the only Ford facility reporting Saturday overtime last week.

At Chrysler, the Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2 worked two 9-hour daily shifts last week while the Jefferson (Detroit) plant scheduled two 8½-hour daily shifts. Jefferson was also scheduled to operate two 8-hour Saturday shifts.

ITC finds imports hurting steel; price hike to hit cars

By Roger Rowand
Engineering Editor

DETROIT — Relief for U.S. steel makers from imported pressures means steel prices will go up. Resulting rising costs for auto makers will be among reasons for higher stickers of 1985-model cars and trucks.

Last week the ITC ruled that U.S. steel makers have been injured by imports of some steel types including sheets, strip and wire products heavily used in the auto industry.

In all, some 70 percent of all imported steel comes under the injury ruling.

What happens now is tightly-structured. ITC has scheduled public hearings for June 21 on what relief for the steel industry should consist of. Then, on July 24, it will forward its specific recommendations for relief to the White House.

President Reagan then has 60 days in which to act. That brings decision time to late September, just before elections.

Regardless of how relief is spelled, U.S. restrictions will mean immediate higher costs of the auto industry's staple metal.

After the ITC injury ruling, Donald H. Trautline, president of Bethlehem Steel Corp., said relief will require an immediate average price increase of $50 a ton. He said a study by Data Resources, Inc., concluded that much would be needed.

The average price now, he said, is $443 a ton.

Bethlehem and the Steelworkers Union, in a joint statement, said:

"With meaningful import relief, the domestic steel industry will be able to increase and stabilize employment as well as generate sufficient cash flow to finance the remaining portions of the modernization efforts needed to maintain the industry's competitive position."

General Motors said it would be premature to comment on the ITC action and declined to comment on the impact of the anticipated steel price increase.

Innocenti for Thomas

WINDSOR, Ont. — Mark Thomas has added Innocenti at his Windsor Imported Autos, Ltd. He also has a Mercedes-Benz franchise.

CANADIAN CAR PRODUCTION

	Week Ended June 16 1984	Week Ended June 18 1983	Week Ended June 9 1984	June to Date	Jan. 1, to June 18 1983	Jan. 1, to June 16 1984
AMERICAN MOTORS	600	820	610	1,331	15,205	11,641
CHRYSLER CORP.					103,857	
FORD MOTOR	10,750	9,734	10,685	23,592	102,384	213,369
GENERAL MOTORS	13,511	12,852	13,554	29,760	267,427	313,204
VOLVO	225	225	225	495	5,040	5,225
Total Cars, Canada	25,086	23,631	25,074	55,178	493,913	543,439

TRUCK PRODUCTION IN U. S.†

	Week Ended June 16 1984	Week Ended June 18 1983	Week Ended June 9 1984	June to Date	Jan. 1, to June 16 1983	Jan. 1, to June 16 1984
CHEVROLET	19,334	18,316	20,090	42,652	362,017	465,942
DODGE	4,900	2,571	4,368	9,935	63,021	98,903
FORD	25,989	22,965	26,163	56,372	419,008	576,187
GMC	6,572	5,202	7,239	14,886	120,576	152,560
INTERNATIONAL	1,714	1,246	1,769	3,752	23,466	36,073
VOLKSWAGEN					2,079	
JEEP	3,800	1,360	3,934	8,363	37,007	89,602
NISSAN	2,100		2,103	4,524		44,934
AM GENERAL	50*	50*	50*	109*	1,140*	1,230*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,160*	22,800	24,400*
Total Trucks, U. S.	65,459	52,710	66,716	142,758	1,051,114	1,489,836

CANADIAN TRUCK PRODUCTION

	Week Ended June 16 1984	Week Ended June 16 1983	Week Ended June 9 1984	June to Date	Jan. 1, to June 18 1983	Jan. 1, to June 16 1984
CHRYSLER CORP.	8,328	2,681	8,175	17,916	63,766	173,143
FORD MOTOR	3,300	3,669	3,344	7,326	66,786	77,580
GENERAL MOTORS	5,448	6,397	6,325	13,029	119,784	145,336
INTERNATIONAL	170		171	368	3,216	3,480
Total Trucks, Canada	17,246	12,747	18,015	38,639	253,552	399,539
N. American Trucks	82,705	65,457	84,731	181,397	1,304,666	1,889,375

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Truck production slips a bit from '81 weekly high

U. S. truck manufacturers scheduled overtime hours at assembly facilities last week to maintain the upbeat output pace of the previous week.

The makers targeted production of 65,459 trucks last week, down 1.89 percent from the previous week's 1984 record weekly build of 66,716. Last week's tally was 24.19 percent above the year-ago week's 52,710.

Year-to-date, 1,489,836 trucks have been completed, 37.58 percent above the 1,051,114 finished at this time last year.

General Motors scheduled two Saturday (June 16) overtime shifts at its Pontiac plant No. 6.

Ford Motor Co. scheduled Saturday overtime hours at its Kansas City facility.

Canada builds 25,086 cars for highest '84 total

Canadian auto production last week held steady at its 1984 peak.

The makers targeted completion of 25,086 cars last week, 12 units more than the previous week's 25,074 and 6.16 percent greater than the year-ago week's 23,631. Last week's estimated auto build was the highest weekly production Canada has recorded this year.

Year-to-date, 543,439 cars have been completed, 10.03 percent higher than 493,913 finished at this time last year.

Canadian truck manufacturers slated assembly of 17,246 units last week, down 4.27 percent from the prior week's 18,015 but 35.30 percent above the year-ago week's 12,747.

So far this year, the makers have finished 399,539 trucks, 57.58 percent greater than 253,552, the 1983 total at this point.

U. S. CAR PRODUCTION

	Week Ended June 16 1984	Week Ended June 16 1983	Week Ended June 9 1984	June to Date	Jan. 1, to June 18 1983	Jan. 1, to June 16 1984
AMERICAN MOTORS	4,800	4,953	4,875	10,451	85,540	97,093
AMC Total					4,071	
Eagle					4,071	
Renault Total	4,800	4,953	4,875	10,451	81,469	97,093
Alliance	2,425	4,953	2,533	5,352	81,469	51,812
Encore	2,375		2,342	5,099		45,281
CHRYSLER CORP.	25,850	19,443	29,070	59,920	403,417	632,921
Plymouth Total	6,550	6,197	8,453	16,406	143,224	185,413
Horizon	2,600	2,297	3,924	7,065	49,716	76,119
Reliant	3,500	3,689	3,887	8,127	90,947	95,383
Caravelle†	100	211	216	357	2,561	4,449
Gran Fury	350		426	857		9,462
Chrysler Total	9,300	4,886	9,848	20,916	99,115	212,589
LeBaron	2,700	2,090	3,129	6,360	47,184	63,967
Laser	1,500		1,739	3,554		38,530
Chrysler E-Class	2,900	2,796	2,334	5,728	51,881	54,434
Fifth Avenue	2,200		2,646	5,274		55,658
Dodge Total	10,000	8,360	10,769	22,598	161,078	234,919
Omni	3,000	2,849	3,341	6,989	55,659	72,091
Aries	3,200	3,532	2,846	6,511	69,009	74,937
Daytona	1,100		1,374	2,671		29,122
Dodge 400		823			16,942	
Dodge 600	1,700	1,156	1,943	3,954	19,468	40,936
Diplomat	1,000		1,265	2,473		17,833
FORD MOTOR	37,775	30,245	38,431	82,375	702,011	852,507
Ford Division	23,949	17,688	24,374	52,413	452,082	556,485
Escort	7,719	5,281	7,310	16,399	128,301	172,686
Fairmont					23,728	
Mustang	3,274		3,198	7,008	56,946	65,032
LTD	4,111	3,428	4,143	8,875	84,566	107,078
Thunderbird	2,741	4,037	4,323	7,646	99,544	78,355
Crown Victoria	1,307	1,908	1,276	2,789	43,559	37,003
EXP	1,259		590	1,954	1,184	15,800
Tempo	3,538	3,034	3,534	7,742	14,254	80,531
L-M Division	13,826	12,557	14,057	29,962	249,929	296,022
Mercury Total	10,261	9,810	9,917	21,682	197,359	213,677
Lynx	1,376	1,668	1,142	2,735	32,324	32,991
Capri	211		296	567	11,127	8,914
Zephyr					8,601	
Marquis	2,757	1,495	3,064	6,245	36,274	54,929
Cougar	2,831	4,007	2,342	5,484	54,183	49,779
Grand Marquis	2,324	1,767	2,307	5,001	50,081	46,449
LN7					290	
Topaz	762	873	766	1,650	4,479	20,615
Lincoln Total	3,565	2,747	4,140	8,280	52,570	82,345
Continental	935	272	1,085	2,172	7,939	17,957
Lincoln	2,232	1,624	2,590	5,181	27,007	48,304
Mark VI/VII	398	851	465	927	17,624	16,084
GENERAL MOTORS	89,595	90,899	86,710	190,406	1,780,564	2,248,418
Buick Division	21,336	22,217	20,977	45,844	414,907	488,332
Skylark	2,200	3,477	2,125	4,685	49,592	47,288
Skyhawk	3,120	1,442	3,124	6,738	33,748	77,205
Century	4,268	4,094	4,480	9,549	73,233	107,347
Regal	4,770	5,236	4,696	10,264	118,845	107,657
Buick	4,426	6,754	4,270	9,370	118,823	105,469
Riviera	955	1,214	801	1,897	20,666	25,192
Electra (fwd)	1,597		1,481	3,341		18,174
Cadillac Division	6,542	6,148	6,139	13,714	156,330	159,502
Cimarron	255	322	277	569	10,043	8,700
Seville	829	581	695	1,658	16,782	20,056
Eldorado	1,849	1,341	1,555	3,669	36,760	37,896
Cadillac	1,778	3,904	1,905	4,019	92,745	73,770
Deville (fwd)	1,831		1,707	3,799		19,080
Chevrolet Division	28,748	33,151	28,720	61,822	560,678	767,816
Chevette	2,132	4,188	1,219	3,555	86,240	98,303
Cavalier	8,293	8,507	9,293	18,762	122,444	197,420
Celebrity	6,212	4,995	6,177	13,310	50,805	143,741
Camaro	5,130	5,279	5,205	11,228	92,011	126,135
Citation	2,205	1,819	2,269	4,846	53,913	52,980
Malibu/El Camino		3,492	682	810	73,852	16,346
Monte Carlo	1,832	2,381	870	2,844	43,337	60,210
Chevrolet	2,344	1,873	2,383	5,146	27,951	57,016
Corvette	600	617	622	1,321	10,125	15,665
Oldsmobile Division	22,580	20,362	21,106	47,430	467,270	565,625
Omega	910	1,604	929	1,976	30,362	24,906
Firenza	1,200	1,031	1,364	2,844	22,685	37,528
Cutlass Supreme	3,992	5,300	3,397	8,051	134,911	147,334
Cutlass Ciera	6,558	4,499	5,587	13,256	91,527	135,566
Oldsmobile	6,778	7,070	7,023	14,896	168,965	177,706
Olds 98 (fwd)	1,970		1,822	4,096		20,063
Toronado	1,172	858	984	2,311	18,820	22,522
Pontiac Division	10,389	9,021	9,768	21,596	181,379	267,143
Acadian†	90	244	85	191	8,534	8,629
2000 Sunbird	2,920	2,673	3,460	6,832	47,819	71,799
1000	622	912	476	1,158	19,331	20,100
Firebird	2,682	2,383	2,460	5,497	44,358	53,928
Phoenix	855	385	857	1,846	13,374	11,565
Grand Prix/Bonneville		2,424			47,963	29,733
Parisienne	520		539	1,108		13,807
Fiero	2,700		1,891	4,964		57,582
HONDA	3,000	1,245	2,874	6,346	16,070	60,611
VOLKSWAGEN	2,182		2,381	4,899	42,754	55,431
Total Cars, U. S.	163,202	146,785	164,341	354,397	3,030,356	3,946,981
Total Cars, Canada	25,086	23,631	25,074	55,178	493,913	543,439
N. American Cars	188,288	170,416	189,415	409,575	3,524,269	4,490,420
N. American Trucks	82,705	65,457	84,731	181,397	1,304,666	1,889,375
North American Cars and Trucks	270,993	235,873	274,146	590,972	4,828,935	6,379,795

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

General Motors scheduled Saturday (June 16) overtime at all three of its Oshawa (Ont.) facilities last week.

Chrysler Corp. also scheduled Saturday overtime at its Windsor (Ont.) plant and estimated production of 2,358 Dodge Caravans, 2,346 Plymouth Voyagers and 936 Mini Ram Vans last week. The output lifted the plant's 1984 build over the 100,000 mark for a year-to-date T-115 total of 105,316.

Automotive News

June 25, 1984

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Fiero fighter

Toyota MR2 heads for U. S. next year

Toyota's miniature flagship, the mid-engined coupe shown as the SV-3 at last year's Tokyo Motor Show, has been renamed MR2 and is on sale in Japan. The car is 49 inches nigh, 154.5 inches long and sits on a 91.4-inch wheelbase. It will come to the U. S. in January. Story on Page 8.

Extra sticker notes place of assembly

Dealers receive Mexican K-cars

By Mary Beth Mayer
Staff Writer

Some of the 1,000 K-cars which Chrysler de Mexico S.A. will export to the U.S. this month are now on the lots of dealerships in Chrysler Corp.'s 10 southernmost zones.

Chrysler de Mexico will send to the U.S. 1,000 cars per month through August with exports continuing into the 1985-model year. The cars are assembled in Toluca, just south of Mexico City.

A Chrysler spokesman said the Toluca-built cars are identified as such on the sticker and on another label alongside the sticker.

Chrysler sends a questionnaire to purchasers of its vehicles. Buyers of the Mexican K-cars will receive such a survey with an extra question asking if they were aware that their vehicles were built in Toluca, the spokesman said.

Broadway Dodge, San Antonio, is one of the dealerships which has received some Toluca-built K-cars.

"In this town where 70 percent of the people have Hispanic surnames," said Keith Mason, dealership general manager, "I don't feel any differently about the K-cars which come from Mexico."

Mason said that the dealership has many Hispanic employes. "Those people are good people," he said. "I feel confident that (the Mexican workers) will deliver quality products."

• Two Mexican gentlemen recently visited Mason at the dealership.

"One was the chief inspector at the Toluca facility and the other was the plant's quality control manager," said Mason. "They traveled all the way here to make sure the cars they sent us are satisfactory.

"I've been in the car business 20 years and I've never had anyone in Detroit ask me how I like the way they are building the cars," he said.

Mason said that he does not feel it is necessary to point out to prospective customers that the cars were assembled in Mexico.

"It's there twice on the window labels—that speaks for itself," he said.

Benson Ingram Park Co. (Chrysler-Plymouth-Mazda), San Antonio, has also received two of the Toluca K-cars.

Guy Sensiba, a salesman at the dealership, said that the quality appears to be equal to the cars' U.S.-built counterparts.

"I wouldn't point out the origin of these cars to customers because we don't point out that the Voyagers are made in Canada and that's the same thing," Sensiba said.

"I don't care where the cars are made as long as the quality is there and it's guaranteed," said John Creveling Jr., Creveling Dodge Motor Co., Corpus Christi, Tex. "We don't discriminate against our neighbors."

Engine trend reversed; V-8s stage comeback

By Keith Gave
Detroit Reporter

Stabilized gasoline prices have helped fuel America's rekindled love affair with faster and bigger cars, and U. S. auto makers are responding by producing more V-8 engines and fewer 6- and 4-cylinder powerplants, reversing a five-year trend.

In the '83 model year, V-8 production rose to 31 percent of production, an increase of 3 percentage points, as domestic manufacturers turned out 1,854,062 of the big engines. And an Automotive News survey last week indicated they plan to build more this year.

"People are much more interested in performance and luxury cars than they were a couple of years ago," said David Healey, an auto analyst in New York with Drexel Burnham Lambert, Inc. "There's a willingness to get into the cars you really want rather than the cars you think you ought to have."

They're able to do that, Healy explained, because concern over gasoline prices and availability has passed.

"It's kind of funny, they're shooting up tankers in the Persian Gulf, but nobody cares," he said. "And the memories of the long lines at the gas pumps (a result of problems in the Middle East 10 years ago) is fading."

• In the 1979 model year, domestic auto makers made 5,457,038 V-8 engines, which accounted for 58.39 percent of production. They made 2,243,736 six-cylinder engines that model year, accounting for 24.01 percent, and just 1,644,731 four cylinder powerplants, or 17.6 percent.

But the second "oil shock" of that decade resulted in a dramatic turnaround. As gasoline

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GM to continue $6 billion a year in capital outlay

By Marjorie Sorge
Labor Editor

General Motors will spend $6 billion to $7 billion a year for the foreseeabe future on new plants, innovation and new product development, according to Alexander A. Cunningham, executive vice president, North American Passenger Car Operations.

"I don't see the overall spending program of General Motors for new plants, innovations and so on diminishing to a large degree," he said. "If you take two things into consideration — the need to stay competitive in the business and the effect of inflation — it is not difficult to predict that we will be doing that for a long time."

In an interview with Automotive News, Cunningham also said that under GM's reorganization, the divisions will be able to initiate joint ventures, decide on their own introduction dates and form their own companies outside of GM. Suppliers must also reorganize if they intend to continue to supply GM.

Potential GM executives, he said, will have to be "jacks-of-all-trades," not specialists, if they want to move up the ladder. There will be cuts in the finance, public relations and central office staffs, and the future marketing staffs will not be made up solely of marketing people.

Cunningham heads the GM reorganization.

The annual $6-billion-to-$7-billion expenditure is over and above the five-year, $40-billion capital spending program GM announced in 1980. That money, Cunningham said, is already spent.

Some of the new money will be used to refurbish aging assembly plants and some will be used to build new plants. According to Cunningham, GM will need at least two new facilities to continue taking 46 percent of the U. S. market, given annual sales of 14 million cars and trucks.

GM will modernize other plants and some will be retooled to build more cars an hour.

Even when pressured, he wouldn't say how much GM intends to increase its market share under the reorganization, which should be completed by 1988. But, he said if GM does take more of the market, it will take it from both domestic and foreign competitors.

"We will pick on the people who are not doing the job of satisfying the customers like we are," Cunningham said. "But whoever that might be, we are going to take a bite out of the company that is trailing the pack."

The GM reorganization plan, announced earlier this year, divides the five car divisions and Canadian operations into two supergroups. Buick, Oldsmobile

Continued on Page 22, Col. 1

breaking news

Ford puts Lutz back at European helm

DEARBORN. — Robert A. Lutz is returning to Europe to run Ford of Europe. He will be chairman and chief executive officer of that Ford Motor Co. subsidiary.

Ford of Europe has been leaderless since the recent departures of Edward Blanch, chairman, and James Capolongo, president. Blanch retired this spring at the age of 58. Capolongo's resignation followed, leaving the company without a president or chairman. Capolongo is 49.

Ford lost the European sales championship to Renault last year on a late surge by the French maker. Since Europe accounts for 30 percent of Ford Motor Co.'s auto business, that defeat did not sit well.

Lutz will continue as an executive vice president and a director of Ford Motor Co. He had been in charge of Ford International Automotive Operations, which no longer exists in its former form as a result of the restructuring.

Ford's overseas activities now are divided into two parts: European Automotive Operations, which is Ford of Europe, and the rest of the world. Those activities will be headed by Lindsey Halstead, a Ford Motor vice president who was in charge of Latin American operations.

Lutz headed Ford of Europe before he was promoted to executive vice president and placed in charge of all the company's overseas business. As noted, he will be chairman of Ford of Europe. The president will be appointed.

For '86 N-truck, V-6 engine

Chrysler to expand three Detroit plants

By Dan McCosh
Detroit Reporter

Chrysler Corp. is planning three significant plant expansions in the Detroit area aimed at 1986 model year programs, according to Chrysler sources.

Chrysler's 1986 N-truck, a late 1986 model year program for a mid-size pickup, accounts for two of the expansions: A new 3.9-liter, V-6 engine is currently planned for its Detroit Mound Rd. engine plant, now building its 5.2-liter V-8.

Chrysler also expects to assemble the truck in an expanded Warren (Mich.) truck plant. New capacity also is being added at Chrysler's Trenton (Mich.) engine plant to build two new derivatives of its 2.2-liter 4-cylinder engine to handle 1986 car programs.

Chrysler's new N-truck is significantly larger than both the minivan and the closest competitive products — Chevrolet's S-series pickups and Ford's Ranger.

The new V-6, with a 90-degree cylinder bank, is sized to run on compatible tooling with the V-8s currently being built at Mound Rd. and allows production to be swung to either engine depending on market demand.

Chrysler's mothballed Windsor (Ont.) engine plant does not figure into current plans, although it once shared some machining operations with Mound Rd.

To expand the Warren truck plant, Chrysler recently purchased a 47-acre tract formerly owned by Jones & Laughlin Steel Corp., adjacent to its Warren plant, to make room for new paint and body lines, plus add parking needed for "just-in-time" inventory control.

Flexibility between the new N-truck and full-size pickups currently being built at Warren will be a key factor in the plant design.

• Meanwhile, new capacity to build new 1.8-liter and 2.5-liter engines based on the existing 2.2-liter 4-cylinder is being added at Trenton. It will bring planned output to the 1.1-million-unit range by the end of the 1986 model year, making the Chrysler engine complex one of the largest in the industry.

The 2.5-liter version of the engine features a counter-rotating balance shaft originally developed by Mitsubishi, which demands the installation of a separate assembly line.

Chrysler's domestic production plans dovetail with its recent announcement that it will be importing a small V-6 engine from its Japanese affiliate Mitsubishi Motors Corp., and some resourcing to its Mexican operations.

The Mitsubishi engine, due to be imported late in the 1986 model year, is slated as a power upgrade for Chrysler's minivans, currently Canadian-built in its Windsor assembly plant, as well as several Mitsubishi-built products.

Largest engine currently available for the minivan is the Mitsubishi 2.6-liter 4-cylinder.

Impact of the moves on Chrysler's U. S. employment depends on both market demand and some future sourcing decisions — including the location of a second plant for the minivan, said a Chrysler spokesman.

The truck and engine sourcing, however, does represent a strong counter to some recent decisions to source cars and engines outside the U. S.

Chrysler recently told its suppliers it is planning U. S. production capacity for 1.7 million front-wheel-drive vehicles by 1987.

Chrysler link will not affect Maserati in U. S.

Chrysler's new tieup with Italy's Officine Alfieri Maserati S.p.A. won't affect sales or distribution of Maserati automobiles in the U. S., says Kjell Qvale, chairman of U. S.-based De Tomaso Industries, Inc.

"Chrysler's sports car will be powered by a Chrysler engine—it will be a Chrysler product," Qvale said, while acknowledging the sale of a Maserati-built chassis in Chrysler showrooms (planned for the 1987 model year) will increase the visibility of Maserati in the U. S.

"The Chrysler car won't be sold in Maserati dealerships, and Maserati cars won't be sold in Chrysler dealerships," he said.

"The problem was to fill up the capacity of our plant. We have capacity for 100,000, and we only build 20,000 Maserati models," Qvale said.

Chrysler, which recently purchased a 5 percent equity in Maserati, plans a cooperative venture to produce a mid-engine sports car using a Chrysler powerplant.

— Dan McCosh

Buffum fifth in Acropolis Rally

Driving the B.F. Goodrich Audi Quattro, John Buffum finished fifth overall in the Acropolis Rally—the highest finish for an independent driver and the highest finish ever for an American, according to Goodrich. Buffum ran on standard-production Goodrich passenger-car and light-truck radials in the four-day event, which began and ended at the foot of the Acropolis in Athens.

Tax compromise slows luxury-car depreciation

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — A compromise to slow the excessive tax depreciation of luxury cars used by businesses, and to stop the growing practice of using luxury vehicles as tax shelters, was agreed to last week by House-Senate tax conferences.

Although importers of high-value autos would still smart from the rule change — since present law allows hefty tax write-offs in the first three years of vehicle ownership for business use — luxury-car importers will probaby recognize the compromise as being more acceptable than the original proposals passed in the House and Senate.

As agreed to in conference, the compromise does away with House and Senate caps on the total depreciable worth of business-use cars, allowing total depreciation of the business-use portion of a vehicle — although slowly.

Sources say the compromise was adopted partly as the result of pressure from the West German government, which was opposed to the caps. West German makers of high-priced cars such as Mercedes-Benz and BMW strongly disapproved of the write-off ceilings.

The original Senate bill would have imposed a ceiling of $15,000 that could be written off on a business auto, while the House version called for a $21,000 limit.

• The original House and Senate approaches were abandoned largely in favor of an Automobile Importers of America-originated proposal that any limitation on depreciation be made conditional on a business-use test with straight-line depreciation retained below that level. It would have limited the amount to be depreciated each year to $4,000 in the first year and $6,000 in subsequent years.

Under the compromise, vehicles will be required to meet a 50-percent business-use test — rather than the 90-percent test in the original Senate proposal — in order to qualify for the Accelerated Cost Recovery System (ACRS) and a $1,000 Investment Tax Credit (ITC) allowed only in the first year of vehicle ownership. Under present law ITC's can exceed $1,000.

At AIA's urging, the conferees agreed to reinstate depre-

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Germans turn to arbitration in auto strike

By Richard Feast
European Editor

FRANKFURT, West Germany. — The outcome of the independent arbitration to find a settlement to the six-week-long metal industry strike in West Germany should be known by the end of this week.

The arbitration team, headed by a former Social Democrat minister and head of the Construction Workers' Union, convened last Wednesday (June 20). Georg Leber's panel comprises three representatives each from the employer's federation, Gesamtmetall, and the union, IG Metall.

Both sides insisted that any recommendations should be unanimous ones, fearing a majority purely because of the chairman's vote. But, importantly, the arbitration decision will not be binding.

The strike arose because of a union demand for a five-hour cut in the 40-hour work week without any proportional cut in pay. The issue has turned into the bitterest management-labor confrontation in the Federal Republic in the last six years.

The employers have offered a two-stage reduction to 38 hours for some employe groups, but the union is holding out for the full concession.

Last week, the country's vehicle industry was almost at a standstill. Estimates are of 200,000 units in lost production, at a cost of $2.3 billion.

Adam Opel AG, a General Motors subsidiary, has lost 70,000 cars valued at $362 million, because of the strike. Opel is currently losing 4,000 cas a day. According to a GM spokesman, the strike has not yet hurt sales since Opel usually carries a 75-to-80-day supply, but model selection is becoming thin.

Although GM operations in Spain and the United Kingdom were still operating at press-time, the spokesman said Spain would likely be down by the end of last week and the UK by the end of the month.

Doctors endorse passive restraints

CHICAGO. — The American Medical Assn. has endorsed a resolution calling for supporting mandatory air bags or other passive restraints in all new cars, domestic and foreign, in an effort to reduce traffic deaths.

The AMA endorsed passive-restraint systems in 1970, but last week's resolution combined six proposals by AMA members who want a stronger policy on seat belts or air bags.

Blacks complain of 'redneck' approach in the field

PUSH accuses auto industry of racist attitude

By Keith Gave
Detroit Reporter

Ford Motor Co.'s alleged "racist" attitude toward minority dealerships is pervasive throughout the auto industry, says a civil-rights group that plans to confront all the major car companies about the lack of black dealers and the chronic problems they face.

"The racism that has been the attitude, and even the policy, is simply perpetuated year after year, and upper management allows it to exist," said the Rev. George Riddick, spokesman for Operation PUSH — People United to Serve Humanity.

"Black people buy a lot of cars," said Mel Farr, a Ford dealer in Oak Park, Mich. "We ought to be able to sell them, too."

Farr is chairman of the Black Ford and Lincoln-Mercury Dealers Assn. A former running back for the Detroit Lions, Farr got his start in the business through Ford's Minority dealership training program during the off-season and took over a dealership nine years ago.

Now he's running the ball for 55 black dealers, who represent less than one percent of Ford's 5,620 dealers. And the Rev. Jesse Jackson, Democratic hopeful and PUSH founder, is running interference.

During a news conference at

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59th year — No. 5028

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U. S. Engine Production, 1979-1983
(Model-year figures)

MODEL	1983	1982	1981	1980	1979
V8	1,854,062	1,600,933	1 807,120	2,121,560	5,457,038
V8 Pct.	31%	28.02%	26.74%	29.69%	58.39%
6 Cyl.	1,753,338	1,681,684	2,260,472	2,652,644	2,243,736
6 Cyl. Pct.	29.31%	29.44%	33.45%	37.13%	24.01%
4 Cyl.	2,390,256	2,429,680	2,690,174	2,371,152	1,644,731
4 Cyl. Pct.	39.69%	42.54%	39.81%	33.18%	17.60%

Engine trend reversed; V-8s stage comeback

Continued from Page 1

prices soared past the $1-a-gallon level by early 1980, U. S. auto makers slashed by more than one-half their production of larger engines.

In the 1980 model year, V-8s accounted for just 29.69 percent of the market, while four-cylinder-engine production doubled to 33.18 percent and six-cylinder-engine production climbed to 37.13 percent of output.

The trend continued in 1981, but began to show signs of turning around in the 1982 model year. Although V-8 production fell to its low of 1,600,933, V-8 penetration climbed to 28.02 percent, from 26.74 percent the year before.

Four-cylinder production reached its peak penetration of 42.54 percent, while six-cylinder production slipped to 29.44 percent of the total build.

Then, as auto makers moved to fill the need for American car buyers, dormant hunger for speed and comfort, the numbers of big engines began to creep higher.

• "Engines reflect car sizes, and the buying public is moving to larger cars," said Philip E. Benton, Ford Motor Co. vice president, sales operations. "This is a normal pattern in the year of increasing economic activity."

Ford projects building 620,000 V-8 engines in the 1984 model year, compared with 361,000 a year ago.

"Buyers have greater confidence, gas prices have been stable, and vehicle prices and retail interest rates have risen very little," Benton said. "These economic conditions are the basic ingredients of today's market structure."

Thomas F. O'Grady, auto analyst for Chase Econometrics in College Park, Pa., expects the trend to continue, at least for the next few years, because gasoline prices are expected to continue to decline "at least in real terms," until about 1986, when analysts anticipate shifts in oil production and availability.

"Now, car buyers can go back to their love of cars and the enjoyment of a good quick car with nice performance," O'Grady said.

• While V-8 engine production will never again account for more than 65 percent of the market—as it did in 1978—O'Grady predicted that big-engine production will increase because the "sportier segment of the industry is the fastest growing segment of the market right now and it is expected to continue to grow in record levels at least over the next few years."

And the demand for larger, luxury models that have customarily been powered by the biggest engines should also continue to grow, O'Grady said.

Of course, as Healy warned, that would come to a screeching halt if you had gasoline problems or a big decline in the economy."

"Those things could happen," he said, "but I don't see it on the near horizon."

Even if it did, Detroit would be able to react much quicker to a sudden demand for maximum fuel efficiency that smaller engines provide, O'Grady said.

U. S. auto makers "have the availability in the smaller engines" that they didn't have when the oil embargo of 1973-74 rocked the industry, he said.

Congress moves on GI Japanese cars from Guam

Continued from Page 2

cars were imported through Guam, Levin's aide said.

There weren't any imports through Guam in fiscal 1981. This year, an estimated 3,000 will be brought in, according to Dingell. The liberalized armed services policy would open the doors for many times that number, his aide said.

The House-approved measure would allow 200 cars to be imported each month through September, 1985, when importation would be cut off unless Congress adopts legislation addressing Guam.

Dingell had lobbied for the stricter provision that Levin and Senator Dan Quayle, Indiana Republican, pushed through the Senate Armed Services Committee. That would allow only 100 cars a month through March, 1985.

The Senate had not yet voted on the defense spending bill at press time. If approved, a compromise would have to be reached in a House-Senate conference committee.

If Guam loses the U. S. military personnel market, it will be a major blow to one of the island's biggest businesses.

The last time the market was depressed in Guam—last year—Japanese-made cars made their way into the showrooms of U. S. dealers from Guam. (Automotive News, Oct. 10 and Oct. 24, 1983). These, too, were outside the quotas.

That practice stopped when prices of the Guam cars rose in response to home demand, and it became unprofitable for U. S. dealers to pay full price plus shipping charges for the cars.

Dodge, dealers help Special Olympics

Dodge and 20 Texas dealers were major sponsors of the state's 17th Special Olympics games for handicapped persons. Pictured with the Dodge truck given to the Special Olympics for a year of use are, from left, Texas Marketing Manager Bill Tracy; dealer Larry Bossier, Bryan, Tex., and Houston Zone Manager Joe Park.

Mid-engined car coming to U. S. next year

Toyota coupe to take on the Fiero

By John Hartley
Staff Correspondent

TOKYO. — Toyota has unveiled its miniature flagship, the mid-engined coupe shown as the SV-3 at last year's Tokyo Motor Show. It has been renamed MR2 and is on sale in Japan.

It is expected to arrive in the U. S. next January, where it will be a competitor for the Pontiac Fiero.

The MR2 is a sporty auto, with its concealed headlamps and sloping nose into which the bumper is neatly integrated. The car has a slight wedge line accentuated by a tiny crease that runs along the waistline from headlamp cover to tail.

As on the SV-3, the rear pillars are fairly wide and slope rearward while the rear window is almost vertical. This layout is necessary to give access to the mid-mounted engine.

There is an intake for the front-mounted radiator below the bumper, and there is an air intake for the engine compartment on the right rear flank of the body. Usually, the body tucks in to narrow sills, but on the top model, there are plastic add-on panels to flare the sills outward.

Also on the top model is a rear spoiler, which reduces rear lift to the same value as at the front — said to be very low by the Toyota engineers. The spoiler, together with a small one on the rear of the roof, also helps bring the Cd down from a creditable 0.35 to 0.34.

Picture on Page One.

• Of course, one of the advantages of the mid-engine layout is that the driver and passenger can sit very low, because there is no engine to obscure forward vision.

By Japanese standards, the MR2 is very low with a height of 49 inches, so the car has a small frontal area which is conducive to high speed and good gas mileage on the expressway. But the MR2 is almost 3 inches taller than the Fiat X 1/9.

Clearly, the Toyota engineers had a good look at the X 1/9 before they came up with their design, which has an almost identical layout. Thus, the engine is mounted transversely behind the driver and passenger, while the radiator is at the front.

Overall length is 154.5 inches, which is virtually the same as the Fiat, although the 91.4-inch wheelbase is some 4 inches longer. The width is 65.5 inches, but the tread is wider than on its competitors — 56.7 inches in front and 56.9 inches at the rear.

Incidentally, the car is 10 inches shorter than the Corolla Levin coupe, which is to some extent a competitor.

Of course, the MR2 is two-seater pure and simple, but Toyota has provided a luggage locker of reasonable size behind the engine — you can just about get a set of golf clubs in. There is also a tiny trunk in the nose, sandwiched between the skinny get-you-home spare tire and the bulkhead behind the radiator.

• One unusual feature of the layout is that the gas tank is inserted longitudinally into the tunnel between the driver and passenger.

Although this tucks it out of the way, where the amount of fuel in the tank will not affect weight distribution, it does limit capacity to 7.5 gallons, the same amount as in the Honda CRX, but two gallons less than in the Corolla.

Weight distribution is quoted as 45 percent front, 55 percent rear, so the car should have excellent traction. It should also have excellent cornering and braking.

However, Toyota is not aiming the car straight at the sporty driver; in addition to the twin cam 1.6-liter 16-valve 130-EHP engine, there is the option of a 1.5-liter single OHC unit producing 83 BHP and designed for good gas mileage.

These are normally coupled to a five-speed manual transaxle, but a four-speed automatic can be supplied with the smaller engine.

Therefore, Toyota is aiming the car at people that want a light and compact runabout as well as those who want exciting performance.

A sales target of 2,000 units monthly has been set in Japan, but next January the MR2 will come to the U. S. and Canada in volumes of 3,000 a month. In addition, 300 will be sent monthly to Europe.

Government spent $75,000 on investigation

Details of DeLorean sting revealed

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — A government agent who posed as an underworld kingpin took the stand in the John DeLorean drug trafficking case here and told prosecutors he was surprised when he learned the former auto maker wanted to get involved in a narcotics transaction.

John Valestra, who posed as John, an underworld figure willing to invest millions in drug profits in the DeLorean Motor Co., said he was shocked to learn from James Timothy Hoffman, the government's informant in the case, that DeLorean was interested in using the deal to generate cash for his failing car company.

Valestra recounted how he authorized Hoffman to begin taping conversations with DeLorean after the informant's initial contacts, which were unrecorded.

The prosecution went over transcripts of DeLorean's meeting with Hoffman and Valestra at the Boneventure Hotel, in Los Angeles, on Sept. 28, 1982, when the agent was introduced to DeLorean in undercover role as John Vicenza.

The government also played for the third time a tape of DeLorean's arrest at the Sheraton La Reina Plaza Hotel, near the Los Angeles airport, on Oct. 19, 1982. Valestra said the cocaine was placed before DeLorean to test his reaction to it and to gather more evidence for the sting operation.

Defense attorneys began cross-examining Valestra last week and attacked the agent's handling of various investigative reports and filings. Several of the report forms were back-dated to meet DEA guidelines. Valestra admitted to the practice, saying he did it to pass internal inspections.

Last week's testimony also revealed the government spent more than $75,000 in toll charges and expenses in investigating DeLorean, William Morgan Hetrick and Stephen Arrington.

Nissan observes Smyrna milestone

SMYRNA, Tenn. — At a company-wide meeting at Nissan Motor Mfg. Corp. U.S.A., nearly 2,000 employes celebrated the first anniversary of pickup truck production.

That first truck was presented to the Tennessee State Museum as part of the anniversary observance.

Mercedes hosts dealers' children

Mercedes-Benz of North America played host to 20 of its dealers' children during a two-week program held at the firm's main office in Montvale, N. J., and at Daimler-Benz, MBNA's parent company, in Stuttgart, West Germany. Above, Han-Juergen Hinrichs, Daimler-Benz board of management member in charge of sales, addresses the group during its visit overseas.

20 children of U. S. dealers take Mercedes trip

Next generation gets look at M-B

MONTVALE, N. J. — Twenty children of U. S. Mercedes-Benz dealers have taken a close look at the company's operations in this country and in West Germany.

The group, which included 19 sons and one daughter, spent a week at Mercedes-Benz of North America's main office here. The group also went to Stuttgart, the headquarters of Daimler-Benz, MBNA's parent company.

The seminar was designed to show the participants, who expect to be dealers one day, the workings of the Mercedes-Benz organization.

"These persons are important to us, because they represent our future," said MBNA Sales Vice President Burghard von Cramm.

"We invited them to see, first-hand, what the Mercedes organization is all about so they will be prepared to run their dealerships and be true representatives of Mercedes-Benz."

During the first week of the program, participants discussed matters directly affecting dealership operations. In the second week, they toured Daimler-Benz passenger-car and truck factories.

All seminar participants have been actively involved in their dealerships for several years, most in management positions.

• Participants were: Randy Ashcraft, Riverside Motors, Little Rock; Michael Britt, Britt Imports, Midland, Tex.; Perry England, England Motor Co., Greenville, Miss.; Mark Farina, Farina Motors, Massillon, O.; Daniel Gauthier, Gauthier Motors, Salem, Mass.; James Gordon, Herb Gordon Oldsmobile, Silver Spring, Md.; James Haun, Haun Motors, Bluefield, W. Va., and Ronald Heller, Mark Motors, Arlington Heights, Ill.

More were: Charlton Holmes, Holmes Pontiac Co., Shreveport, La.; Bruce Johnson, Johnson Motors, West Covina, Calif.; Carl David Johnson, Carl Johnson's Automotive Center of New Bern, New Bern, N. C.; Jeffrey Kimball, Kimball Motor Co., San Luis Obispo, Calif., and Tom Kinnebrew III, Kinnebrew Motors, Tallahassee.

Rounding out the group were: Karl Knauz, Knauz Continental Autos, Lake Forest, Ill.; Gregory Rasmussen, Don Rasmussen Co., Portland, Ore.; William Rehwald, W. I. Simonson, Inc., Santa Monica, Calif.; Mark Sawyer, Sawyer Auto Imports, DeKalb, Ill.; Dean Serrentino, Cambridge Imported Cars, Somerville, Mass.; Richard Snyder, Snyder's Auto Sales, Greenville, S. C., and Darlene Wigboldy, Star Motors, Evergreen Park, Ill.

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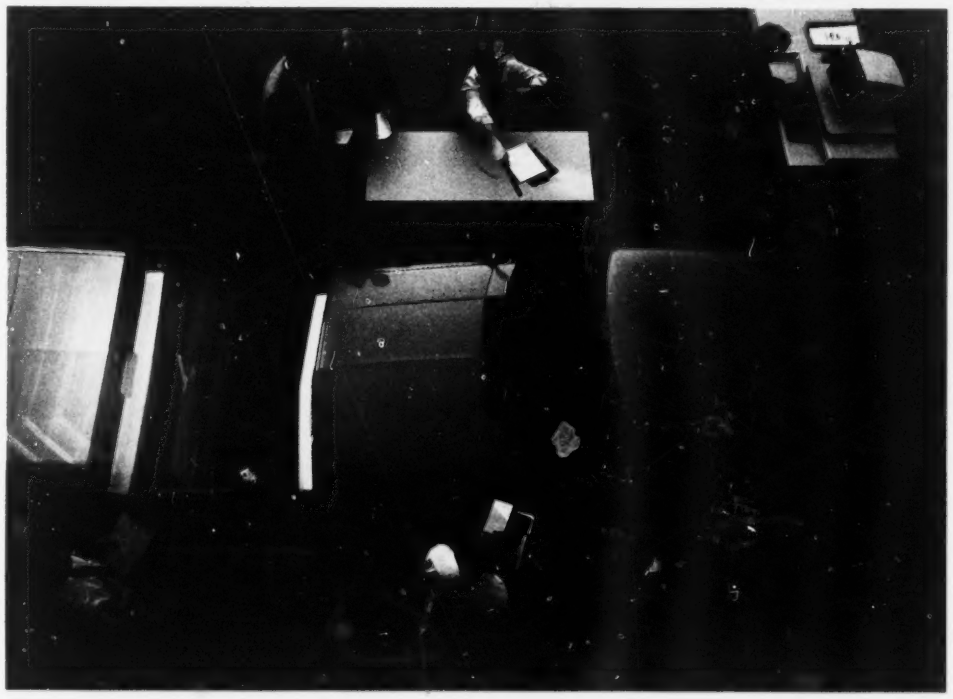

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Sales forecasts for this year are compared

HELENA, Mont.—NADA was right on target with its 1983 sales forecast of 9.2 million cars, according to the Montana Automobile Dealers Assn. bulletin.

Forecasts of millions of sales made in October, 1982, were listed by the Montana association as follows:

NADA	9.2
Data Resources	9.3
Merrill Lynch	9.5
*Consensus	9.6
Wharton	9.9
Conference Board	10.0
David Healy	10.3
University of Michigan	10.5

*Consensus of 43 economists.

In October, 1983, new-car sales forecasts for 1984 were made. Again in millions, they were:

Conference Board	9.8
Merrill Lynch	10.0
Maryann Keller	10.2
NADA	10.4
Consensus	10.4
University of Michigan	10.5
Robert Eggert	11.0

Boomershine's 25th

Walter M. Boomershine Jr., left, receives a Pontiac 25-year-dealer award from J. W. Johnston, Pontiac's Southeast regional manager.

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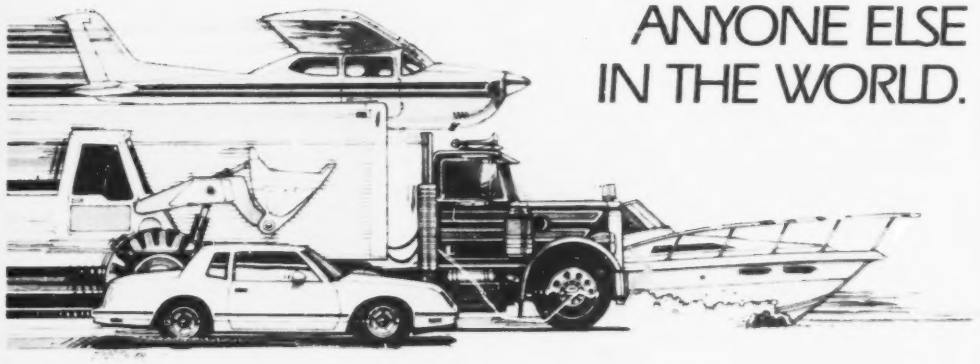

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	May, 1984	May, 1983	5 Mos., 1984	5 Mos., 1983
Alfa Romeo	350	340	1,371	1,238
Audi	7,620	3,965	32,009	16,650
4000	1,630	1,120	7,074	4,779
4000d	.....	76	.....	716
5000/S	3,976	1,178	18,393	5,248
5000d/td	.....	694	.....	2,846
5000 turbo gas	1,142	238	3,088	1,145
Coupe	343	357	1,591	1,370
Quattro	14	12	28	212
4000 S Quattro	373	.....	1,693	.....
4000 S	142	.....	.....	.....
Tourist	.....	.....	.....	94
BMW	7,457	4,706	30,290	20,647
325	1,988	.....	4,208	.....
318/320	2,968	2,653	15,351	11,565
528/533	1,545	1,357	5,284	5,911
633	259	186	1,261	1,018
733	697	510	3,287	2,153
Chrysler/Mitsubishi	5,285	7,900	33,294	37,793
Colt	3,729	4,982	24,769	25,927
Conquest/Sapporo/Challenger	477	2,918	3,633	11,866
Vista	1,079	.....	4,892	.....
Fiat	.....	685	.....	3,226
Strada	.....	30	.....	272
Brava	.....	7	.....	68
X-1/9	.....	227	.....	912
Spider 2000	.....	421	.....	1,974
Honda	34,299	33,658	165,991	149,350
Civic	11,596	11,677	54,864	59,805
Civic CRX	3,472	.....	17,201	.....
Accord	12,837	16,065	62,335	81,048
Prelude	6,394	5,916	31,591	8,497
Isuzu	1,676	1,098	6,342	7,755
I-Mark	314	1,098	1,637	7,755
Impulse	1,362	.....	4,705	.....
Jaguar	1,603	1,658	7,045	6,152
XJ6	1,289	1,354	5,912	5,060
XJS	314	304	1,133	1,092
Lancia	.....	67	.....	401
Mazda	16,154	14,515	67,807	73,815
GLC	4,582	4,649	17,801	21,500
626	6,566	5,270	27,918	28,839
RX-7	5,006	4,596	22,088	23,476
Mercedes-Benz	6,919	6,630	34,600	28,952
190D	485	.....	2,985	.....
190E	1,260	.....	5,914	.....
240D	6	1,299	21	5,645
300D	1,525	1,643	7,479	7,550
300CD	161	169	702	737
300TD	223	277	1,103	1,116
300SD	1,421	1,807	7,066	7,151
380SE	593	.....	2,665	.....
500/380SEL	307	447	1,769	2,132
380SL/SLC	793	818	4,081	3,863
500/380SEC	145	170	815	758
Mitsubishi	4,016	2,300	16,487	11,249
Starion	755	558	3,423	2,304
Cordia	1,742	781	6,589	4,391
Tredia	1,519	961	6,475	4,554
Nissan	52,374	44,621	197,847	221,465
210	.....	.....	.....	336
Sentra	21,483	16,854	77,962	89,357
310	.....	101	1	1,855
Pulsar	3,777	4,053	14,936	23,881
Stanza	4,852	6,361	18,814	25,902
Maxima	7,056	6,533	26,241	28,735
200SX	7,023	3,154	24,886	17,911
300ZX/280ZX	7,566	7,220	32,676	31,731
Hawaii	617	345	2,331	1,757
Peugeot	1,743	1,173	8,040	5,990
Porsche	2,162	1,616	10,745	8,923
944	1,372	901	6,903	4,839
911SC	542	493	2,675	2,622
928S	248	222	1,167	1,261
Tourist	.....	.....	.....	201
Renault	937	3,330	5,145	12,342
LeCar	.....	2,016	.....	6,179
18i	287	265	891	1,248
Fuego	650	1,049	4,254	4,915
Saab	2,602	2,014	14,707	10,794
900	578	565	3,738	2,820
900S	848	547	4,457	2,823
Turbo	1,099	835	6,223	4,990
Tourist	77	67	287	161
Subaru	14,305	12,995	64,243	65,089
Toyota	60,506	50,147	211,622	225,631
Starlet	.....	524	258	4,390
Corolla	17,017	13,277	59,514	58,615
Tercel	10,430	13,414	37,058	66,349
Celica	9,231	10,719	34,783	47,215
Supra	2,899	2,312	11,356	13,361
Camry	11,509	5,709	35,134	15,250
Corona	.....	.....	.....	12
Cressida	3,205	3,367	13,337	16,257
Land Cruiser	271	380	822	2,123
VanWagon	4,107	.....	14,891	.....
Hawaii	1,256	445	3,884	2,059
4 Runner	581	.....	585	.....
Volkswagen	12,582	4,907	50,684	31,514
Rabbit Convertible	1,884	599	5,673	4,441
Jetta	4,266	1,642	20,103	8,285
Vanagon	2,592	966	9,132	5,692
Quantum	1,904	1,081	7,401	7,055
Scirocco	1,936	619	8,375	6,041
Volvo	10,210	8,421	47,808	39,524
DL	4,733	3,989	22,773	19,674
GL	2,693	1,474	12,866	7,426
GLT/Turbo	922	1,167	4,587	5,479
GLE	.....	13	.....	187
DL/GL Diesel	384	415	1,728	2,382
Coupe	.....	1	.....	3
760 (gas)	330	.....	2,371	.....
760 TurboDiesel	250	.....	1,469	.....
760 GT	691	.....	902	.....
Tourist	207	227	1,112	920
TOTAL	243,532	206,746	1,006,809	978,500

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IMPORT REGISTRATION SHARES IN U. S.

	MARCH					3 MONTHS				
	Regis., March, 1984	Percent Share of Market	Regis., March, 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 3 Mos., 1984	Percent Share of Market	Regis., 3 Mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Honda	40,493	20.37	32,295	15.70	+ 4.67	114,566	19.48	126,496	22.68	— 3.20
Nissan	37,970	19.10	45,635	22.19	— 3.09	114,324	19.44	87,831	15.75	+ 3.69
Toyota	35,118	17.66	44,978	21.87	— 4.21	108,679	18.48	121,313	21.75	— 3.27
VW	13,456	6.77	12,373	6.02	+ 0.75	39,298	6.68	33,203	5.95	+ 0.73
Mazda	12,402	6.24	14,863	7.23	— 0.99	37,238	6.33	40,395	7.24	— 0.91
Subaru	11,093	5.58	12,734	6.19	— 0.61	35,433	6.03	33,974	6.09	— 0.06
Volvo	9,782	4.92	7,704	3.75	+ 1.17	24,508	4.17	19,504	3.50	+ 0.67
Mercedes	6,932	3.49	5,608	2.73	+ 0.76	20,198	3.43	16,174	2.90	+ 0.53
Audi	5,840	2.94	3,380	1.64	+ 1.30	15,786	2.68	13,779	2.47	+ 0.21
BMW	5,534	2.78	4,408	2.14	+ 0.64	15,521	2.64	9,199	1.65	+ 0.99
Others	20,182	10.15	21,665	10.54	— 0.39	62,579	10.64	55,912	10.02	+ 0.62
TOTAL	198,802		205,643			588,130		557,780		
Share of U. S. Total		23.80		28.37	— 4.57		24.87		29.53	— 4.66

1984 New York and Oklahoma figures from manufacturers' sales records. Oklahoma, 1983, not available. Figures for District of Columbia delayed.

Takes 69 pct. of March registrations vs. 78 pct. last year

Japan loses ground in import field

By Jenny L. King
Staff Writer

Japanese-built passenger cars dropped to 69.38 percent of the import market in March, compared with year-earlier penetration of 78.30 percent, according to registrations information from R. L. Polk & Co.

Import registrations as a whole were down, March to March, but were up 5.44 percent for the first quarter of the year. Japanese products dropped to 137,921 from 161,017 in March, the final month of their 1983-84 restrictions year.

Total imports registered during the month numbered 198,802, down 3.34 percent from 205,643 in 1983. Year-to-date import registrations of 588,130 were up 5.44 percent from 557,780 in 1983.

Honda moved boldly ahead in March, to 40,493 from 32,295 registrations, up 4.67 percentage points in the market and into first place among imports.

Second-place Nissan dropped 3.09 percentage points and Toyota, in an unaccustomed third place, plunged 4.21 percentage points. Honda's total includes both imported and U. S.-produced passenger cars.

Other importers gaining ground were Volkswagen, up 0.75 percentage points; Volvo, up 1.17 percentage points; Mercedes, up 0.76 percentage points; Audi, up 1.30 percentage points, and BMW, up 0.64 percentage points.

Mazda and Subaru lost footing, down 0.99 percentage points and 0.61 percentage points, respectively.

Ten imports claimed 89.85 percent of the import total in March, up from 89.46 percent a year earlier.

• For the first three months of 1984, Honda again was the large-scale winner, gaining 3.69 percentage points over its market share of 1983: Up to 19.44 percent from 15.75 percent. VW was up 0.73 percentage points (VW figures also include U. S.-built cars with imports) and the other European makes — Volvo, Mercedes, BMW and Audi — enjoyed advances in the market.

Toyota was down 3.20 percentage points in the first quarter, although it retained first place in volume by a narrow margin. Nissan dropped 3.27 percentage points, Mazda was down 0.91 percentage points and Subaru dipped 0.06 percentage points.

Ten imports claimed 89.36 percent of the first-quarter market, down 89.98 percent in 1983.

While Japanese products dropped to a 69.38-percent penetration this March from 78.30 percent a year ago, German cars climbed to 13.96 percent from 10.38 percent, Swedish products grew to 6.39 percent from 4.77 percent and the U. S. category swelled to 7.96 percent from 3.79 percent.

March import registrations from Japan and Europe were:

	March, 1984	March, 1983
Japan	137,921	161,017
West Germany	27,755	21,336
United States	15,822	7,785
Sweden	12,696	9,812
France	2,678	3,600
Great Britain	1,379	1,125
Italy	518	910
Ireland	33	58
TOTAL	198,802	205,643

First-quarter country-of-origin figures showed Japan slipping to 71.56 percent from 78.50 percent of the import market. German cars expanded to 13.18 percent from 10.67 percent; Sweden climbed to 5.50 percent from 4.47 percent, and the U. S. category grew to 7.51 percent from 3.66 percent. The numbers were:

	3 mos., 1984	3 mos., 1983
Japan	420,872	437,868
West Germany	77,490	59,528
United States	44,210	20,414
Sweden	32,342	24,959
France	7,802	9,644
Great Britain	4,210	2,999
Italy	1,109	2,227
Ireland	95	141
TOTAL	588,130	557,780

Registrations of imported small trucks continued their steep upward climb in March with a gain of 59.63 percent, to 57,332 from 35,916 last year. Numbers by major makers were:

	March, 1984	March, 1983
Toyota	19,576	11,533
Nissan	19,075	8,790
Mazda	9,727	5,726
Dodge Ram 50	2,994	2,339
Others	5,960	7,528
TOTAL	57,332	35,916

Imported truck registrations were up 59.45 percent the first quarter this year compared with the same period of 1983. Through March, 163,230 new trucks were enrolled across the country whereas 102,371 was the total a year earlier. Numbers per manufacturer included:

	3 mos., 1984	3 mos., 1983
Toyota	59,814	33,208
Nissan	48,275	25,311
Mazda	27,894	13,675
Dodge Ram 50	9,070	——
Ford Courier	——	7,563
Others	18,177	22,614
TOTAL	163,230	102,371

MARKET SHARES

3 MONTHS
1984 VS. 1983

Make	1984 Market Share	1983 Market Share	Pct. Pt. Change '84 vs. '83
Chevrolet	15.60	13.82	+1.78
Ford	12.72	11.38	+1.34
Oldsmobile	11.10	10.53	+0.57
Buick	8.64	8.90	−0.26
Pontiac	6.67	5.33	+1.34
Mercury	5.00	4.14	+0.86
Toyota	4.84	6.70	−1.86
Honda	4.83	4.65	+0.18
Nissan	4.60	6.42	−1.82
Dodge	3.45	3.47	−0.02
Cadillac	2.96	3.26	−0.30
Chrysler	2.89	2.73	+0.16
Plymouth	2.85	3.13	−0.28
AMC	1.99	2.62	−0.63
Volkswagen	1.66	1.76	−0.10
Mazda	1.57	2.14	−0.57
Subaru	1.50	1.80	−0.30
Lincoln	1.26	1.15	+0.11
Volvo	1.04	1.03	+0.01
Mercedes	0.05	0.86	−0.01
BMW	0.67	0.73	−0.06
Audi	0.66	0.49	+0.17
Other Imports	2.65	2.95	−0.30
Misc. Dom.	0.00	0.01	−0.01
TOTAL	2,364,869	1,888,868	

TOP CARS

U. S. registrations for three months, 1984 vs. 1983. Numbers for New York State and Oklahoma, 1984, compiled from sales records; Oklahoma, 1983, not available, District of Columbia delayed for March, 1984.

1984 Position		Make	1983 Position
1—	368,832	Chevrolet	260,970— 1
2—	300,896	Ford	214,917— 2
3—	262,516	Oldsmobile	198,892— 3
4—	204,360	Buick	168,101— 4
5—	157,660	Pontiac	100,698— 7
6—	118,354	Mercury	78,298— 9
7—	114,566	Toyota	126,496— 5
8—	114,324	Honda	87,831— 8
9—	108,679	Nissan	121,313— 6
10—	81,548	Dodge	65,582—10
11—	70,077	Cadillac	61,604—11
12—	68,474	Chrysler	51,552—13
13—	67,300	Plymouth	59,109—12
14—	46,972	AMC	49,403—14
15—	39,298	Volkswagen	33,203—17
16—	37,236	Mazda	40,395—15
17—	35,433	Subaru	33,974—16
18—	29,690	Lincoln	21,712—18
19—	24,508	Volvo	19,504—19
20—	20,198	Mercedes	16,174—20
21—	15,786	BMW	13,779—21
22—	15,521	Audi	9,199—22
	62,579	Other Impts.	55,912
	50	Misc. Dom.	250
	2,364,869	TOTAL	1,888,868

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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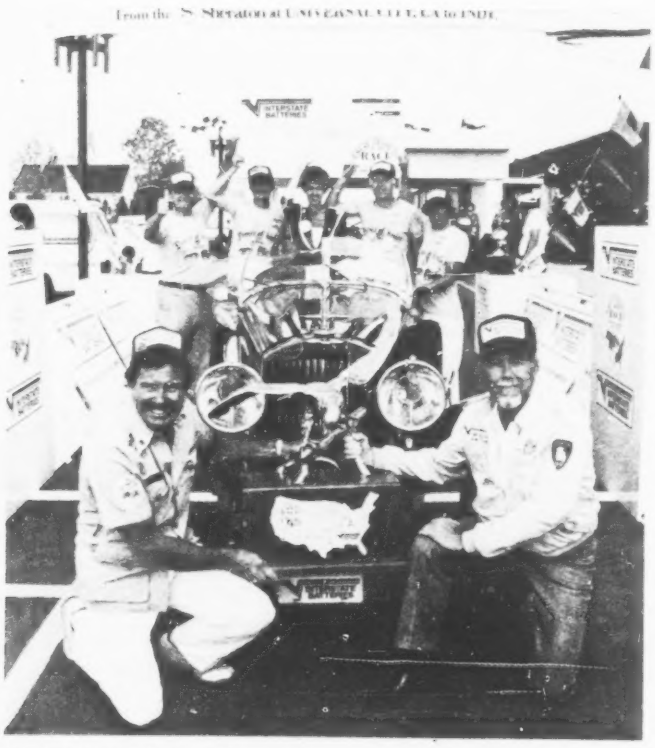
Tippett to be honored

DETROIT. — Camp Fire Detroit Area Council will honor Paul Tippett, American Motors chairman, at a fund-raising luncheon June 27 at Dearborn's Fairlane Manor. Camp Fire is honoring Tippett in recognition of his service to the community.



Great American winners

First place in the Great America Race went to Gary Wales, left foreground, who is accepting a trophy from Norm Miller, president of the sponsoring Interstate Battery System of America. Wales drove a 1936 bobtail Bentley roadster. At the rear, Wales' crew displays the winners' $100,000 check. The nine-day rally covered 3,000 miles.

North America, Europe seen losing ground in rest of century

Decline seen in West's auto share

WASHINGTON. — The North American and European shares of the world automobile market will drop from a total of 67 percent in 1985 to 58 percent by the year 2000, according to a report by the Organization for Economic Cooperation and Development.

Titled Long Term Outlook for the World Automobile Industry, the report expects the fastest growing markets until the end of the century to be Brazil, the Soviet Union, Mexico, the Middle East and Eastern Europe.

By 2000, total world auto production is expected to increase from 35.2 million units in 1985 to 46.6 million units.

Despite the drop in the North American/European share, the number of units produced for those two areas will increase from 23.6 million to 27.0 million during the period, according to the report.

The report also suggests that the recent agreement between General Motors and Toyota for the joint development and construction of a U. S.-built car points the way the auto industry can be expected to evolve in the coming years.

The growing internationalization of the industry is an inevitable response, the report claims, to what is increasingly a unified world market as far as products are concerned.

But the market is also increasingly compartmentalized in terms of the costs and barriers associated with importing or exporting motor vehicles.

Competition will also remain fierce, as demand grows more slowly and the saturation point is reached in most industrialized countries, the report said.

Many manufacturers not only have enormous assets tied up in existing plant and equipment, but are also investing huge sums to modernize and automate their plants to retain competitiveness, the report noted.

AWDA appoints Zuanich executive vice president

KANSAS CITY. — Louis A. Zuanich has been promoted to executive vice president of the Automotive Warehouse Distributors Assn. (AWDA), according to Daniel C. Sussen, AWDA chairman, Sussen, Inc., Cleveland, and Martin Fromm, AWDA president, Kansas City.

Zuanich has served AWDA since 1976 as its director of education and member services, and in his new position will assume some of the operating responsibilities for AWDA. Zuanich is president of Martin Fromm & Associates, Inc., the association management company which provides management services for AWDA.

Ursomarso appointed to turnpike group

HARRISBURG, Pa. — Frank Ursomarso, general manager of Union Park Pontiac, Wilmington, Del., was approved by the State Senate as a new member of the Pennsylvania Turnpike Commission.

Ursomarso, who lives in Chester County, Pa., close to Wilmington, has served as chairman of the state Horse Racing Commission.

factories list auction dates

American Motors

June 26—D-A Auto Auction, New Stanton, Pa.

June 27—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

June 28—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Chrysler Corp.

June 26—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Salt Lake Auto Auction, Salt Lake City, Utah.

June 27 — Minneapolis Auto Auction, Plymouth, Minn.

June 28—Arena Auto Auction, Chicago, Ill.; Aptco Auto Auction, Taylor, Mich., and 166 Auto Auction, Springfield, Mo.

June 29—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

June 27—Golden Gate Auto Auction, Fremont, Calif.; Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 28—Aptco Auto Auction, Taylor, Mich.; Skyline Auto Exchange, Fairfield, N. J.

June 29—Denver Auto Auction, Englewood, Colo.

July 11—Clanton's Auto Auction, Darlington, S. C.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Columbus Fair Auto Auction, Obetz, O.

July 17 — Harrisonburg Auto Auction, Harrisonburg, Va.

July 18—Northway Exchange, Clifton Park, N. Y.

July 19—Arena Auto Auction, Chicago, Ill.; 166 Auto Auction, Springfield, Mo.; South Seattle Auto Auction, Kent, Wash., and Dallas Auto Auction, Dallas, Tex.

July 25 — Southwest Auto Auction, Phoenix, Ariz.

July 26—Skyline Auto Exchange, Fairfield, N.J., and Aptco Auto Auction, Taylor, Mich.

General Motors

June 26—South Seattle Auto Auction, Inc., Kent, Wash.

June 27—Brasher's Auto Auction, Fontana, Calif.

June 28 — Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Grand Prairie, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

July 11—Hatfield Auto Auction, Hatfield, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 12—Nashville Auto Auction, Nashvile, Tenn., and Denver Auto Auction Ltd., Englewood, Colo.

July 17—Southern Auto Auction, East Windsor, Conn., and Florida Auto Auction of Orlando, Ocoee, Fla.

July 18—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

July 19—Indianapolis Auto Auction, Indianapolis, Ind.

July 25—Clanton's Auto Auction, Inc., Darlington, S. C.

July 26—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago, Ill.

July 31—South Seattle Auto Auction, Kent, Wash.

Subaru dealership opens

RAYNHAM, Mass. — Silver City Subaru has opened here.

Used Car Sales
Auction Averages

June to date	$5,571
Month ago	$5,372
Year ago	$5,223

Model breakdown
Auction Averages

	JUNE	MAY	APRIL
1984	$12,000	$11,393	$13,891
1983	8,425	9,040	8,850
1982	6,350	6,165	6,589
1981	5,122	5,193	5,344
1980	4,325	4,345	4,621
1979	3,943	3,671	4,008
1978	2,384	2,431	2,910
1977	1,820	1,893	2,159
Overall Average	$ 5,571	$ 5,372	$ 5,418

used-car auction directory

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D & A AUTO AUCTION New Stanton, Pa. 412/722-3122	Metro Milwaukee A.A. Caledonia, Wis. 414/835-4436	CORRY AUTO AUCTION Corry, Penn. 814/664-7721	13th LOW COST HIGH PROFIT
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Makers build 158,354 cars for week

Downtime at VW, AMC cuts output

By Joe Wilssens
Staff Writer

Downtime at American Motors and Volkswagen of America caused auto assembly totals to slip from normal levels last week.

U. S. auto manufacturers targeted completion of 158,354 units last week, down 2.29 percent from the previous week's 162,068, but 3.63 percent greater than the year-ago-week's 152,810.

The total was low, in part, because Volkswagen concluded 1984 production at its Westmoreland (Pa.) facility June 15 and AMC was idle for the first of two weeks of scheduled vacation at the company's Kenosha (Wis.) plant.

So far this year, the industry has completed 4,104,201 autos, 28.89 percent above 3,184,123 completed during the comparable 1983 period.

Of last week's estimated output, General Motors accounted for 56.54 percent followed by Ford Motor Co., 23.86 percent, Chrysler Corp., 17.71 percent, and Honda, 1.89 percent.

Overtime was slated at 13 facilities last week.

GM led the overtime list with eight plants working extra hours Saturday (June 23). Two Saturday overtime shifts were worked at the company's Detroit, Janesville (Wis.), Lordstown (O.), Oklahoma City and Van Nuys (Calif.) facilities, while Bowling Green (Ky.), Orion (Mich.) and Wentzville (Mo.) scheduled one Saturday overtime shift.

GM's Baltimore, Lansing B-plant and Wilmington (Del.) facilities will remain down for model changeover until August, while the Lansing G-plant began production of the new GM20 car June 18.

Chrysler's Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2 worked two daily 9-hour shifts while the Jefferson (Detroit) plant worked two daily 8½-hour shifts.

Dealers, shoppers warned on flood-damaged BMWs

By John Russell
New York Staff Writer

MONTVALE, N. J.—BMW of North America is notifying consumers and its dealers that flood-damaged BMWs are "entering the stream of commerce."

A company spokesman said mailgrams have been sent to all dealers with the serial numbers of the cars. The company also is placing classified ads in the New York Times, the Wall Street Journal, the Los Angeles Times and other publications, saying these cars are considered total losses by the insurance company, Fireman's Fund. The cars span the model range.

Twenty were sold to an unidentified wholesaler, and some have emerged in Memphis.

The cars were damaged in recent flooding at a dealership in New Jersey. Thirty-one cars with a retail value of $680,000 were involved. Eleven were repurchased from the insurance company by the dealer.

BMW submitted a bid to Fireman's Fund to obtain the cars and destroy them. The company's bid was the lowest. BMW said it was not permitted to submit another bid. Instead, the insurance company sold them to the highest bidder. BMW voided the warranties. "Our position is, it is a mistake to have these cars enter the stream of commerce," the BMW spokesman said.

Fireman's Fund Vice President Wallace Kappler in Parsippany, N. J., said BMW was given opportunity to bid on the vehicles and, "they failed to respond effectively." All titles have been marked "flood" as required by New Jersey law, he said.

The BMW spokesman said the insurer's response was a "misstatement of fact," and there were disagreements between the insurance company and BMW.

"We submitted a bid based on the salvage value," and BMW did not intend to profit from the cars, only destroy them, he said. BMW told the insurer the cars should not be sold, he said.

Deal breaks ground

FRANKFORT, Ky. — Crossroads Ford-Lincoln-Mercury here has broken ground for its new dealership, slated to be completed by September. Bill Wingfield is president of the dealership.

Truck production continues high at 65,679 for week

Overtime at four General Motors assembly plants helped domestic truck manufacturers to continue high production levels last week.

U. S. truck makers slated assembly of 65,679 units last week, 2.26 percent better than the prior week's 64,227 and 21.89 percent above the year-ago week's 53,883.

Year-to-date, there have been 1,554,283 trucks built in the U. S., a noteworthy 40.73 percent improvement over 1,104,439 finished at this time last year.

GM was the only company recording overtime with four plants working extra hours. Two Saturday (June 23) overtime shifts were worked at Janesville (Wis.), Lordstown (O.) and Pontiac S-truck plant No. 5, while the Detroit P-plant worked one Saturday overtime shift.

Canada boosts weekly output of cars, trucks

Canadian auto production estimates showed an increase last week and truck manufacturers projected their highest weekly assembly total of the year.

Canadian makers targeted completion of 24,986 cars last week, 5.68 percent greater than the prior week's 23,644 and 13.33 percent higher than the year-ago week's 22,048.

So far this year, the manufacturers have assembled 566,983 autos, 9.99 percent better than the 515,499 finished at this time last year.

Canadian truck manufacturers stepped up production and scheduled 18,146 trucks last week, up 2.42 percent from the previous week's 17,717 and 49.25 percent above the year-ago week's 12,158.

Year-to-date, 418,156 trucks have been built in Canada, 57.05 percent higher than 266,251 completed during the same 1983 period.

CANADIAN CAR PRODUCTION

	Week Ended June 23 1984	Week Ended June 25 1983	Week Ended June 16 1984	June to Date	Jan. 1, to June 25 1983	Jan. 1, to June 23 1984
AMERICAN MOTORS	600	327	599	1,930	15,533	12,240
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FORD MOTOR	10,650	9,708	10,527	34,019	112,162	223,796
GENERAL MOTORS	13,511	11,833	12,317	42,077	278,682	325,521
VOLVO	225	180	201	696	5,265	5,426
Total Cars, Canada	24,986	22,048	23,644	78,722	515,499	566,983

TRUCK PRODUCTION IN U. S.†

	Week Ended June 23 1984	Week Ended June 25 1983	Week Ended June 16 1984	June to Date	Jan. 1, to June 25 1983	Jan. 1, to June 23 1984
CHEVROLET	20,920	18,998	18,238	62,476	380,478	485,766
DODGE	4,100	3,288	4,288	13,423	66,192	102,391
FORD	25,584	22,509	26,234	82,201	441,606	602,016
GMC	6,518	5,369	6,546	21,378	125,865	159,052
INTERNATIONAL	1,607	1,242	1,741	5,386	24,712	37,712
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,800	1,427	3,971	12,334	38,517	93,573
NISSAN	2,100	.....	2,159	6,683	.....	47,093
AM GENERAL	50*	50*	50*	159*	1,190*	1,280*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,160*	23,800*	25,400*
Total Trucks, U. S.	65,679	53,883	64,227	207,200	1,104,439	1,554,283

CANADIAN TRUCK PRODUCTION

	Week Ended June 23 1984	Week Ended June 25 1983	Week Ended June 16 1984	June to Date	Jan. 1, to June 25 1983	Jan. 1, to June 23 1984
CHRYSLER CORP.	8,328	2,660	8,305	26,221	66,447	181,448
FORD MOTOR	3,400	3,527	3,400	10,826	70,407	81,080
GENERAL MOTORS	6,248	5,971	5,827	19,656	126,181	151,963
INTERNATIONAL	170	.....	185	553	3,216	3,665
Total Trucks, Canada	18,146	12,158	17,717	57,256	266,251	418,156
N. American Trucks	83,825	66,041	81,944	264,456	1,370,690	1,972,439

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government destined vehicles.

U. S. CAR PRODUCTION

	Week Ended June 23 1984	Week Ended June 25 1983	Week Ended June 16 1984	June to Date	Jan. 1, to June 25 1983	Jan. 1, to June 23 1984
AMERICAN MOTORS	.....	4,362	3,355	9,006	89,993	95,648
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	.....	4,362	3,355	9,006	85,922	95,648
Alliance	.....	4,362	1,793	4,720	85,922	51,180
Encore	.....	.....	1,562	4,286	.....	44,468
CHRYSLER CORP.	28,050	18,527	27,660	89,780	422,210	662,781
Plymouth Total	7,650	6,612	7,420	24,926	149,871	193,933
Horizon	3,500	2,550	2,849	10,814	52,213	79,868
Reliant	3,400	3,925	3,952	11,979	94,836	99,235
Caravelle†	250	137	163	670	2,822	4,762
Gran Fury	500	.....	456	1,463	.....	10,068
Chrysler Total	9,900	3,919	9,464	30,980	102,801	222,653
LeBaron	3,200	958	2,788	9,648	47,874	67,255
Laser	1,800	.....	1,572	5,426	.....	40,402
Chrysler E-Class	2,500	2,961	2,882	8,210	54,877	56,916
Fifth Avenue	2,400	.....	2,222	7,696	.....	58,080
Dodge Total	10,500	7,996	10,776	33,874	169,538	246,195
Omni	3,500	3,804	3,041	10,530	59,708	75,632
Aries	3,200	2,446	3,872	10,383	71,441	78,809
Daytona	1,100	.....	1,068	3,739	.....	30,190
Dodge 400	.....	323	.....	.....	17,365	.....
Dodge 600	1,700	1,423	1,832	5,786	21,024	42,768
Diplomat	1,000	.....	963	3,436	.....	18,796
FORD MOTOR	37,775	35,320	37,494	119,869	737,145	890,001
Ford Division	23,361	22,042	24,205	76,030	474,108	580,102
Escort	6,906	5,386	7,920	73,506	133,556	179,793
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,246	3,534	3,252	10,232	60,543	68,256
LTD	4,442	4,009	4,162	13,368	88,624	111,571
Thunderbird	2,537	3,691	2,750	10,192	103,250	80,901
Crown Victoria	1,689	2,217	1,309	4,480	45,765	38,694
EXP	1,092	.....	1,151	2,938	1,184	16,784
Tempo	3,449	3,205	3,631	11,314	17,458	84,103
L-M Division	14,414	13,278	13,289	43,839	263,037	309,899
Mercury Total	10,230	10,454	9,981	31,632	207,597	223,627
Lynx	1,341	1,998	1,309	4,009	34,180	34,265
Capri	213	524	233	802	11,622	9,149
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,768	1,837	2,736	8,992	38,032	57,676
Cougar	3,122	3,260	2,781	8,556	57,433	52,851
Grand Marquis	1,935	2,040	2,283	6,895	52,122	48,343
LN7	.....	.....	.....	.....	290	.....
Topaz	851	795	639	2,378	5,317	21,343
Lincoln Total	4,184	2,824	3,308	12,207	55,440	86,272
Continental	1,102	274	864	3,203	8,215	18,988
Lincoln	2,616	1,677	2,073	7,638	28,715	50,761
Mark VI/VII	466	873	371	1,366	18,510	16,523
GENERAL MOTORS	89,529	91,169	88,362	278,702	1,872,356	2,336,714
Buick Division	20,247	22,207	20,969	65,724	437,481	508,212
Skylark	2,195	3,344	2,245	6,925	53,069	49,528
Skyhawk	3,120	1,643	2,656	9,394	35,439	79,861
Century	4,666	4,463	4,166	14,113	77,763	111,911
Regal	3,960	5,179	4,813	14,267	124,002	111,660
Buick	3,887	6,341	4,492	13,323	125,328	109,422
Riviera	875	1,237	1,038	2,855	21,880	26,150
Electra (fwd)	1,544	.....	1,559	4,847	.....	19,680
Cadillac Division	6,711	5,939	6,554	20,447	162,531	166,235
Cimarron	298	321	265	877	10,370	9,008
Seville	760	589	904	2,493	17,413	20,891
Eldorado	1,695	1,364	2,014	5,529	38,101	39,756
Cadillac	2,098	3,665	1,673	6,012	96,647	75,763
DeVille (fwd)	1,860	.....	1,708	5,536	.....	20,817
Chevrolet Division	30,817	31,318	28,697	92,588	592,394	798,582
Chevette	2,542	4,039	2,176	6,141	90,428	100,889
Cavalier	9,819	8,070	8,280	28,568	130,389	207,226
Celebrity	6,394	5,098	6,118	19,610	56,028	150,041
Camaro	5,741	4,990	5,182	17,021	97,290	131,928
Citation	2,210	1,749	2,171	7,022	55,727	55,156
Malibu/El Camino	.....	3,338	.....	810	76,668	16,346
Monte Carlo	1,551	1,688	1,804	4,367	45,475	61,733
Chevrolet	1,960	1,728	2,347	7,109	29,647	58,979
Corvette	600	618	619	1,940	10,742	16,284
Oldsmobile Division	20,730	23,073	22,224	67,804	490,344	585,999
Omega	910	1,733	962	2,938	31,966	25,868
Firenza	1,197	1,238	1,118	3,959	23,906	38,643
Cutlass Supreme	3,377	6,167	3,956	11,392	141,231	150,675
Cutlass Ciera	5,565	5,161	6,533	18,796	96,682	141,106
Oldsmobile	6,621	7,898	6,579	21,318	176,881	184,128
Olds 98 (fwd)	1,985	.....	1,799	5,910	.....	21,877
Toronado	1,075	876	1,277	3,491	19,678	23,702
Pontiac Division	11,024	8,632	9,908	32,139	189,606	277,686
Acadian†	100	408	135	336	8,778	8,774
2000 Sunbird	3,378	2,321	2,957	10,247	50,069	75,214
1000	500	1,068	554	1,590	20,243	20,532
Firebird	3,051	2,399	2,622	8,488	46,741	56,919
Phoenix	855	405	840	2,686	13,764	12,405
Grand Prix/Bonneville	.....	2,031	.....	.....	50,011	29,733
Parisienne	440	.....	517	1,545	.....	14,244
Fiero	2,700	.....	2,283	7,247	.....	59,865
HONDA	3,000	1,126	3,015	9,361	17,315	63,626
VOLKSWAGEN	.....	2,306	2,182	4,899	45,104	55,431
Total Cars, U. S.	158,354	152,810	162,068	511,617	3,184,123	4,104,201
Total Cars, Canada	24,986	22,048	23,644	78,722	515,499	566,983
N. American Cars	183,340	174,858	185,712	590,339	3,699,622	4,671,184
N. American Trucks	83,825	66,041	81,944	264,456	1,370,690	1,972,439
North American Cars and Trucks	267,165	240,899	267,656	854,795	5,070,312	6,643,623

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

General Motors scheduled Saturday (June 23) overtime at two of its Oshawa (Ont.) facilities last week. Both the Oshawa truck plant and auto plant No. 1 worked eight-hour overtime shifts.

Chrysler Corp. estimated production of 2,358 Dodge Caravans, 2,346 Plymouth Voyagers and 936 Mini Ram Vans at its Windsor (Ont.) plant last week bringing the year-to-date T-115 total to 110,873.

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Automotive News

July 2, 1984

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Protection is bad for auto makers, economists say

By Helen Kahn
and Geoff Sundstrom

WASHINGTON. — The greatest contribution to the continuing argument over the competitiveness of the domestic auto industry came from academic outsiders during two simultaneous Senate subcommittee hearings last week.

Although spokesmen for General Motors, Ford Motor Co. and Chrysler Corp. went from one hearing to the other, they had nothing new to offer.

Instead, the highlights were a remarkable — and perhaps unique — agreement of a bevy of economists that protectionism was a bad thing and a forthcoming article by a Bookings Institution fellow calling quotas on Japanese cars "stupid policy."

A Senate Foreign Relations subcommittee, chaired by Senator Charles Mathias, Maryland Republican, is midway in a series involving policy for various industries, and a Senate Finance subcommittee, chaired by Senator John C. Danforth, Missouri Republican, honed in on whether the "voluntary" restraint agreement (VRA) on Japanese cars is needed for a fifth year (although the current year will not expire until next April).

Both were essentially wrap-ups. No action is expected on industrial policy or quotas this time around.

As the Big Three came to Capitol Hill and lined up in what is becoming familiar fashion regarding auto trade issues, GM's Vice President and Chief Economist Dr. Maria v.N. Whitman argued against continued restraint on Japanese imports which is interfering with GM's plans to import Suzuki and Isuzu subcompacts.

• Whitman defended GM's import plan, including negotiations with Daewoo Motor Co. of Korea as a source of additional subcompacts for GM dealers, along with GM's joint venture with Toyota for the production of subcompacts in California.

She cited continued GM investment in U. S. car production. Whitman said it was "unmitigated nonsense" to suggest GM is abandoning U. S. small-car production.

Chrysler Executive Vice President for Finance R. S. Miller Jr. restated Chairman Lee Iacocca's offer to "sit down" with the auto industry's major players in an effort to fashion an industrial policy for the industry.

If an industrial policy were agreed to, Chrysler would drop its support of the present quota arrangement on Japanese vehicles, Miller implied.

Miller said Chrysler would agree to hold the line on small-car prices, freeze outsourcing purchases and limit executive bonuses if the government would tackle exchange-rate differences and tax differentials between the U. S. and Japan.

The UAW and Chrysler would also be required to negotiate on work rules and health care costs.

Miller again put forward Iacocca's plan to reduce the federal deficit by raising taxes on imported oil and on gasoline at the pump.

• Ford Vice President Kenneth Whipple told the senators a continuation of the VRA was necessary because of the stability

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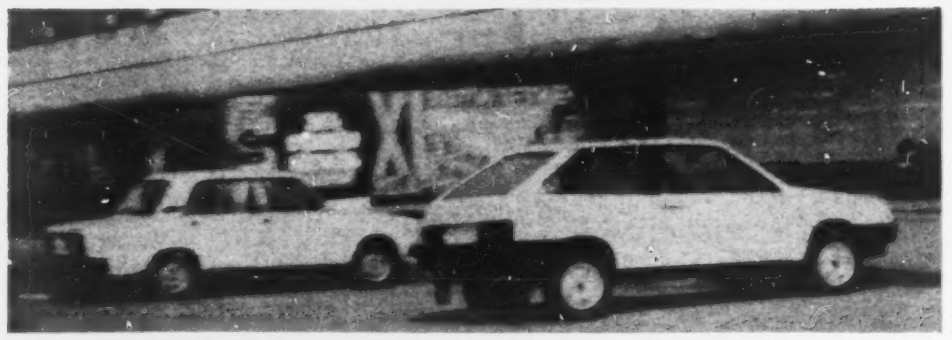
Lada da



A peek at redesigned Lada

Unofficial photo shows new Lada 2108, right, beside a current model. Jointly developed by Lada and Porsche, the 2108 has an overhead-cam four, placed laterally and driving the front wheels through a five-speed transmission. Wheelbase is a bit longer than the current model's 94.5 inches. Estimated weight is 1,870 pounds.

Analysts expect interest rate will move even higher

Hike in prime seen as sales harpoon

By Michelle Krebs
Financial Editor

Auto analysts and car dealers fear a continued rise in the prime lending rate, followed by increases in consumer loan interest rates, may stall car sales.

Major banks boosted their prime rate—the rate charged on short-term, corporate loans — half a percentage point to 13 percent last week, reflecting an increase in their cost of funds and heavier borrowing demands.

It was the fourth increase this year, pushing the prime rate to its highest level since October, 1982.

"This is just what we didn't need. Rates are already too high," said Richard Hoskins, of Hoskins Chevrolet near Chicago. "What we need is a nice, steady climb in the economy."

Hoskins and other dealers surveyed by AUTOMOTIVE NEWS said their customers are more aware of and more sensitive than ever to economic indicators such as the prime rate.

"Cars are expensive . . . If the rate goes up a half percent, (customers) will be paying more," said Hoskins. "And if they think it has risen too much, they'll wait to buy another time."

Analysts agree the latest increase in the prime rate is by no means the last of the year, though they disagree on how high it will go.

They also say the recent increases in the prime rate eventually will catch up to consumer loan rates. Those rates have been hovering in the 13 to 14 percent range but edging up monthly, dealers said.

• Most analysts expected the prime rate to rise but not this soon — not before November's presidential election, said Thomas O'Grady, director of Automotive Market Research and Forecasting Services for Chase Econometrics.

Last week's increase in the prime accelerates his firm's prediction that the U. S. auto industry will sell 300,000 fewer units next year than in 1984.

Chase Econometrics' most recent forecast had called for auto loan interest rates to peak at 15 percent by the third quarter of 1985, and unemployment to hit 8.3 percent by the end of 1985. The Pennsylvania-based forecasting service predicted a 10.4-million sales year for the auto industry in 1984.

However, if auto loan rates jump much above 16 percent, car sales could drop by 800,000 units and changes in buying patterns will occur, O'Grady said.

Baby boomers, entering their peak earning years, will continue to buy sporty models, but the economy will take its greatest toll on smaller cars, O'Grady said. Smaller cars traditionally appeal to younger, less-affluent buyers who are the most sensitive to higher interest rates and are hit hardest by unemployment.

Data Resources, Inc., forecasted a slowdown in car sales for the next quarter more because of inventory shortages than higher interest rates. Nevertheless, higher interest rates will slow the economy, increase un-

Continued on Page 45, Col. 4

breaking news

GM scheduled to name 40 executives

DETROIT. — General Motors is expected to announce tomorrow (July 3) approximately 40 appointments of second- and third-level executives for its two new car divisions: Buick-Oldsmobile-Cadillac and Chevrolet-Pontiac-Canadian operations.

VWoA's Cummins leaves for Chicago firm

DETROIT. — Volkswagen of America Inc.'s Richard S. Cummins, 50, vice president — manufacturing, is resigning July 15 to take a job as president of a Chicago-based manufacturing company, unanounced at presstime. Replacing him will be Bodo Dencker, 44, currently with Volkswagenwerk AG's utility vehicle management group in Hannover, West Germany.

IH restructures British debt

CHICAGO.—Lenders of International Harvester's British unit agreed to exchange $4 million worth of debt for 290,000

See BREAKING NEWS, Page 8, Col. 1

Revised sales agreements being signed and returned

Peace breaks out between dealers and Porsche

By John A. Russell
New York Staff Writer

NEW YORK. — The battle between Porsche Cars of North America and its dealers is officially over.

A revised sales agreement has been mailed to 304 dealers in the U. S. who indicated interest. John Cook, president of Porsche Cars, said dealers are signing and returning the agreements.

The company expected 100 to be signed by the end of last week and it is apparent that the battle is officially ended.

Ernie Semersky, chairman of the activist Porsche Dealers Action Committee, told AUTOMOTIVE NEWS the committee sent its final telegram to Porsche dealers. While he said that the agreement "is not perfect," it is comparable with any other sales agreement in the industry.

"We have a franchise," he said, adding that the goals of the committee were met — preserving the franchise system.

Now it is up to every dealer to make his own business decision, Semersky said.

A key part of the franchise agreement is that dealers agree to drop all pending legal actions against both Porsche, and its parent company, Porsche AG, as well as Volkswagen.

The franchise agreements sent to the dealers last week are revised and do eliminate some of the space requirements listed in the initial draft.

Cook said 253 dealers were mailed sales and service agreements and 47 were mailed letters of intent. Letters of intent were

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And name game in Detroit heats up

Ford European shuffle incomplete

By Dan McCosh
Detroit Reporter

The more-or-less lateral transfer of Ford Motor Co.'s Robert A. Lutz, 52, from executive vice president — International Automotive Operations to chairman of Ford of Europe still leaves the key post of president of the latter organization unfilled, a sign that all cards have not been dealt in Ford's most recent organizational shuffle.

News Analysis

For the past decade, a relatively orderly transition of management in Ford's European operations has distinguished it from Ford's World Headquarters in Dearborn, where a number of top Ford executives lost their grip scrambling for the top rungs on the corporate ladder.

But during the past year, four of Ford's key international executives have retired or quit. International Operations today is plagued with even more problems in executive transition than World Headquarters.

The abrupt resignation in May of James A. Capolongo, 49, as president of Ford of Europe, which followed the early retirement of Chairman Edward J. Blanch, 58, by just one month, created several unanticipated blank spots in Ford's overseas operations.

Sir Brian Inglis retired in April as head of Ford's Asia-Pacific Operations. Erick Reickert, architect of Ford's overseas sourcing program, left the company early this year to work for Chrysler Corp.

• Ford of Europe accounts for some 30 percent of Ford's automotive revenue, and its alumni include Chairman Philip Caldwell, President Donald E. Petersen and Executive Vice President Harold A. Poling, who heads North American Automotive Operations (NAAO).

The abrupt departure of Lutz —who has been rumored as potential chairmanship material— to shore up Europe's management heats up the name games in Detroit over the likely succession of Ford's top-level management following the anticipated retirement of Chairman Caldwell, who turns 65 next January.

Under the recent realignment, Lutz' former job—executive vice president for International Automotive Operations—has been eliminated. But Ford insiders say this may be a temporary move, necessitated by Lutz' keeping his seat on the board of directors and a corporate executive vice presidency.

Filling the post would only add to the confusion.

Lutz takes over a Ford of Europe management team that includes a number of new arrivals:

Walter Hayes, formerly head of Ford's corporate relations, recently took over as vice chairman. Hayes insists that he is interested only in establishing a department of external affairs, rather than getting involved in operations.

• Gordon B. MacKenzie, 63, took over in sales and marketing in February. Other key Ford of Europe posts are held by William S. Hayden, vice president—manufacturing; Kenneth E. Kohrs, vice president—product development, and Murray L. Reichenstein, vice president—finance.

The unprecedented turnover in Europe means finding a new president — whether from this group or elsewhere in the corporation—and setting up a line of transition is one of Lutz' first orders of business.

"Caldwell is the type that says if you mess something up, you go fix it," says one source close to the situation—a reference to frequent reports that a personality conflict between Capolongo and Lutz precipitated Capolongo's resignation.

Despite the frequent description of Ford's European operation as "troubled," Ford executives insist that it still is more profitable than those of its competitors. Its admitted soft spot is fleet sales in the UK, where the radically styled Sierra has not been acceptable to corporate buyers.

Ford's record penetration of 12.6 percent in Europe last year nearly captured the first-place slot for the first time.

• But Ford today is facing much stronger competition in a market where six manufacturers stay within a percentage point of penetration of each other, and General Motors has been making rapid gains. With an auto market not yet recovered from the last recession, Europe is not contributing to Ford's profits as it once was.

Concurrently, Ford is becoming much more dependent on its overseas operations for new products in the U.S. At least three new cars will be coming from Europe to be sold under the new Merkur franchise in the U.S., and Mazda will be doing most of Ford's new small-car work through a variety of joint ventures.

"Fixing" Ford's organizational problems overseas thus becomes even more critical.

While most of the attention has been on Europe, Ford also realigned its Asia sphere. The restructuring leaves Ford overseas with an assymetrical two-way split: Ford of Europe and a consolidated Latin American and Asia-Pacific operation.

Lutz' counterpart, running the newly consolidated Latin American and Asia-Pacific operations is L. Lindsey Halstead, 53, formerly vice president — Latin American Operations, now reporting directly to Petersen.

On paper, Halstead and Lutz appear organizational equals, but Lutz' position obviously is enhanced by his title and board seat.

• Halstead's broadened responsibilities were not accompanied by the appointment of anyone to directly supervise Latin America, a geographic region that includes the troubled Argentinian operations, volatile South Africa and the Mideast—but excludes Central America and Mexico, which today are under the aegis of Ford's NAAO.

Alexander J. Trotman, 50, who remains in his job as head of Asia-Pacific, now reports to Halstead rather than Lutz. Trotman succeeded Inglis at the Asia-Pacific job only three months ago. John T. Eby remains president of Ford of Japan, while Inglis continues to sit on the board of directors of Mazda Motors Corp., Ford's Japanese partner and cornerstone of its plans in Asia-Pacific and North America.

The latest moves in Europe may signal a growing autonomy for that operation, contrasting with Ford's embracing Mexico and Japan as an adjunct to its North American sourcing plans.

Also likely is a weakening of the often-traversed "bridge" between Europe and U.S. executive ladders — with Europe's thinning ranks demanding immediate attention, rather than serving as an executive bullpen as it had in the past.

Upsizing the downsized Cadillac

Marquis Custom Coach, Canoga Park, Calif., took Cadillac's downsized DeVille and stretched it five feet—enough to make its '85 Marquis Royale Coach longer than the rear-drive '84 Cadillac limousine. The Marquis limo includes color TV, walnut beverage console with crystal service, moonroof, intercom, divider window and load-leveling controls. Price is about $45,000.

German auto strike reaches compromise

FRANKFURT, West Germany.—The West German auto industry looks to be heading for a shorter working week — but not the 35 hours which became the battle cry of the IG Metall union members.

A complex compromise based on a 38.5-hour working week has been accepted in principle by both sides in the arbitration panel headed by Georg Leber.

At the end of last week (June 25-29) employers belonging to Gesamtmetall and workers belonging to IG Metall were seeking approval from their members. However, it looked as though union members might reject the compromise.

Should the strike be settled, cranking up to full production could take up to a week. The seven-week strike, over the issue of a reduction in the 40-hour week, has made 450,000 auto workers idle and cost the companies an estimated loss in production of up to $2 billion by value.

Technically, the arbitration worked out at Ludwigsburg, near Stuttgart, covers only North Baden-Wurttemburg, home of Daimler-Benz, Bosch and other key component suppliers. In practice, it is likely to be accepted by both sides in Hesse, where Opel is located.

Other states are not directly involved, but the block on vital components from Baden-Wurttemburg and Hesse paralyzed almost the whole of the country's auto industry.

If it is given the go-ahead, the 38.5-hour week will begin April 1 next year and run to the end of September, 1986. Up to that period employes will receive an additional pay increase of 3.3 percent plus an additional $90 to cover the period from January this year, when the previous contract expired.

When the shorter week comes into effect, pay will rise by 2 percent.

April total of 836,717 is highest since 1979

Month's registrations rise 14 pct.

By Jenny L. King
Staff Writer

The total of domestic and imported new cars registered in April was the highest for that month in five years and climbed 14.87 percent above the year-ago sum.

Figures compiled by R. L. Polk & Co. showed an April total of 836,717 registrations compared with 728,409 a year earlier. March, 1984, registrations reached 835,311, a difference of plus 0.17 percent in favor of April.

It was the best accounting for an April since 1979 when registrations totaled 955,807. The April record was set in 1973: 968,700.

Domestic registrations were up 22.11 percent April to April, and were up 1.99 percent compared with March of this year. Domestics numbered 649,163 this April, 531,620 for the month a year earlier and 636,509 the preceding month.

Imports plunged 4.60 percentage points in market penetration during the month, stopping

Continued on Page 36, Col. 1

NEW-CAR MARKET SHARES IN U. S.

	APRIL					FOUR MONTHS				
	Regis., April, 1984	Percent Share of Market	Regis., April, 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 4 mos., 1984	Percent Share of Market	Regis., 4 mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Chevrolet	136,829	16.35	108,214	14.86	+ 1.49	505,661	15.79	369,184	14.11	+ 1.68
Ford	109,862	13.13	78,565	10.80	+ 2.33	410,758	12.83	293,582	11.22	+ 1.61
Oldsmobile	95,362	11.40	81,620	11.20	+ 0.20	357,878	11.18	280,512	10.72	+ 0.46
Buick	77,603	9.27	67,530	9.27	0.00	281,963	8.81	235,631	9.00	— 0.19
Pontiac	58,237	6.96	40,117	5.51	+ 1.45	215,897	6.74	140,815	5.38	+ 1.36
Mercury	43,063	5.15	30,253	4.15	+ 4.15	161,417	5.04	108,551	4.15	+ 0.89
Dodge	29,191	3.49	27,339	3.75	— 0.26	110,739	3.46	92,921	3.55	— 0.09
Cadillac	26,020	3.11	24,087	3.31	— 0.20	96,097	3.00	85,691	3.27	— 0.27
Chrysler	24,595	2.94	24,017	3.30	— 0.36	93,069	2.91	75,569	2.89	+ 0.02
Plymouth	23,126	2.76	24,9[illegible]	3.42	— 0.66	90,426	2.82	84,020	3.21	— 0.39
AMC	13,847	1.66	16,623	2.28	— 0.62	60,819	1.90	66,026	2.52	— 0.62
Lincoln	11,410	1.36	8,192	1.13	+ 0.23	41,100	1.29	29,904	1.14	+ 0.15
GENERAL MOTORS	394,051	47.09	321,568	44.15	+ 2.94	1,457,496	45.52	1,111,833	42.48	+ 3.04
FORD MOTOR CO.	164,335	19.64	117,110	16.08	+ 3.56	613,275	19.16	432,037	16.51	+ 2.65
CHRYSLER CORP.	76,912	9.19	76,267	10.47	— 1.28	294,234	9.19	252,510	9.65	— 0.46
AMC	13,847	1.66	16,623	2.28	— 0.62	60,819	1.90	66,026	2.52	— 0.62
IMPORTS	187,554	22.42	196,789	27.02	— 4.60	775,684	24.23	754,569	28.83	— 4.60
MISC. DOMESTIC	18	0.00	52	0.00	0.00	78	0.00	302	0.01	— 0.01
TOTAL	836,717		728,409			3,201,586		2,425,902		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma for 1984 from manufacturers' sales records. Oklahoma '83 figures not available. Current Utah delayed.

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59th year — No. 5029

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Next tourist attraction: Buick City, in 1986

FLINT. — Buick factory tours for visitors will be temporarily interrupted July 1 during conversion of the Buick facility to produce 1986 models in the new Buick City complex.

Buick has been conducting visitors through the plant on a scheduled basis for 40 years. Approximately 23,000 visitors go through the plant each year.

factories list auction dates

American Motors

July 3—Aptco Auto Auction, Taylor, Mich., and Kansas City Auto Auction, Kansas City, Mo.

July 5—Evansville Auto Auction, Evansville, Ind.

July 6 — Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

July 10 — Golden Gate Auto Auction, Fremont, Calif.; D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

July 11—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction. Mason City, Ia.

July 12 — Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

July 17—Aptco Auto Auction, Taylor, Mich.

July 18 — Kansas City Auto Auction, Kansas City, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Southern Auto Auction, Warehouse Point, Conn., and Central States Auto Auction, Mason City, Ia.

July 19 — Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 20 — Floyd Hauhe Auto Auction, Bridgeton, Mo., and Corry Auto Auction, Corry, Pa.

July 24 — D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

July 25—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

July 26 — Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

July 31—Aptco Auto Auction, Taylor, Mich.

Ford Motor Co.

July 11—Clanton's Auto Auction, Darlington, S.C., Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Columbus Fair Auto Auction, Obetz, O.

July 17 — Harrisonburg Auto Auction, Harrisonburg, Va.

July 18—Northway Exchange, Clifton Park, N. Y.

July 19—Arena Auto Auction, Chicago, Ill.; 166 Auto Auction, Springfield, Mo.; South Seattle Auto Auction, Kent, Wash., and Dallas Auto Auction, Grand Prairie, Tex.

July 25 — Southwest Auto Auction, Phoenix, Ariz., and Golden Gate Auto Auction, Fremont, Calif.

July 26 — Skyline Auto Exchange, Inc., Fairfield, N. J., and Aptco Auto Auction, Taylor, Mich.

August 1—Concord Auto Auction, Acton, Mass., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

August 2 — Nashville Auto Auction, Nashville, Tenn.

General Motors

July 11—Hatfield Auto Auction, Hatfield, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 12—Nashville Auto Auction, Nashvile, Tenn., and Denver Auto Auction Ltd., Englewood, Colo.

July 17—Southern Auto Auction, East Windsor, Conn., and Florida Auto Auction of Orlando, Ocoee, Fla.

July 18—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

July 19—Indianapolis Auto Auction, Indianapolis, Ind.

July 25—Clanton's Auto Auction, Inc., Darlington, S. C.

July 26—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago, Ill.

July 26—Dallas Auto Auction, Grand Prairie, Tex.

July 31—South Seattle Auto Auction, Kent, Wash.

Used Car Sales

Auction Averages

June	$5,436
Month ago	$5,232
Year ago	$5,138

Model breakdown

Auction Averages

	JUNE	MAY	APRIL
1984	$10,601	$11,393	$13,891
1983	8,284	9,040	8,850
1982	6,185	6,165	6,589
1981	5,051	5,193	5,344
1980	4,358	4,345	4,621
1979	3,963	3,671	4,008
1978	2,432	2,431	2,910
1977	1,830	1,893	2,159
Overall Average	$ 5,436	$ 5,372	$ 5,418

Chrysler Corp.

July 3—Hatfield Auto Auction, Hatfield, Pa.

July 10—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa.; High Point Auto Auction, High Point, N. C.; South Seattle Auto Auction, Kent, Wash., and Florida Auto Auction of Orlando, Ocoee, Fla.

July 11—Sand Mountain Auto Auction, Boaz, Ala.; Columbus Fair Auto Auction, Obetz, O.; Butler Auto Auction, Gibsonia, Pa., and Harrisonburg Auto Auction, Harrisonburg, Va.

July 12—Evansville Auto Auction, Evansville, Ind.; Golden Gate Auto Auction, Fremont, Calif., and St. Pete Auto Auction Clearwater Fla.

Chrysler names Lee to Los Angeles post

LOS ANGELES.—Thomas E. Lee has been named assistant Los Angeles zone sales manager for Chrysler Corp. He formerly was assistant zone sales manager in Portland, Ore.

Lee replaces Paul L. Berrigan Jr., who has been transferred to Detroit to coordinate the launch of a new electronic communication program between Chrysler headquarters and the field sales force.

used-car auction directory

Display Rates: $68.50 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $21.50; 13 times, $20.00; 26 times, $18.00; 52 times, $15.00. For Frequency Display Rates contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 12 days in advance. Next closing: July 4 for July 16 issue.

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Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

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April total of 836,717 is highest since 1979

Month's registrations rise 14 pct.

Continued from Page 3

at 22.42 percent compared with 27.02 percent a year earlier. Their year-to-date share dropped to 24.23 percent from 28.83 percent.

In the total marketplace, General Motors and Ford Motor Co. picked up more than six percentage points between them, as Chrysler's share diminished, American Motors was down and the imports caved in.

• GM passenger cars accounted for 47.09 percent of the April market, up from 44.15 percent a year earlier. Ford climbed to 19.64 percent from 16.08 percent. Chrysler slipped to 9.19 percent from 10.47 percent, AMC skidded to 1.66 percent from 2.28 percent and imports stopped at 22.42 percent, down from 27.02 percent.

Excluding imports, GM had 60.70 percent of the market, Ford had 25.32 percent, Chrysler had 11.85 percent and AMC had 2.13 percent. Miscellaneous domestics, once principally Checker cars and adding to a respectable number, dropped out of sight, the 18 units accounting for no percent.

With imports claiming 22.42 percent of the total market in May, the remaining segments according to market class were: Intermediates, 27.95 percent; compacts, 18.05 percent; subcompacts, 12.47 percent; standards, 10.85 percent, and luxury models, 8.26 percent.

The market class breakdown without imports included: 36.02 percent intermediates; 23.27 percent compacts; 16.68 percent subcompacts; 13.98 percent standards, and 10.65 percent luxury cars.

For the comparable month of 1983, the breakout for the total market was imports at 27.02 percent; intermediates at 25.96 percent, compacts at 16.18 percent, subcompacts at 11.53 percent; standards at 13.86 percent and luxury cars at 5.45 percent.

Registrations for the first four months of 1984 reached 3,201,586, up 22.33 percent from 2,617,277 last year. Two years ago, the total was 2,352,822 for January through April.

Domestic registrations of 2,425,902 were up 30.24 percent from 1,862,708 in 1983 and up 45.41 percent from 1,668,348 in 1982.

GM and Ford increased their penetration of the total market for the first four months. GM was up 3.04 percentage points, to 45.52 percent from 42.48 percent, and Ford gained 2.65 percentage points, going to 19.16 percent from 16.51 percent.

Imports skidded 4.60 percentage points, to a market penetration of 24.23 percent from 28.83 percent. Chrysler dropped to 9.19 percent from 9.65 percent and AMC was down to 1.90 percent from 2.52 percent a year earlier. Miscellaneous domestics had no share this year and 0.01 percent in 1983.

Among exclusively domestic registrations, GM earned 60.08 percent of the four-month market, up from 59.69 percent a year earlier. Ford grew to 25.28 percent from 23.19 percent. Chrysler dropped to 12.13 percent from 13.56 percent and AMC was down to 2.51 percent from 3.54 percent. Miscellaneous domestics disappeared, to 0.00 percent from 0.02 percent in 1983.

Officer gets an Escort

The Central Florida Auto Dealers Assn. presented officer Jim Bishop with a 1984 Ford Escort for his use as staff administrator of Central Florida Crimeline Crop., Inc. Shown above, from left, are: Dick Smith, president, McInerney Ford; George Nahas, Central Florida Auto Show chairman; Jim Boebinger, president of the dealer group, and Bishop.

Inspection law given new life in New Jersey

TRENTON, N. J. — Gov. Thomas H. Kean has signed legislation extending the state's law on car inspections. For two more years, motorists have the option of having their cars inspected at state centers for free or at private garages for a fee.

The extension was a compromise by Kean, whose administration had urged the continuation of the private system.

The governor asked for a $4 million to $5 million appropriation starting the July 1 fiscal year to begin a four-year expansion of the program. The money will be used to build new state centers, hire more inspectors and add lanes to existing stations.

The experimental dual-inspection system, initiated last November, was to expire in June. The state has 3,869 state-licensed garages and 37 inspection centers for its 5.5 million licensed drivers.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
APRIL, 1984 VS. APRIL, 1983

	1984 Month	1984 Year	1983 Month	1983 Year
AMC Alliance FWD	6,980	30,772	11,422	44,703
Encore FWD	5,250	22,571		
Spirit			681	2,715
Concord			1,368	5,161
Concord SW			589	2,491
Eagle 4WD	340	1,439	892	3,816
Eagle 4WD SW	1,277	6,037	1,671	7,140
TOTAL AMC	13,847	60,819	16,623	66,026
Chrysler Laser FWD	4,399	16,404		
LeBaron FWD	6,863	25,109	6,585	21,658
LeBaron SW FWD	819	3,278	989	3,125
E-Class/New Yorker FWD	6,416	26,526	6,414	19,466
Cordoba			1,629	5,124
New Yorker Fifth Avenue/Newport	6,098	21,752	8,173	25,423
Imperial			227	773
Total	24,595	93,069	24,017	75,569
Plymouth Horizon FWD	6,476	25,695	4,248	13,928
Turismo FWD	3,896	13,870	2,948	9,552
Reliant FWD	7,962	33,436	11,232	39,297
Reliant SW FWD	3,279	13,091	5,045	15,386
Gran Fury	1,513	4,334	1,438	5,857
Total	23,126	90,426	24,911	84,020
Dodge Omni FWD	5,502	21,203	3,751	12,639
Charger FWD	4,316	15,868	3,606	10,947
Daytona FWD	4,079	14,048		
Aries FWD	5,995	25,281	7,515	27,845
Aries SW FWD	2,215	10,701	3,588	11,907
600 '84/400'83 FWD	1,889	6,818	3,124	10,668
Diplomat	2,355	5,785	2,402	7,876
Mirada			573	1,862
600 FWD	2,840	11,035	2,780	9,177
Total	29,191	110,739	27,339	92,921
TOTAL CHRYSLER CORP.	76,912	294,234	76,267	252,510
Ford Escort FWD	21,703	83,696	21,295	76,795
Escort SW FWD	7,030	27,486	7,502	27,402
EXP FWD	2,257	7,502	2,090	7,204
Fairmont			5,236	34,193
Tempo FWD	21,040	82,874		2
LTD	12,610	44,928	8,332	36,279
LTD SW	4,966	18,049	3,615	14,231
LTD Crown Victoria	12,631	41,097	8,800	33,331
LTD Crown Victoria SW	2,872	10,035	2,054	8,080
Mustang	11,147	42,612	9,984	36,692
Thunderbird	13,606	52,479	9,757	19,373
Total	109,862	410,758	78,665	293,582
Lincoln Town Car	7,304	22,470	4,511	15,364
Mark VII	2,420	12,122	2,383	8,722
Continental	1,686	6,508	1,298	5,818
Total	11,410	41,100	8,192	29,904
Mercury Lynx FWD	4,187	16,943	5,249	18,531
Lynx SW FWD	1,137	4,583	1,527	5,684
LN7 FWD			565	2,269
Capri	1,473	6,695	1,709	7,841
Zephyr			1,577	10,286
Topaz FWD	5,689	24,671		
Marquis	7,240	25,387	3,645	14,655
Marquis SW	1,143	4,309	1,307	4,523
Grand Marquis	10,846	37,572	8,066	29,934
Grand Marquis SW	1,310	4,820	1,118	4,289
Cougar	9,838	36,437	5,490	10,539
Total	43,063	161,417	30,253	108,551
Lincoln-Mercury Division Total	54,473	202,517	38,445	138,455
TOTAL FORD MOTOR CO.	164,335	613,275	117,110	432,037
Buick Skylark FWD	8,940	31,940	8,769	31,059
Skyhawk FWD	9,492	29,518	5,822	18,694
Skyhawk SW FWD	889	3,039	1,061	3,198
Century FWD	15,913	53,787	10,195	36,359
Century SW FWD	2,726	8,543		
Regal	15,318	62,762	18,398	65,972
Regal SW			1,358	4,560
LeSabre	11,783	45,790	10,435	35,701
Electra	5,246	22,657	6,035	20,398
Electra FWD	1,691	1,932		
Buick SW	1,137	4,549	1,698	5,608
Riviera FWD	4,468	17,446	3,759	14,082
Total	77,603	281,963	67,530	235,631
Cadillac Deville	10,468	39,866	10,851	37,463
DeVille FWD	1,199	1,402		
Cimarron FWD	1,428	5,926	1,753	6,247
Fleetwood and Chassis	3,941	15,659	3,651	13,714
Fleetwood FWD	505	595		
Eldorado FWD	5,561	21,492	5,380	19,444
Seville FWD	2,918	11,157	2,452	8,823
Total	26,020	96,097	24,087	85,691
Chevrolet Chevette	15,811	61,971	15,836	55,312
Camaro	16,385	60,426	14,809	49,993
Cavalier FWD	23,718	82,919	13,859	41,771
Cavalier SW FWD	7,540	27,284	4,984	14,472
Citation FWD	9,323	35,365	8,863	34,984
Malibu			4,587	16,914
Malibu SW			4,652	16,425
Celebrity FWD	19,333	74,846	11,614	40,342
Celebrity SW FWD	8,591	27,467		
Monte Carlo	11,787	44,914	7,865	29,006
Impala	4,600	16,465	3,536	13,035
Caprice	12,449	46,689	10,853	36,085
Chevrolet SW	4,875	17,754	4,812	15,771
Corvette	2,417	9,561	1,944	5,074
Total	136,829	505,661	108,214	369,184
Oldsmobile Omega FWD	4,097	14,725	4,911	16,058
Firenza FWD	3,511	13,142	2,844	9,257
Firenza SW FWD	1,124	4,241	1,150	3,237
Cutlass Ciera FWD	18,480	67,140	12,621	44,335
Cutlass Ciera SW FWD	4,036	11,943		
Cutlass Supreme/Calais	31,128	118,158	25,658	89,072
Cutlass SW			2,015	6,814
Delta 88	20,891	72,751	17,522	60,035
98	4,716	20,841	9,358	32,947
98 FWD	1,486	1,945		
Oldsmobile SW	2,727	10,154	2,342	7,745
Toronado FWD	3,166	12,838	3,199	11,012
Total	95,362	357,878	81,620	280,512
Pontiac 1000	2,239	8,763	2,749	10,539
Firebird	8,421	21,202	7,666	28,215
2000 Sunbird FWD	9,028	31,917	6,304	19,435
2000 Sunbird SW FWD	956	3,809	997	3,254
Phoenix FWD	1,083	4,360	2,296	9,585
Bonneville	5,809	23,109	5,124	18,503
Bonneville SW			1,283	4,179
6000 FWD	8,924	32,394	6,369	22,097
6000 SW FWD	1,625	5,954		
Grand Prix	6,448	24,360	7,241	24,920
Parisienne	3,209	11,509	74	74
Pontiac SW	1,393	4,767	14	14
Fiero	9,102	33,753		
Total	58,237	215,897	40,117	140,815
TOTAL GM CORP.	394,051	1,457,496	321,568	1,111,833
Checker			31	214
Miscellaneous Domestic	18	78	52	302
Domestic Station Wagon Total	63,667	231,993	55,371	189,535
Domestic Grand Total	649,163	2,425,902	531,620	1,862,708
Import Total	187,554	775,684	196,789	754,569
Grand Total All Registrations	836,717	3,201,586	728,409	2,617,277

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available. Current Utah registrations temporarily delayed.

Total tops 259,000

Mid-month car sales highest listed since '78

By Jenny L. King
Staff Writer

Mid-June domestic new-car sales climbed to the highest total since the boom year of 1978. The numbers put the U.S. industry back on a winning track after its first 1984 period decline the preceding 10 days.

An extra selling day this year compared with 1983 helped bring the total up 26.48 percent, to 259,844 from 205,444. The daily selling rate, based on nine days, averaged 28,872, up 12.42 percent from 25,681 for eight days in 1983.

The 259,844 total was best for mid-June since 1978 when 310,320 new passenger cars were delivered to retail customers. Record for the period is 311,044, set in 1973.

In a direct comparison, all six major U.S. auto makers had sales gains in the period; on a daily-rate basis, two were behind last year.

General Motors reported sales of 153,412 domestic cars June 11-20, up 26.13 percent from 121,629 in 1983. (GM sales were up 12.03 percent on a daily-rate basis.) Ford Motor Co. sales were up 27.89 percent, to 63,306 from 49,502 (up 13.82 percent daily rate). Chrysler Corp. sales of 32,442 were up 24.34 percent from 26,091 (up 10.55 percent daily rate).

Sales of 4,625 reported as a 10-day estimate by American Motors were up 3.93 percent from the year-ago 4,450 estimate but were down 7.55 percent computed on a daily-rate basis. Volkswagen dealers retailed 2,439 new Rabbits during the period, up 8.64 percent from 2,245 (off 3.56 percent daily rate). Honda more than doubled its year-ago total, climbing 137.07 percent to 3,620 from 1,527 (up 110.47 daily rate).

GM's share of the market slipped to 59.04 percent from 59.20 percent. Ford pushed ahead to 24.36 percent from 24.10 percent. Chrysler had 12.49 percent this year compared with 12.70 percent in 1983. AMC dropped to 1.78 percent from 2.17 percent, VW was down to 0.94 percent from 1.09 percent and Honda grew to 1.39 percent from 0.74 percent.

AMC was the only domestic make to fall short of year-ago sales during the period. With its inventory reduced to only the Eagle nameplate, AMC sales tumbled 68.52 percent. Renault was up 35.48 percent.

At Chrysler Corp., Plymouth was up 22.92 percent, Chrysler was up 34.64 percent and Dodge was up 18.61 percent. Ford sales were up 13.35 percent, Mercury was up 53.43 percent and Lincoln more than doubled its year-ago total, up 132.11 percent.

Buick was up 71.94 percent, Cadillac was up 52.04 percent, Chevrolet was up 8.39 percent, Oldsmobile was up 17.91 percent and Pontiac was up 46.01 percent.

Chevrolet nameplates grabbed the top two spots in sales for the period, with the compact Cavalier in first place at 13,368, followed by Celebrity at 11,144. Ford Escort was third at 10,993, then came Oldsmobile Cutlass Supreme at 10,585 and Oldsmobile 88 at 10,124.

Year-to-date sales were up 28.64 percent, to 3,965,306 from 3,082,509.

DOMESTIC SALES

	June 11-20, 1984	June 11-20, 1983
Renault		
Alliance/Encore	4,200†	3,100†
AMC	425†	1,350†
AMERICAN MOTORS	4,625†	4,450†
Chrysler	10,320	7,665
Imperial		30
Plymouth	9,749	7,931
Dodge	12,413	10,465
CHRYSLER CORP.	32,442	26,091
Ford	40,602	35,821
Mercury	17,651	11,504
Lincoln	5,053	2,177
FORD MOTOR CO.	63,306	49,502
Buick	26,513	15,420
Cadillac	10,284	6,764
Chevrolet	54,581	50,357
Oldsmobile	40,453	34,307
Pontiac	21,581	14,781
GENERAL MOTORS	153,412	121,629
VOLKSWAGEN	2,439	2,245
HONDA	3,620	1,527
U.S. INDUSTRY TOTAL	259,844	205,444

1 Estimated

Wilkinson signs for Wisconsin deal

Ray Wilkinson Jr., seated, signs papers establishing Ray Wilkinson Buick-Cadillac, Inc., Racine, Wis. Witnessing are Ray Gordon, left, Buick's Milwaukee zone manager, and Bob Hansen, Buick district manager. Wilkinson bought out Buick's former Racine dealer, Bob Allen, and became a dual dealer.

For used-car dealers

FTC may drop 'known defect' rule

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Dropping the requirement that used-car dealers inform buyers of "known defects" has been recommended to the FTC by the agency's Bureau of Consumer Protection, its Bureau of Economics and the staff attorneys engaged in writing the rule.

On July 10, the commission is expected to approve a final rule focused on warranty disclosure by a 3-2 vote. NADA and the American Car Rental Assn.—both of which are still in court in the Second Circuit—are likely to welcome it as the best possible solution.

To no one's great surprise, FTC staff has recommended precisely what FTC Chairman James C. Miller III suggested as the correct solution. This occured after Congress — watered generously by NADA political contributions — overturned the original FTC rule.

But the U.S. Supreme Court, more than a year later, found Congress' action unconstitutional and thus reinstated the rule which said used-car dealers could tell the buyer about "known" defects although inspection was not required. The rule also allowed the option of "as is" sales.

By that time, NADA, the National Independent Automobile Dealers Assn. (NIADA) and the American Car Rental Assn. went to court. NIADA, however, dropped out and the only current litigation by the two remaining plaintiffs is in the Second Circuit in New York. That case has been in abeyance—first deferring to Congress' attention and then on remand to the FTC which has asked for an additional extension to Sept. 14.

The fate of that litigation is still uncertain and depends in part on some small but major changes NADA feels are needed.

NADA Executive Vice President Frank McCarthy said: "NADA believes that no rule requiring used-car stickers is necessary based on the record produced in the FTC rulemaking on this subject. However, we are pleased to note that the FTC staff reports do recommend the deletion of the 'known defect' provision which was included in earlier proposals.

"That provision was unworkable, would have created costs that far outweigh any benefits and would have confused consumers rather than informed them. The proposed rule does provide for warranty disclosure and also creates some questions, particularly regarding warranty and service contract terms which will need to be addressed by the commission when it considers this proposal.

"This would be a matter of clarification so that a dealer's liability is not inadvertently increased nor the customer confused. Dealers have always supported full and clear disclosure of warranty and service contract terms so that all parties understand their responsibilities and so that consumers can make informed comparisons when shopping for used cars," McCarthy said.

Even though NADA refuses to speculate on approval by the full commission, the proposed final rule is a far cry from the first proposal which would have required a full inspection and complete reporting on an extensive sticker.

While NADA objects in principle to any regulation, its main target was the "known defect" provision. And, in fact, NADA was so sure that the Miller proposal for warranty disclosure only would occur, the association in 1982 put into effect its voluntary system that is almost identical to what is being recommended as the final rule.

• The newly proposed window sticker—called Buyer's Guide—now on its way to final approval contains: A warning that spoken promises are hard to enforce and a suggestion to get all promises in writing; a statement of any warranty offered; a prominent statement of whether the sale is "as is" and if so, then the buyer must pay for any needed repairs after purchase, and a suggestion that the buyer ask the dealer whether an independent mechanic may inspect the car.

It retains on the other side a list of problem areas to think about.

NADA's voluntary program—on a window sticker headed "Buyer's Guide"—includes such data as a right to pre-purchase inspection by an independent mechanic, a statement that the car is sold "as is" or with a limited warranty, a statement on the availability of a service contract, a warning that the buyer should get all promises in writing, plus a statement that the dealer abides by the NADA Code of Business Ethics. The last is the only real difference from the newly proposed FTC rule except that NADA's is voluntary.

FTC staff said NADA said 36 state associations have the NADA program "operational" and another 10 have committed to participate but all are being delayed pending FTC and court resolution of the rule.

In effect, FTC is about to mandate the NADA voluntary program.

In a lengthy press conference, FTC officials explained their rationale for dropping the "known defect" provision and sticking with FTC's emphasis on displaying warranty provisions although they are already contained in the sales contract.

They said it was far better for buyers to know who is going to do the post-sale repairs. And if major defects show up, buyers can sue the state courts if they realize their rights under the implied warranty of merchantibility have been breached by the dealer.

FBI launches a DeLorean jury probe

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — A jury-tampering probe was launched last week by the FBI after it was learned that jurors in the DeLorean drug trafficking case had received copies of a Congressional report critical of undercover government "sting" operations.

The report, issued by U.S. Rep. Don Edwards, California Democrat, was mailed to 13 persons in the Los Angeles area, including seven members of the jury hearing the cocaine conspiracy case involving the former auto maker.

According to Edwards his staff received a letter in June from someone in San Francisco asking that the report be sent to 13 persons in Soutehern California. The report has been circulated among Edwards' constituency in the Bay Area. That letter has been turned over to the FBI and sources indicated the name on the letter appears to be fictitious.

Judge Robert M. Takasugi asked jurors individually if they had received the report. Seven reported getting the document, but only four said they had looked through it. The four were questioned individually in the judge's chambers on whether the report would affect their attitude toward the case. They later returned to court and the trial resumed with defense attorneys continuing their questioning of John Valestra, an undercover agent involved in the sting operation.

• What had shaken attorneys in the case is the fact that the identities of the jurors have been kept secret from the press and public. While both prosecution and defense witnesses have access to the jurors names and hometowns, they do not have the individuals' addresses.

The defense quickly denied that it had a hand in sending the report to the jurors, although DeLorean and his attorneys are quite familiar with the document released by Edwards in May.

It is uncertain how this latest development will affect the case, which is continuing at a slow pace.

The defense said it will not seek a mistrial and feels that it is making a good showing against the government's case. The prosecution declined to comment on the incident.

In an unrelated incident last week, Cynthia Lee Brady, 30, described as a secretary and parttime housekeeper at DeLorean's New Jersey estate, was arrested on cocaine charges in Clinton Township, N. J.

Howard Weitzman, DeLorean's defense attorney, called the arrest "just too coincidental."

According to officials of the Tri-County Multiagency Drug Task Force, maids at the Fountain Motel in Clinton discovered drug paraphernalia while cleaning a room. Officers staked out the room and arrested Brady when she returned as well as three others who appeared later.

She was charged with possession of a half ounce of cocaine and conspiracy to distribute the drug.

BEST COPY AVAILABLE

Car production is 2,071,062 for period

2nd-quarter output best since 1979

By Joe Wilssens
Staff Writer

Domestic auto manufacturers posted their best second-quarter production total in five years.

U.S. auto makers projected completion of 2,071,062 units for the second three-month period of 1984, 15.17 percent greater than 1,798,293 built last year and the best build for the period since 2,485,124 were finished during the second quarter of 1979.

For June, the industry expected to finish 667,389 cars, 2.17 percent ahead of 653,151 units asembled during the year-ago month. It is the highest output for the month since 712,524 were finished in 1981.

As was the case the previous week, downtime last week at American Motors and Volkswagen of America caused auto assembly totals to slip. The total of 156,276 was 0.99 percent short of the output of 157,850 of the prior week but was 14.73 percent higher than the year-ago week's 136,212.

This week's domestic auto production will decline still more as Ford Motor Co. begins a vacation shutdown today (July 2). It will mark the first time that Ford has halted production throughout the company since 1979, a Ford spokesperson said. Workers are slated to return July 16.

In addition, the July holiday will reduce this week's output.

So far this year, 4,259,973 cars have been completed in the U.S., 28.29 percent greater than 3,320,406 assembled at this time last year.

Of last week's estimated car production in the U.S., General Motors accounted for 58.36 percent followed by Ford, 23.30 percent; Chrysler Corp., 16.42 percent, and Honda, 1.92 percent. VWoA recently built out its 1984 production while AMC was idle for the second of two scheduled weeks of vacation.

Eleven assembly facilities worked overtime last week.

GM led the list with six plants posting extra hours. The company's Arlington (Tex.), Detroit, Doraville (Ga.), Fairfax (Kans.), Flint and Lordstown (O.) facilities worked Saturday (June 30) overtime.

Chrysler Corp. completed the overtime list with all five of its auto plants recording extra hours. Chrysler's Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2 worked two nine-hour daily shifts last week while Jefferson (Detroit) worked two 8½-hour daily shifts. Newark and both St. Louis plants also worked Saturday.

Buick was the only GM division to begin releasing production totals for the GM20 car assembled at the company's Lansing plant. Eight Buick Somerset Regals were finished during the first week of production and 175 were finished last week. Oldsmobile and Pontiac did not release figures on the Calais and Grand Am, respectively.

Canadian truck output best ever; cars at 6-year high

Canadian auto manufacturers wrapped up second-quarter production for 1984 with their best total in six years while Canadian truck builders finished the quarter with their best output ever.

Canadian auto makers assembled 305,304 cars during the second three-month period of 1984, up 3.21 percent from 295,799 assembled during the same period last year. This year's tally is the best build since 328,270 cars were finished in the second quarter of 1978.

The industry estimated completion of 100,289 cars during June, down 68 units from the 1983 total of 100,357 for June.

Auto manufacturers targeted production of 20,519 units last week, down 21.18 percent from the previous week's 26,034 but 14.84 percent greater than the year-ago week's 17,867. The total for the week was low, in part because American Motors' Brampton (Ont.) facility closed for the first of four weeks of scheduled vacation and General Motors' Oshawa plant returned to normal production following four weeks of Saturday overtime.

So far this year, the manufacturers have finished 588,550 autos, 10.38 percent higher than 533,201 assembled at this time last year.

Truck makers project assembly of 73,545 units during June, the best total ever recorded for the month. The 1984 build for the month was 36.33 percent higher than 53,948 finished during the year-ago month.

The industry turned out 15,582 trucks last week, down 17.35 percent from the record weekly truck build of 18,853 the previous week. Last week's output was 70.39 percent above the year-ago week's 9,145.

Year-to-date, 434,445 trucks have been assembled in Canada, 58.01 percent better than 274,942 finished during the same 1983 period.

International Harvester closed its Chatham (Ont.) and Vancouver (B.C.) facilities June 29 for two weeks of scheduled vacations. Both are scheduled to resume production July 16.

Likewise, American Motors was idle for the first of four weeks of summer vacation at its Brampton (Ont.) site.

Volvo's Halifax (N.S.) plant stepped up production last week by 24 units to make up for the Tall Ships holiday-shortened production of the previous week.

Chrysler Corp. estimated production of 1,963 Dodge Caravans, 1,955 Plymouth Voyagers and 782 Mini Ram Vans at its Windsor (Ont.) facility last week bringing the year-to-date T-115 total to 115,647.

CANADIAN CAR PRODUCTION

	Week Ended June 30, 1984	Week Ended July 2, 1983	Week Ended June 23, 1984	June Est.	Jan. 1, to July 2, 1983	Jan. 1, to June 30, 1984
AMERICAN MOTORS	.....	.....	610	1,940	15,532	12,250
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FORD MOTOR	8,420	7,921	10,695	42,484	120,057	232,261
GENERAL MOTORS	11,850	9,721	14,504	54,920	288,355	338,364
VOLVO	249	225	225	945	5,400	5,675
Total Cars, Canada	20,519	17,867	26,034	100,289	533,201	588,550

TRUCK PRODUCTION IN U.S.†

	Week Ended June 30, 1984	Week Ended July 2, 1983	Week Ended June 23, 1984	June Est.	Jan. 1, to July 2, 1983	Jan. 1, to June 30, 1984
CHEVROLET	21,183	16,782	21,730	84,469	397,696	507,759
DODGE	4,000	2,660	4,370	17,693	68,780	106,661
FORD	25,382	20,141	25,682	107,681	461,663	627,496
GMC	6,948	4,911	6,157	27,965	130,877	165,639
INTERNATIONAL	1,280	1,051	1,754	6,813	25,760	39,139
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,800	.....	3,979	16,313	38,494	97,552
NISSAN	2,000	.....	2,112	8,695	.....	49,105
AM GENERAL	50*	50*	50*	209*	1,240	1,330*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,160*	24,800	26,400*
Total Trucks, U.S.	65,643	46,595	66,834	273,998	1,151,389	1,621,081

CANADIAN TRUCK PRODUCTION

	Week Ended June 30, 1984	Week Ended July 2, 1983	Week Ended June 23, 1984	June Est.	Jan. 1, to July 2, 1983	Jan. 1, to June 30, 1984
CHRYSLER CORP.	6,976	1,800	8,432	33,301	68,440	188,528
FORD MOTOR	2,720	2,842	3,372	13,518	72,838	83,772
GENERAL MOTORS	5,680	4,503	6,834	25,922	130,448	158,229
INTERNATIONAL	206	.....	215	804	3,216	3,916
Total Trucks, Canada	15,582	9,145	18,853	73,545	274,942	434,445
N. American Trucks	81,225	55,740	85,687	347,543	1,426,331	2,055,526

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Truck production at 5-year high for 2nd quarter

Following an impressive first quarter, domestic truck manufacturers concluded second-quarter production last week with their best output for the period in five years.

U.S. truck makers projected completion of 815,002 units for the second three-month period, 29.11 percent better than 631,255 built last year. The build for the quarter was the best since 887,948 were finished during the same 1979 period.

The makers expected to complete 273,998 trucks during June, 17.15 percent higher than 233,883 built during the same month last year. The 1984 total was the best for June since 292,897 in 1979.

Truck manufacturers slated assembly of 65,643 units last week, down 1.78 percent from the previous week's 66,834 but 40.88 percent better than the year-ago week's 46,595.

Year-to-date, 1,621,081 trucks have been built in the U.S., 40.79 percent greater than 1,151,389 finished during the same 1983 period.

Overtime was scheduled at three assembly plants last week. General Motors accounted for all three. The company's Detroit and Lordstown (O.) plants and Pontiac plant No. 6 worked Saturday (June 30) overtime.

U.S. CAR PRODUCTION

	Week Ended June 30, 1984	Week Ended July 2, 1983	Week Ended June 23, 1984	June Est.	Jan. 1, to July 2, 1983	Jan. 1, to June 30, 1984
AMERICAN MOTORS	.....	.....	.....	9,006	89,855	95,648
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	.....	.....	.....	9,006	85,784	95,648
Alliance	.....	.....	.....	4,720	85,784	51,180
Encore	.....	.....	.....	4,286	.....	444,468
CHRYSLER CORP.	25,650	15,772	28,221	115,601	438,087	688,602
Plymouth Total	7,350	5,976	7,254	31,880	156,233	200,887
Horizon	2,900	2,460	3,698	13,912	54,863	82,966
Reliant	3,800	3,399	2,753	15,132	98,461	102,388
Caravelle†	150	117	255	825	2,909	4,917
Gran Fury	500	.....	548	2,011	.....	10,616
Chrysler Total	9,300	3,185	10,292	40,672	105,720	232,345
LeBaron	3,000	1,058	3,285	12,733	48,732	70,340
Laser	1,300	.....	1,910	6,836	.....	41,812
Chrysler E-Class	2,300	2,127	2,484	10,494	56,938	59,200
Fifth Avenue	2,700	.....	2,613	10,609	.....	60,993
Dodge Total	9,000	6,611	10,675	43,049	176,134	255,370
Omni	2,800	3,025	3,469	13,299	62,712	78,401
Aries	2,600	2,274	2,755	12,539	73,887	80,965
Daytona	900	.....	1,245	4,784	.....	31,235
Dodge 400	.....	313	.....	.....	17,588	.....
Dodge 600	1,700	999	2,104	7,890	21,947	44,872
Diplomat	1,000	.....	1,101	4,537	.....	19,897
FORD MOTOR	36,419	31,680	37,878	156,341	768,835	926,473
Ford Division	22,456	19,229	23,676	98,801	493,515	602,873
Escort	6,786	3,379	6,884	30,270	137,176	186,557
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,067	3,464	3,284	13,337	63,993	71,361
LTD	4,008	3,450	4,590	17,524	92,058	115,727
Thunderbird	2,486	3,700	2,564	12,705	106,914	83,414
Crown Victoria	1,754	1,999	1,628	6,173	47,747	40,387
EXP	1,085	.....	1,107	4,038	1,184	17,884
Tempo	3,270	3,237	3,619	14,754	20,715	87,543
L-M Division	13,963	12,451	14,152	57,540	275,320	323,600
Mercury Total	10,359	9,515	9,999	41,760	216,975	233,755
Lynx	1,458	1,775	1,394	5,520	35,771	35,776
Capri	271	684	175	1,035	12,285	9,382
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,706	1,465	2,659	11,589	39,638	60,273
Cougar	3,024	3,258	3,114	11,572	60,651	55,867
Grand Marquis	1,870	1,529	1,976	8,806	53,679	50,254
LN7	.....	.....	.....	.....	290	.....
Topaz	1,030	804	681	3,238	6,060	22,203
Lincoln Total	3,604	2,936	4,153	15,780	58,345	89,845
Continental	953	310	1,093	4,147	8,519	19,932
Lincoln	2,246	1,730	2,596	9,864	30,412	52,987
Mark VI/VII	405	896	464	1,769	19,414	16,926
GENERAL MOTORS	91,207	85,108	88,975	369,355	1,957,728	2,427,367
Buick Division	21,311	20,621	20,237	87,025	457,907	529,513
Skylark	2,095	3,377	2,288	9,113	56,418	51,716
Skyhawk	3,050	1,461	3,081	12,405	36,804	82,872
Somerset Regal	175	.....	8	183	.....	183
Century	4,268	3,990	4,741	18,456	81,827	116,254
Regal	4,770	4,327	3,814	18,891	128,362	116,284
Buick	4,533	6,242	3,541	17,510	131,379	113,609
Riviera	875	1,224	883	3,738	23,117	27,033
Electra (fwd)	1,545	.....	1,881	6,729	.....	21,562
Cadillac Division	6,667	5,986	6,715	27,118	166,374	172,906
Cimarron	250	322	310	1,139	10,711	9,270
Seville	760	583	757	3,250	18,002	21,648
Eldorado	1,699	1,347	1,700	7,233	39,465	41,460
Cadillac	2,098	3,734	1,954	7,966	100,196	77,717
DeVille (fwd)	1,860	.....	1,994	7,530	.....	22,811
Chevrolet Division	29,328	30,050	30,647	121,746	623,029	827,740
Chevette	2,497	4,182	2,503	8,599	94,465	103,347
Cavalier	8,795	7,940	9,776	37,320	138,440	215,978
Celebrity	5,768	5,044	6,514	25,498	61,172	155,929
Camaro	5,176	4,197	5,748	22,204	102,280	137,111
Citation	2,310	1,460	2,172	9,294	57,146	57,428
Malibu/El Camino	.....	3,212	.....	810	79,939	16,346
Monte Carlo	1,836	1,819	1,549	6,201	47,112	63,567
Chevrolet	2,346	1,578	1,775	9,270	31,100	61,140
Corvette	600	618	610	2,550	11,375	16,894
Oldsmobile Division	22,771	19,919	20,674	90,519	509,944	608,714
Omega	910	1,757	915	3,853	33,694	26,783
Firenza	1,212	996	1,285	5,259	24,934	39,943
Cutlass Supreme	3,988	5,246	3,376	15,379	146,258	154,662
Cutlass Ciera	6,349	4,356	5,632	25,212	101,116	147,522
Oldsmobile	7,257	6,704	6,652	28,606	183,388	191,416
Olds 98 (fwd)	1,985	.....	1,737	7,647	.....	23,614
Toronado	1,070	860	1,077	4,563	20,554	24,774
Pontiac Division	11,130	8,532	10,702	42,947	198,474	288,494
Acadian†	300	260	308	844	9,186	9,282
2000 Sunbird	3,384	2,298	3,418	13,671	52,389	78,638
1000	625	977	773	2,488	21,313	21,430
Firebird	2,746	2,163	3,079	11,262	49,140	59,693
Phoenix	855	731	884	3,570	14,499	13,289
Grand Prix/Bonneville	.....	2,103	.....	.....	51,947	29,733
Parisienne	520	.....	417	2,042	.....	14,741
Fiero	2,700	.....	1,823	9,070	.....	61,688
HONDA	3,000	1,286	2,826	12,187	18,491	66,452
VOLKSWAGEN	.....	2,366	.....	4,899	47,410	55,431
Total Cars, U.S.	156,276	136,212	157,850	667,389	3,320,406	4,259,973
Total Cars, Canada	20,519	17,867	26,034	100,289	533,201	588,550
N. American Cars	176,795	154,079	183,884	767,678	3,853,607	4,848,523
N. American Trucks	81,225	55,740	85,687	347,543	1,426,331	2,055,526
North American Cars and Trucks	258,020	209,819	269,571	1,115,221	5,279,938	6,904,049

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Automotive News

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Chairman and President

Joe Wilssens

Reagan visits GM Orion plant

GM Chairman Roger B. Smith welcomes President Reagan during a ceremony to dedicate GM's new assembly plant in Orion Township, Mich. The plant, which opened in December, represents "a new spirit of cooperation" between management and labor, the President said.

Crews cheer Reagan on his GM plant visit

By Michelle Krebs
Financial Editor

ORION TOWNSHIP, Mich.—President Reagan received a rousing reception from workers at General Motors' Orion Township assembly plant last week, a reception that must have caused UAW and Democratic Party leaders to cringe.

Mr. Reagan, the guest of honor for the dedication of GM's new assembly facility, was greeted by 1,500 workers sporting blue and white GM caps and waving American flags.

Only a handful wore the Walter Mondale buttons and UAW hats distributed by the union before the President's arrival. The union has endorsed Mondale. Many of the workers who were interviewed said they voted for Mr. Reagan in 1980 and would do so again in November.

The President's speech, praising union members for coming through when the chips were down, was interrupted repeatedly by applause and cheers from the workers.

"I would like to take this opportunity to congratulate the UAW and the entire American labor movement," he told the workers and the crowd of bipartisan state and local government officials. "During these last few years of severe economic stress, organized labor has played a responsible and constructive role in rebuilding American industry.

"I think your plant symbolizes a new spirit of cooperation between management and labor," he added. "That cooperation reflects the determination of this industry not just to survive, but to triumph. And we know that the UAW puts its full support behind this endeavor."

As labor negotiations between the union and GM approach, Mr. Reagan urged continued cooperation between labor and management: "If we Americans keep working together to improve quality, keep investing in America's technology to become more productive and hold down costs, then, yes, we can outcompete, outperform and outsell the pants off anybody, anywhere in the world."

In addition to praising labor as a group, the President singled out the community accomplishments of individual union members — a production technician in tail-light assembly who is a United Way volunteer; an employe who works with youths in Junior Achievement and counsels former prisoners.

Though Mr. Reagan's trip to Michigan was billed as official White House business and paid for by tax dollars, it didn't prevent him from putting in a political plug for his Administration's accomplishments and blasting his opponents.

"They were wrong when they said inflation and interest rates couldn't come down; wrong when they said recovery wouldn't come; wrong when they said the expansion couldn't last — and I think if

Continued on Page 8, Col. 3

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First-half car sales best since 1979; total passes last year by 20.4 pct. but import market share is sliced

By Jenny L. King
Staff Writer

U. S. auto makers finished the first half of the 1984 calendar year with an almost unblemished chart of sales gains, combining efforts for a total 27.33 percent ahead of the first six months of 1983.

Of the 18 reporting periods, domestic sales were up in all but one. Increases ranged from 8.57 percent in mid-May to 74.49 percent the second February period. The first half total of 4,246,343 was close to a million units above 3,335,028 a year earlier and was best for the half since 1979 when 4,446,176 retail deliveries were reported.

The only domestic sales decline for a 10-day period so far this year was the 11.15-percent drop June 1-10.

Imports, beleaguered by restrictions on Japanese-built cars and the recent month-long strike in Germany which halted new-car production, kept their heads just above water—up 1.40 percent the first half, to 1,230,500 from 1,213,491.

Their share of the market dived to 22.47 percent from 26.69 percent in 1983.

Industrywide sales were up 20.41 percent, to 5,476,843 from 4,548,519 last year.

Ford Motor Co. showed the strongest recovery of the Big Three in the first half of 1984. Ford sales were up 33.09 percent, to 1,009,186 from 758,263. General Motors dealers reported

Tables on Page 67.

sales of 2,518,156 new passenger cars, up 26.97 percent from 1,983,327 a year earlier. Chrysler Corp. sales were up 18.57 percent, to 513,174 from 432,814.

Of the Little Three, Honda fared best, its sales up 289.48 percent the first half, to 65,670 from 16,861. American Motors dipped 4.81 percent, to 96,256 from 101,120, and Volkswagen squeezed by '83, with sales of 43,901 compared with 42,643.

GM earned 59.30 percent of the first-half domestic market, down from 59.47 percent a year ago. Ford claimed 23.77 percent, up from 22.74 percent. Chrysler dipped to 12.08 percent from 12.98 percent. AMC was down to 2.27 percent from 3.03 percent; VW dropped to 1.03 percent from 1.28 percent, and Honda earned 1.55 percent compared with 0.50 percent in 1983.

AMC's 64.77-percent sales decline made it the only domestic on the minus side. Renault was up 20.90 percent for the first half.

At Chrysler Corp., Plymouth was up 8.74 percent, Chrysler

Continued on Page 67, Col. 1

Ford, GM fail on '83 CAFE

By Jake Kelderman
Washington Reporter

WASHINGTON. — General Motors and Ford Motor Co. head the list of major auto makers failing to meet the Federal Government's requirement for fuel efficiency in 1983.

GM, with a corporate average fuel economy (CAFE) of 23.5 MPG, missed the 1983 standard of 26 MPG by 2.5 MPG and Ford, with a CAFE of 23.8 MPG, missed by 2.2 MPG.

Both companies have said that they will miss the standards for 1984 and 1985 because of increased "big car" sales.

Under the law establishing the CAFE requirements, both companies could be subjected to fines of $5 per one-tenth of a

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mile per gallon, per vehicle, for having failed to meet the standard, but that is avoided by another provision of the law which allows the companies to carry forward any credits they may have received for exceeding the standards in previous years.

Both Ford and GM exceeded the CAFE standards in 1980-1982.

Chrysler Corp., as it has every year, again exceeded the CAFE requirement for 1983 (pending final confirmation, its 1983 level will be 27 MPG) and American

Continued on Page 66, Col. 4

breaking news

Hartzell heads Nissan service; Dorsett retires

CARSON, Calif.—Richard T. Hartzell has been appointed service vice president for Nissan Motor Corp. in U. S. A. He succeeds Blaine Dorsett, who has retired. Hartzell has been Pontiac general service manager since 1983 and before that served in Pontiac's engineering department.

German auto industry returning to work

FRANKFURT.—The auto industry in the Federal Republic here began getting into gear once more last week (July 2-6). This followed acceptance by members of the IG Metall union of the peace formula proposed by arbitration. The strike lasted seven weeks, and halted most of the country's vehicle industry.

Firestone account moves to Toronto agency

AKRON.—Firestone Tire & Rubber Co. has switched its $20 million advertising account from BBDO, New York, to Saffer, Cravit & Freedman, Toronto, the Firestone of Canada agency for the past two years. The move is designed to redirect Firestone's advertising to emphasize retail activity for Firestone-owned stores and retail stores. Saffer specializes in retail advertising.

See BREAKING NEWS, Page 8, Col. 1

Mustang as super-sport

Made by Ghia in Turin

The Ghia Vignale Mustang is a concept aerodynamic four-wheel-drive specialty car, built on a Mustang SVO platform by Ford Motor Co.'s Ghia Studio in Turin, Italy. The three-door, four-seater has flush glass, a contoured windshield with a single wiper, low-profile aerodynamic headlamps and a partial belly pan. Story on Page 18.

Solid profits could turn to losses

Industry is vulnerable, Commerce Dept. says

By Jake Kelderman
Washington Reporter

WASHINGTON. — President Reagan went to Detroit last week to sing the praises of the domestic auto industry, but back in Washington, meanwhile, his advisors see an industry still very vulnerable.

According to Commerce Department analysts, the industry could easily slip back into a new round of plant closings, job layoffs and losses should sales turn down in the next two or three years as some forecasters fear they might.

In a recent briefing to the Cabinet Council on Commerce and Trade, papers of which AUTOMOTIVE NEWS has obtained, the analysts said U. S. auto makers should earn $9 to $10 billion this year on sales of 10.4 million new cars and 3.2 to 3.4 million light trucks and increase employment by 40,000 to 774,000 workers, but that even with this impressive increase in profitability, "the industry still faces difficult problems in 1984 and beyond."

"The 1980-82 recession so weakened corporate balance sheets that more than two years of healthy profits will be needed to reduce debt and increase working capital," they told the committee members, who had gathered to discuss administration efforts regarding domestic content legislation.

Converting 1983 profits of $6.15 billion to constant 1972 dollars, the analysts said that earnings for the first profitable year since the recession would still be far below 1977 earnings when measured on the same basis ($2.85 billion vs. $3.67 billion), and that in spite of the excellent return on sales in 1983 of 4.54 percent vs. 4.76 percent in 1977, the performance was not sufficient to restore the damage done during the 1980-1982 period. Indeed, said the analysts, the industry average return on

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sales for 1980-1983 was just 0.4 percent.

The analysts also noted that the ratio of current assets to current liabilities is still far from returning to pre-1980 levels (in 1983 it had reached 1.19 after having sagged to 1.01 in 1982; in 1973 it stood at 1.55) and the working capital at the end of 1983 ($5.7 billion) was less than half of the $12.3 billion on hand in 1978. Furthermore, some of that working capital had come at the expense of reclassified short-term debt and restructured pension obligations, the analysts said.

The increased liquidity of the car companies has, however, led to one improved situation, the analysts told the committee, an enhanced ability to respond to sudden changes in the market. Measured in terms of how well current liabilities could be covered by cash and cash equivalents and expressed as the "quick ratio," this measurement of industry health is the one closest to the 1978 level, analysts said. It rose to 0.70 at the end of 1983 after dropping from 0.73 in 1978 to 0.42 in 1981.

• The long-term debt-to-equity ratio, meanwhile, is still twice the level it was in 1978, the analysts said, and now contains debt acquired at high interest rates which understate its true effect (0.11 in 1978 vs. 0.24 at the end of 1983).

The analysts warned that the administration must vigorously oppose domestic content legislation if the U. S. industry is to

Continued on Page 66, Col. 1

Iacocca lights torch for Liberty

NEW YORK. — Lee A. Iacocca, chairman of Chrysler Corp. and a son of Italian immigrants, lighted a plastic model of the Statue of Liberty's torch which will burn at the statue's base until a new one tops the statue.

In ceremonies on Ellis Island, New York Mayor Ed Koch said, "I like to think Lee Iacocca got his start repairing Chrysler and he worked his way up to the Statue of Liberty."

13 million visit GM at Epcot Center

Some 13 million people have visited General Motors' World of Motion exhibit at Epcot Center, Lake Buena Vista, Fla. They've made a display of GM's latest cars and trucks a popular spot in the pavilion. Climbing in and out for photos, slamming doors and kicking tires, they wear out the interiors in six weeks. Then the cars are replaced.

Millions in U. S. grants sought by Chrysler

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — Chrysler Corp. is in the preliminary stages of seeking as much as $15 million in federal grants to expand its Warren (Mich.) truck assembly plant.

The city of Warren is preparing an environmental impact study on the Chrysler proposal. It will be submitted for review by the Department of Housing and Urban Development. A Chrysler spokesman said the actual grant application will be filed by Detroit.

Chrysler is estimating the total cost of its project at $500 million. This would include the rehabilitation of the Warren facility, plus the addition of a 700,000-square-foot paint shop.

The paint shop will be on part of a 47-acre plot purchased by Chrysler from Jones and Laughlin Steel Corp.

The recently purchased land is contiguous to the present Chrysler facility and is reported to be intended for "just-in-time" inventory needs. Construction will require the demolition of a foundry.

• HUD officials in Michigan said Warren does not qualify for the Urban Development Action Grant (UDAG) being sought by Chrysler, but that neighboring Detroit is recognized as a distressed community eligible for the federal dollars.

Besides the UDAG money, Chrysler may also receive money — if approved — from a Community Development Block Grant, also administered by HUD, and funds from the Federal Highway Administration, according to a HUD notice.

Warren is allowed to receive money for the plant through Detroit because an estimated 50 percent of the Chrysler plant's workforce resides in Detroit. Detroit's application will argue that the expansion of the Warren facility will greatly aid the Detroit economy.

The HUD notice said Chrysler has indicated that without grant approval, the company may rehabilitate the Jones and Laughlin foundry to use as a paint shop, or it could invest in another location.

HUD will hold a public meeting on the plant proposal at the Warren City Hall July 11.

GM to spend $1 billion on Canadian facilities

By Marjorie Sorge
Labor Editor

General Motors of Canada has announced a $1 billion investment in its Oshawa, (Ont.) operations over the next three years.

The investment includes a $556 million expansion of the truck plant and a $226 million modernization of the metal stamping plant.

Another $220 million will be spent to expand the powerhouse and electrical equipment, to increase capacity and improve production in other areas including one of the car assembly plants and to install a new base coat/clear coat paint facility.

Construction on the two major projects will begin immediatey and is expected to be completed in 1987.

The truck operation will be expanded by 750,000 square feet, resulting in an all new assembly plant, the company said. It will be ready for 1987-model production.

"We will be taking giant steps forward here, creating a new assembly process that will indeed be a factory of the future," said John F. Smith Jr., GM of Canada general manager and president. "Everything installed in this new facility will be on the leading edge of technology as we approach our goals of producing the perfect truck."

The truck plant currently employs 2,600 hourly and salaried workers and assembles light-duty trucks for the North American and overseas markets. It now builds about 32 trucks an hour and that is expected to increase to 60 an hour after the expansion. No increase in employment in planned.

The modernization of the stamping operation will include the installation of eight transfer presses, some with capacity up to 4,500 tons. The facility em-

Continued on Page 67, Col. 3

Short-term loans written at 'justifiable' high rates

Automotive pawnshop thrives in Vancouver

By Richard Johnson
Staff Writer

With the economy slumping in British Columbia, one Vancouver man has built a thriving, apparently one-of-a-kind business pawning cars and boats—and he has done it almost overnight.

In the first three weeks after he opened U-Pawn-A-Car, Ltd., Tim Down took nearly 250 cars in hock and wrote approximately a half-million dollars in short-term loans with money from private investors.

The cars range from $300 clunkers dating back to the late 1960s to a 1983 Rolls-Royce Corniche valued at $100,000.

The shop has done so well that Down is looking to expand his business across Canada and into the U. S. as quickly as possible. He hopes to open an outlet in California soon and is licking his chops about the possibilities in Nevada.

"It has been very, very successful, much beyond our expectations," said Down, who spent more than 10 years in real estate sales before discovering the possibilities of a big ticket pawnshop from acquaintances in the lending business.

"In certain parts of Canada, we have been experiencing somewhat of a crunch," he said, adding that his business offers auto owners a way to raise cash without going to a traditional lender.

Down writes 30-to-90-day loans, charging an interest rate of 3 to 4 percent a month. The high rate is justifiable, he said, because "we're fast and we ask no questions."

"I'm not going to pry into people's pasts," he said. "I want to avoid that. In that sense, I'm not like a normal lending institution. The only thing I'm concerned about is whether something is owing on the car and how much."

He said there are liens on approximately 40 percent of the cars in his custody.

"We originally were looking at doing a lot of boats, but the cars have made the business 10 times better," said Down. "We are doing about 80 percent cars and 20 percent boats."

A typical acquisition is between 1974-77 vintage and worth $2,000 to $3,000. But his stockpile includes a mint condition Ford, a $30,000 1980 Mercedes SL on which he loaned $22,000 and the Corniche.

The Rolls owner borrowed $40,000, although Down said the man owned the car free and clear and could have probably gotten more. A customer can usually borrow about $8,000 on $10,000 equity, he said.

"Cars like Mercedes are not real common, but we've had more than one," he said. "Those kind of people aren't breaking your door down."

Down said car owners generally do not have an emotional attachment to their vehicles as they might with family heirlooms.

"I haven't had that experience yet," he said. "Everybody says they are coming back for their cars and that is fine."

The pawnshop owner said customers use the money for a variety of reasons, including trips and paying creditors. Some hock their autos because they are behind in car payments, he said.

The five-member U-Pawn-A-Car staff is working out of temporary quarters in a downtown Vancouver office building. The cars are stored at various locations around the city, Down said.

Down said he researched the business extensively before opening the shop and could find no similar operation. But with his own success, he now expects to encounter opposition.

"I'm sure we'll have competitors and that is all right," he said. "I'm looking for partners in Canada and the U. S. Hopefully, we'll be down in California shortly and then go from there. Nevada is also very appealing."

The company is registered to do business in California and is looking for a location in the Los Angeles area, he said.

And one key post is left open

GM shakeup hints at new direction

By Dan McCosh
Detroit Reporter

General Motors last week elevated former Pontiac General Manager William E. Hoglund, 49, to group executive in charge of the Operating Staffs Group to replace David C. Collier, whose retirement was announced last month.

It was one of a series of organizational and personnel moves announced last week that thin the ranks of GM divisional general managers by consolidating several of its key supply operations.

The moves give further hints of the direction being taken by GM's previously announced reorganization plan that consolidates car development and manufacturing under two groups—the CPC Group (Chevrolet, Pontiac and Canada) and the BOC Group (Buick, Oldsmobile and Cadillac).

However, it left some significant posts unfilled, including a new head for GM's Worldwide Truck and Bus Group.

Hoglund's replacement at Pontiac is J. Michael Losh, 38, who moves north from his former job as managing director of General Motors de Mexico. Heading south to fill that post is Robert B. Stone, 53, formerly in charge of Materials Management Staff.

Losh was elected a GM vice president. Stone continues as a vice president.

• Emergence of Robert L. McKee, 58, as general manager of a newly created Fisher Guide Division, completes the breakup of GM's largest in-house supply operation.

Fisher Body once encompassed body stamping, body assembly, trim and hardware manufacturing that worked on cars for all GM divisions. Previously, the body plants were parceled out between the two new GM groups.

Fisher's eight body hardware plants were combined with the present Guide Division to make Fisher Guide.

Richard Gross will continue to manage the Guide operations, which include lamps, lighting controls, mirrors and energy-absorbing bumper systems. Donald F. Neubauer will manage the hardware plants.

Fisher's five trim operations were consolidated into Inland Division — a supply division also making interior trim components.

Richard J. McCuen continues to have responsibility for Fisher trim plants, reporting to John Debbink, Inland general manager. As a result of the consolidation, one general manager's title is eliminated.

Trim operations are labor-intensive and have frequently been working on new volume molding techniques that eventually will obsolete much of the traditional hand work in trim, and Inland has been the division working on much of this new technology.

GM insiders point to Fisher's history as a small-components supplier as tied to its independence as a body builder. Further consolidation of GM's trim operation thus is anticipated.

• Both the new Fisher Guide general manager and Inland's general manager report to Paul D. Pender, vice president and group executive in charge of the Mechanical Components Group.

Mechanical components is emerging under the reorganization as fountainhead of GM cross-divisional manufacturing, encompassing some foundry operations and Hydramatic Division.

Patrick J. Coletta, 57, a GM vice president and former general manager of CM Assembly Division, was named group director of operations of Truck and Bus Operations—nominally the Truck and Bus Group manufacturing job formerly held by McKee.

This still leaves open the job of group executive of the Truck and Bus Group vacated by Donald J. Atwood when he was elevated to executive vice president, said a Truck and Bus Group spokesman.

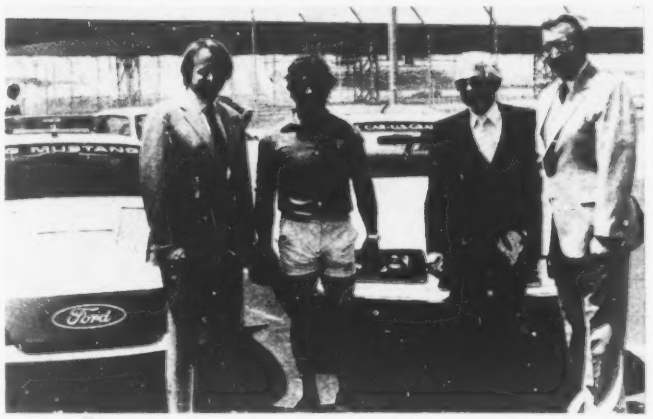
GM's new-car groups also get a permanent home at the Warren (Mich.) Technical Center. The CPC Group will be located in the former Fisher Body Division general office building, with the BOC people going to the former GM Assembly Division building. They had been temporarily headquartered in the Renaissance Center.

Hoglund's Operating Staffs Group consists of the following staffs: Consumer Relations and Service, Industrial Relations, Materials Management and Sales Marketing. The Personnel Administration and Development Staff, formerly a part of the Operating Staffs Group, has been moved to the Public Affairs Staffs Group.

Perot, EDS chief, joins GM board

NEW YORK. — Ross Perot was elected to the General Motors board of directors last week.

Perot is founder and chairman of Electronic Data Systems Corp., Dallas. On June 28, GM and EDS announced that they had reached an agreement in principle providing for the acquisition of EDS by GM in a merger transaction.



At the track

From left, Edsel B. Ford II, Ford Division advertising manager; driver Mario Andretti; Marvin Suskin, Scarsdale Ford, Inc., and Robert A. Lusko, New York district sales manager for Ford Division, are ready for a ride in a Thunderbird Turbo Coupe, official car of the U.S. Grand Prix at the Meadowlands.

Big stores shell out big dollars: $6 million by top 20

Dealers' TV ad spending skyrockets

By Joseph Bohn
Marketing Editor

Dealer associations traditionally spend heavily in TV advertising — but the number of individual dealers pouring big dollars into the medium also is growing rapidly.

Generally, that reflects the increasing growth of those dealers whose big volumes can justify the expense.

The top 20 TV dealer advertisers spent $6.01 million in the first quarter of 1984, according to the Television Advertising Bureau. That more than doubled the $2.69 million of 1983.

The phenomenal increase is partially due to the fact that some of these dealers showed no recorded expenditures a year ago in the Broadcast Advertiser Reports analysis, on which TVAB bases its data.

Among the top 20, Celozzi-Ettleson Chevrolet, Chicago, beat out Cal Worthington, Los Angeles, with outlays of $575,600 against Worthington's $554,500. (Expenditures by Worthington for his Sacramento store, however, added another $314,100.)

Worthington is a flamboyant TV advertiser who once confided, after an Automotive News World Congress address, that he didn't like to sell cars to people who read newspapers because they were too scrutinizing.

Other big spenders include: Pete Ellis Dodge, Los Angeles, $394,100; Jeff Legum Chevrolet/Datsun, Baltimore, $386,500; Rick Case Autos/Cycles, $343,800; Wagstaff House Toyota, Salt Lake, $295,700, and Dodge World, Louisville, $291,800.

Also, Suburban Ford, Sacramento, spent $266,900; Fox Chevrolet, Baltimore, $261,700; Serramonte Ford, San Francisco, $252,600; Potamkin Cadillac, New York, $247,600; Tysons Toyota, Washington, $246,700; Broadway Chrysler-Plymouth, Philadelphia, $234,800; Ladendorf Olds, Chicago, $232,300.

Also, Westminster Motors (GM), Baltimore, $232,100; Fremont Ford, San Francisco, $231,900; Cascade Ford, Seattle, $225,200; Ed Mullinax Ford, Cleveland, $212,200, and Nationwide Datsun, Baltimore, $205,700.

Meanwhile, dealer association spending also was sharply higher, reaching $59.98 million in the first quarter against $29.46 million last year.

Chevrolet and Oldsmobile dealer associations topped the list with $7.17 million and $6.80 million, respectively.

Nissan/Datsun and Ford associations followed with $6.09 million and $5.90 million, respectively.

Thereafter, Pontiac groups spent $4.22 million; Buick associations, $4.12 million; Mazda groups, $2.77 million; Subaru groups, $2.65 million; Dodge groups, $2.63 million; Lincoln-Mercury groups, $2.24 million; Chrysler-Plymouth groups, $2.02 million; Toyota groups, $1.71 million, and Volkswagen groups, $1.67 million.

Cadillac groups spent $1.56 million; Honda groups, $1.54 million; BMW groups, $1.20 million; American Motors groups, $1.09 million; "GM Dealers' Assn.," $982,800; Renault groups, $882,000, and Volvo groups, $689,200.

All ad expenditures for these various groups were up, with the exception of Subaru, which was off 4 percent from last year.

Broadcast Advertisers Reports data covers the top 75 markets in coming up with its estimates.

NHTSA to reimburse two consumer groups

WASHINGTON.—Public Citizen and the Center for Auto Safety exercised their rights to attorneys' fees in the Uniform Tire Quality Grading treadwear case, but failed to get the amount they wanted from NHTSA.

The consumer groups failed to prove the existence of "special factors" that would justify an award of $125 an hour for their attorneys' time, ruled the U. S. Court of Appeals for the District of Columbia Circuit.

The court granted them a total of $14,968.75 for attorneys' fees, law clerks' time and costs, the amount to which NHTSA claimed they were entitled.

Public Citizen and the CAS sued NHTSA in the appeals court, claiming that the agency's suspension of the treadwear grading requirements of UTQG was arbitrary and capricious. The court decided in their favor last April.

"It is hard to imagine a more sorry peformance of a congressional mandate," Judge Abner J. Mikva said of the agency's record on UTQG.

Under the Equal Access to Justice Act, individuals or groups that sue the federal government may seek reimbursement of attorneys' fees if they win. The ceiling rate in such cases is $75 per hour, but the plaintiffs may obtain more if they prove the existence of special factors.

The complexity of the UTQG case and the high quality of the lawyers' work justified the payment of $125 per hour, or $17,312.50 for attorneys' fees alone, the consumer group said.

NHTSA, however, claimed that the $125 - an - hour request was much higher than previous upward adjustments in similar cases.

NHTSA has until July 23 to appeal the case to the Supreme Court, but has not given any indication that it will do so.

The appeals court reportedly is waiting for NHTSA to issue guidelines for a return to UTQG treadwear grading.

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59th year — No. 5030

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Camaro by Pacific

The Pacific Camaro incorporates seven body panels with an optional whale tail and consists of a front air dam, front fenders that replace the stock fenders, rocker panels and quarter panels which fit over the existing quarter panels. Pacific is in Huntington Beach, Calif.

truck watch

By Jack Walsh
Truck Editor

The small, specialized heavy-truck company founded by former executives of the old Diamond Reo Trucks, Inc., in Lansing is producing a fire/rescue vehicle chassis with several unique features.

One of the features—a slide-out power module—could be the solution to problems of keeping big commercial trucks out of the shop for long periods and on the road where the money is made.

The engine, transmission and radiator of the new "Gladiator Super Command" are mounted on a roll-out frame which can be removed from the front of the cab when major repairs are required.

George W. Sztykiel, president, Spartan Motors, Inc., Charlotte, Mich., said the growing complexity of truck powertrain components will accelerate acceptance of the power-module concept.

The savings in downtime will offset the expense of having a replacement power module, in Sztykiel's opinion. The idea isn't new, but the need for a costly backup module was the big obstacle to acceptance of the concept.

• The cab-over-engine Gladiator features a non-tilting cab, which Sztykiel said eliminates the hazards and inconveniences associated with cabs that do tilt.

"Regular maintenance functions are easily performed by tilting a rear access cover," he said, "and major service can be performed by opening the front engine cover."

The Gladiator's all-aluminum, four-door cab features stand-up room in the crew section, measuring 75 inches from floor to roof. The cab is designed for seating up to 10 firefighters in full gear, two up front and eight in the crew section.

"There are a number of other uses for the crew section," Sztykiel said. "With windows all around, an inside control panel can protect the operator from

Continued on Page 53, Col. 3

The Giant is back in stride

The Diamond Reo Giant, produced by Osterlund, Inc., in Harrisburg, Pa., is rolling today at a rate of two units a day in a new facility that was occupied in May. Things were slow during the recession, but the company is looking for a steady upturn in sales.

Diamond Reo Giant rolls on in a new plant

By Arthur M. Flax
Assistant Truck Editor

HARRISBURG, Pa. — Osterlund, Inc., maker of Diamond Reo heavy trucks, has emerged from the recession alive and well. So well, in fact, it is expanding its operations here with a new facility capable of producing 10 trucks a day.

According to Thomas L. Neitz, marketing director, Osterlund managed to stay profitable during the slow years, and now that the truck market has picked up, the firm decided the time was right for expansion.

Production at the new plant, into which Osterlund moved in early May, now runs at two trucks a day, with an increase to three planned in some three months, according to Jan Osterlund, executive vice president. Production for the year is estimated at around 500.

Neitz said the new plant is set up so that the company will be able to scale operations up or down quickly according to demand.

The old plant, which could produce one to 1½ trucks a day, has become the company's service and parts division.

Diamond Reo conventional units, called the Giant, are oriented toward construction and very heavy-duty use. The firm's Giant series includes single and tandem-axle versions, as well as a 6x6 model. The line also includes axle-forward versions suited for West Coast operations.

Although most of the firm's business is east of the Mississippi, Osterlund said the company is looking to spread its market West.

The company has 65 U.S. dealers, including locations in

Continued on Page 53, Col. 4

Freight tonnage in first quarter up 9.1 pct. over '83

WASHINGTON.—Motor-carrier tonnage, net income and revenue increased in the first quarter of 1984 over the first quarter of 1983, but they still were far below previous highs.

The 9.1 percent increase in tonnage marks the first quarter-to-quarter increase since the second quarter of 1981. Less-than-truckload (LTL) tonnage increased at an even greater rate of 15.8 percent.

These findings come from a survey of 158 common carriers of general freight, conducted by the Regular Common Carrier Conference, an affiliate of the American Trucking Assns.

During the first quarter, the surveyed carriers transported 25.8 million tons of freight, up from 23.6 million tons in the first quarter of 1983. But this is still only 56 percent of the 45.8 million tons carried in the first quarter of 1979.

Total motor-carrier after-tax net income for the three months was $24.8 million, a 42 percent increase over the first quarter of 1983. Although this is a substantial increase and the best first quarter since 1980, the RCCC noted that 54 percent of the carriers showed a net loss for the first quarter of 1984.

Revenues of the surveyed carriers showed an 11.2 percent increase over the previous first quarter. However, this increase was offset by an 11.4 percent increase in expenses over the same period.

Gladiator Super Command

The four-door cab of the new Gladiator Super Command fire/rescue chassis, produced by Spartan Motors, Inc., Charlotte, Mich., features stand-up room in the crew section, which measures 75 inches from floor to roof. The cab can seat eight in the crew section and two up

truck industry news

Four-month total hits 1,249,132 units

U.S. registrations up 49.4 pct. through April

Registrations of new trucks of all types in the U.S. topped one million through the first four months of 1984, outpacing the previous year by almost 50 percent.

The four-month total of 1,249,132 units was 49.4 percent higher than the 836,109 units registered in the year-ago period, according to R.L. Polk & Co. statistics.

In April, there were 335,664 tallies, an increase of 37.7 percent over the year ago 243,798 units.

New York and Oklahoma figures for 1984 were compiled from manufacturers' sales records.

Light-truck tallies for the first four months totaled 1,179,757 units and accounted for 94.4 percent of the industry total. The figure was 50 percent higher than the 786,754 units tallied in the first four months of 1984.

The medium-truck count through April was 14,456, a gain of 30.3 percent over the year-ago 12,018.

Four-month heavy-truck registrations totaled 54,919, up 47.1 percent over the 37,337 tallies in the year-earlier period.

• In Group 1, there were 667,284 registrations through April, an increase of 52.4 percent over the previous year's 437,953. Group 2 tallies were up 44.2 percent to 499,900 units, compared with 346,648 a year ago.

The Group 3 count for the four-month period was dramatically higher than a year ago, 12,573 versus only 2,153.

The medium-trucks groups also showed large gains. In Group 4, there were 193 units

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compared with 91 in 1983. Group 5 had 728 tallies, versus 182 a year earlier.

The Group 6 total of 13,535 units marked a 15.2 percent increase over the 11,745 units tallied a year ago.

Group 7 registrations in the January-April period rose 25 percent, from 14,817 units in

Continued on Page 53, Col. 1

HD registrations surge 47 percent ahead of '83 count

Heavy-truck registrations for the first four months of 1984 maintained a huge lead over year-earlier tallies as 54,919 vehicles were registered, 47.1 percent more than 37,337 a year earlier.

According to R.L. Polk & Co. statistics, four-month Group 8 registrations were up 61.6 percent to 36,397 units, compared with the previous year's 22,520.

Group 7 tallies totaled 18,522,

Continued on Page 53, Col. 1

U.S. TRUCK REGISTRATIONS

FOUR MONTHS, 1984 VS. 1983★

Make	4 mos., 1984	Percent Share of '84 market	4 mos., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
Ford	363,854	29.13	266,289	31.85	– 2.72
Chevrolet	346,591	27.75	252,000	30.14	– 2.39
Dodge	128,808	10.31	76,498	9.15	+ 1.16
GMC	93,204	7.46	71,181	8.51	– 1.05
Jeep	43,209	3.46	20,648	2.47	+ 0.99
Plymouth*	24,268	1.95	3,007	0.36	+ 1.59
International	17,105	1.37	13,759	1.65	– 0.28
Mack	6,342	0.51	4,608	0.55	– 0.04
Kenworth	4,587	0.37	2,038	0.24	+ 0.13
Freightliner	4,510	0.36	2,878	0.34	+ 0.02
Peterbilt	3,789	0.30	2,104	0.25	+ 0.05
White	2,533	0.20	756	0.09	+ 0.11
Mercedes-Benz	643	0.05	792	0.10	– 0.05
Volvo	551	0.04	402	0.05	– 0.01
Autocar	373	0.03	236	0.03	.....
Western Star	149	0.01	95	0.01	.....
Misc.**	208,596	16.70	118,818	14.21	+ 2.49
TOTALS	1,249,132	100.00	836,109	100.00	.....

★—New York and Oklahoma for 1984 compiled from manufacturers' sales records; no registrations for Utah, April, 1984; no registrations for Oklahoma, 1983.
* Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY-DUTY REGISTRATIONS

FOUR MONTHS, 1984 VS. 1983★

Make	4 mos., 1984	Percent Share of '84 market	4 mos., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
International	12,341	22.47	9,178	24.58	– 2.11
Ford	10,562	19.23	8,134	21.79	– 2.56
GMC	7,212	13.13	4,856	13.01	+ 0.12
Mack	5,321	9.69	4,018	10.76	– 1.07
Kenworth	4,587	8.35	2,038	5.46	+ 2.89
Freightliner	4,510	8.21	2,878	7.71	+ 0.50
Peterbilt	3,789	6.90	2,104	5.63	+ 1.27
White	2,533	4.61	756	2.02	+ 2.59
Chevrolet	2,458	4.53	2,080	5.57	– 1.04
Volvo	551	1.00	402	1.08	– 0.08
Autocar	373	0.68	236	0.63	+ 0.05
Mercedes-Benz	202	0.37	238	0.64	– 0.27
Western Star	149	0.27	95	0.25	+ 0.02
Misc.	304	0.56	324	0.87	– 0.31
TOTALS	54,919	100.00	37,337	100.00	.....

★—New York and Oklahoma for 1984 compiled from manufacturers' sales records; no registrations for Utah, April, 1984; no registrations for Oklahoma, 1983.

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In case involving U. S., Puerto Rican antitrust laws

Mitsubishi battling Chrysler dealer

WASHINGTON. — Mitsubishi Motors Corp. is embroiled with a Chrysler-Plymouth dealership in San Juan, P. R., in a complex case involving U. S. and Puerto Rican antitrust laws, arbitration of claims outside the U. S. and transshiping of automobiles.

The Supreme Court has asked the Solicitor General to file a brief expressing the government's view of the case.

Mitsubishi entered into distributor and sales procedure agreements with Soler Chrysler-Plymouth, Inc., late in 1979. Soler sold several thousand Mitsubishis in the 1980 model year, quadruple the number sold by the preceding franchisee.

Sales dropped sharply in 1981, however, and by December of that year, Mitsubishi was holding 966 cars in Japan for Soler, for which Soler owed approximately $3 million.

Soler wanted to transship some of the vehicles outside Puerto Rico, but Mitsubishi and Chrysler Corp. claimed that such transshipment would violate an agreement they had made regarding vehicle allocations and dealer orders.

Soler told Mitsubishi that it disclaimed responsibility for the cars still in Japan, claiming that the agreement between Chrysler and Mitsubishi represented illegal restraint of trade under U. S. and Puerto Rican antitrust laws.

Mitsubishi filed suit in March, 1982, with the U. S. District Court for the District of Puerto Rico, seeking to force Soler to arbitrate the matter before the Japan Commercial Arbitration Assn.

Soler filed a countersuit two months later, seeking $360 million in actual and punitive damages for alleged violations of the antitrust laws, the Dealer's Day in Court Act and the Puerto Rico Dealer's Act, among other charges.

• The district court ruled that all of Mitsubishi's claims and all but two of Soler's were covered by the arbitration clause written into the original 1979 agreements.

Soler petitioned the First Circuit Court of Appeals, which ruled that Soler's antitrust claims were important enough to overcome the mandate of the Federal Arbitration Act and should be decided by litigation, not arbitration.

Both Mitsubishi and Soler have since appealed to the Supreme Court. Mitsubishi argued that the appeals court's ruling on Soler's antitrust charges constituted "an impermissible judge-made exception to the Federal Arbitration Act."

The appeals court used the doctrine of a Second Circuit decision holding that pre-dispute arbitration agreements were void with respect to antitrust claims.

This doctrine "constitutes an unwarranted exception to the strong national policy in favor of arbitration" and "undercuts the certainty and neutrality which arbitration affords in the resolution of disputes arising out of international commerce," Mitsubishi argued.

Soler argued that the arbitration clause with Mitsubishi referred only to specific articles in the sales procedure agreement and did not cover any of its claims in the current case.

"Compelling a party to arbitrate a claim based upon a statute designed for that party's protection may, for all practical purpose, deny that party the protection the statute was designed to afford," Soler claimed.

The problem is especially significant when the arbitration will take place outside the U. S. and is not subject to U. S. regulations, the dealership added.

95 dealerships added in Canada; total is 3,449

WILLOWDALE, Ont. — The number of franchised automobile dealerships in Canada rose 2.84 percent in March from the year-ago month, according to the Federation of Automobile Dealer Assns. of Canada (FADA.)

As of March, the number of Canadian franchised automobile dealerships was 3,449, up 95 from the 3,354 reported a year earlier, FADA said.

At 953, General Motors had the most Canadian dealerships as of March. GM was followed by Ford Motor Co. with 639; Chrysler Corp., 524; American Motors, 213, and Toyota, 209.

GM added 19 dealerships since March, 1983, while Ford gained 15, Chrysler increased its ranks by 19; AMC grew by 30, and Toyota lost one.

CANADIAN DEALER TOTALS

	March 1983	March 1984
AMC	183	213
BMW	46	48
Chrysler Corp.	505	524
Fiat	40	...
Ford Motor Co.	624	639
General Motors	934	953
Honda	184	186
Hyundai	...	56
Jaguar Rover Triumph	22	20
Lada	75	77
Mazda	141	135
Mercedes-Benz	53	54
Nissan	198	195
Saab	44	45
Subaru	90	85
Suzuki	69	78
Toyota	210	209
Volkswagen-Porsche-Audi	200	200
Volvo	86	82
Sub-Total	3,704	3,799
Less Duals*	350	350
TOTAL	3,354	3,449

*—FADA estimate of number of dual line dealerships
Source: Federation of Automobile Dealer Assns. of Canada

Koester opens mall outlet

Koester Buick-AMC-Jeep-Renault-BMW, Decatur, Ill., sublet a 3,000-square-foot former clothing store in a shopping mall and boosted sales 20 percent. "We're going where the traffic is," said president Werner Koester.

Koester's satellite showroom brings vehicles to shoppers

DECATUR, Ill. — A satellite showroom means more sales for a Central Illinois dealership. In just 30 days, Koester Buick-AMC-Jeep-Renault-BMW hiked sales 44 percent, and nearly half of that increase resulted from sales at a compact showroom in a nearby shpping mall.

"The showroom at the mall means we're talking to people we don't normally see. We're getting a lot of conquest sales where people normally looking for a Ford or Chevy will switch and buy a Buick," said Werner Koester, president of the dealership.

Koester said the company sold 45 new cars in April, opened the 3,000-square-foot showroom May 1 and hiked sales to 65 new cars in an otherwise slow month. Nine of those 65 sales were made at the satellite showroom.

Koester said the nine sales closed at the Hickory Point Mall showroom in May (across the street from Koester's 7.5-acre deaership) cover the $5,500 monthly sublease for the former clothing store.

"It's easier to sell to a couple" and more couples come into the mall than into a dealership, Koester said.

"Women influence 85 percent of the closing situations and this showroom gets a lot of women thinking of a new car. Men at the mall have time on their hands and this (showroom) is a draw," he said.

Farthing honored

RUSHVILLE, Ind. — Charles Farthing, of Farthing Sales here, has received a plaque commemorating his 25 years as a Dodge dealer.

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NEW TRUCK SALES BY MAKE AND GVW CLASS

FOUR MONTHS, 1984 VS. 1983★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,000-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**April, '84**	.....	.....	.....	.....	.....	.....	.....	**137**	**137**
	April, '83	.....	.....	.....	.....	.....	.....	.....	57	57
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**373**	**373**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	236	236
CHEVROLET	**April, '84**	**46,527**	**40,984**	**3,247**	.....	**27**	**362**	**632**	**47**	**91,826**
	April, '83	40,515	31,579	1,055	.....	14	329	417	50	73,959
	Year to Date '84	**174,643**	**155,705**	**12,132**	.....	**79**	**1,547**	**2,342**	**143**	**346,591**
	Year to Date '83	137,161	109,290	2,103	.....	79	1,287	1,905	175	252,000
(Memo Units) #	**April, '84**	**31,926**	**16,056**	.....	.....	.....	.....	.....	.....	**47,982**
	April, '83	28,122	12,850	.....	.....	.....	.....	.....	.....	40,972
	Year to Date '84	**119,061**	**61,935**	.....	.....	.....	.....	.....	.....	**180,996**
	Year to Date '83	94,550	43,772	.....	.....	.....	.....	.....	.....	138,322
DODGE	**April, '84**	**23,608**	**11,431**	.....	.....	.....	.....	.....	.....	**35,039**
	April, '83	14,068	9,682	.....	.....	.....	.....	.....	.....	23,696
	Year to Date '84	**85,498**	**43,310**	.....	.....	.....	.....	.....	.....	**128,808**
	Year to Date '83	46,923	29,575	.....	.....	.....	.....	.....	.....	76,498
(Memo Units) #	**April, '84**	**17,266**	**7,181**	.....	.....	.....	.....	.....	.....	**24,447**
	April, '83	8,436	6,812	.....	.....	.....	.....	.....	.....	15,248
	Year to Date '84	**59,446**	**26,909**	.....	.....	.....	.....	.....	.....	**86,355**
	Year to Date '83	28,713	20,578	.....	.....	.....	.....	.....	.....	49,291
FORD	**April, '84**	**27,541**	**67,038**	.....	.....	.....	**894**	**2,224**	**955**	**98,652**
	April, '83	28,490	45,911	.....	.....	.....	704	1,439	692	77,236
	Year to Date '84	**100,825**	**248,385**	.....	.....	.....	**4,082**	**7,295**	**3,267**	**363,854**
	Year to Date '83	93,822	161,346	.....	.....	.....	2,987	5,761	2,373	266,289
(Memo Units) #	**April, '84**	**27,175**	**21,632**	.....	.....	.....	.....	.....	.....	**48,807**
	April, '83	22,057	17,479	.....	.....	.....	.....	.....	.....	39,536
	Year to Date '84	**97,532**	**82,291**	.....	.....	.....	.....	.....	.....	**179,823**
	Year to Date '83	70,102	62,539	.....	.....	.....	.....	.....	.....	132,641
FREIGHTLINER	**April, '84**	.....	.....	.....	.....	.....	.....	.....	**1,489**	**1,489**
	April, '83	.....	.....	.....	.....	.....	.....	.....	1,025	1,025
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**4,510**	**4,510**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	2,878	2,878
GMC	**April, '84**	**10,877**	**11,413**	**113**	.....	**167**	**394**	**1,073**	**923**	**24,960**
	April, '83	8,998	10,426	20	.....	14	355	765	680	21,258
	Year to Date '84	**40,424**	**42,862**	**389**	.....	**649**	**1,668**	**3,950**	**3,262**	**93,204**
	Year to Date '83	30,111	34,320	50	.....	98	1,746	2,999	1,857	71,181
(Memo Units) #	**April, '84**	**6,697**	**4,318**	.....	.....	.....	.....	.....	.....	**11,015**
	April, '83	5,633	4,398	.....	.....	.....	.....	.....	.....	10,031
	Year to Date '84	**24,859**	**15,393**	.....	.....	.....	.....	.....	.....	**40,252**
	Year to Date '83	17,996	12,801	.....	.....	.....	.....	.....	.....	30,797
INTERNATIONAL	**April, '84**	.....	.....	.....	.....	.....	**1,417**	**1,168**	**2,537**	**5,122**
	April, '83	.....	.....	.....	.....	.....	1,162	931	1,665	3,758
	Year to Date '84	.....	.....	.....	.....	.....	**4,764**	**4,174**	**8,167**	**17,105**
	Year to Date '83	.....	.....	.....	.....	.....	4,581	3,330	5,848	13,759
JEEP	**April, '84**	**9,581**	**1,605**	.....	.....	.....	.....	.....	.....	**11,186**
	April, '83	3,526	1,928	.....	.....	.....	.....	.....	.....	5,454
	Year to Date '84	**35,837**	**7,372**	.....	.....	.....	.....	.....	.....	**43,209**
	Year to Date '83	12,077	8,571	.....	.....	.....	.....	.....	.....	20,648
(Memo Units) #	**April, '84**	**9,581**	**1,286**	.....	.....	.....	.....	.....	.....	**10,867**
	April, '83	3,526	1,644	.....	.....	.....	.....	.....	.....	5,170
	Year to Date '84	**35,837**	**6,122**	.....	.....	.....	.....	.....	.....	**41,959**
	Year to Date '83	12,077	6,991	.....	.....	.....	.....	.....	.....	19,068
KENWORTH	**April, '84**	.....	.....	.....	.....	.....	.....	.....	**1,115**	**1,115**
	April, '83	.....	.....	.....	.....	.....	.....	.....	690	690
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**4,587**	**4,587**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	2,038	2,038
MACK	**April, '84**	.....	.....	.....	.....	.....	**363**	**44**	**1,425**	**1,832**
	April, '83	.....	.....	.....	.....	.....	152	77	1,131	1,360
	Year to Date '84	.....	.....	.....	.....	.....	**1,021**	**126**	**5,195**	**6,342**
	Year to Date '83	.....	.....	.....	.....	.....	590	274	3,744	4,608
MERCEDES-BENZ	**April, '84**	.....	.....	.....	.....	.....	**116**	**54**	.....	**170**
	April, '83	.....	.....	.....	.....	.....	157	87	.....	244
	Year to Date '84	.....	.....	.....	.....	.....	**441**	**202**	.....	**643**
	Year to Date '83	.....	.....	.....	.....	.....	554	238	.....	792
PETERBILT	**April, '84**	.....	.....	.....	.....	.....	.....	.....	**984**	**984**
	April, '83	.....	.....	.....	.....	.....	.....	.....	652	652
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**3,789**	**3,789**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	2,104	2,104
PLYMOUTH	**April, '84**	**7,269**	**18**	.....	.....	.....	.....	.....	.....	**7,287**
	April, '83	472	399	.....	.....	.....	.....	.....	.....	871
	Year to Date '84	**24,211**	**77**	.....	.....	.....	.....	.....	.....	**24,288**
	Year to Date '83	1,171	1,296	.....	.....	.....	.....	.....	.....	3,007
VOLVO	**April, '84**	.....	.....	.....	.....	.....	.....	**107**	**37**	**144**
	April, '83	.....	.....	.....	.....	.....	.....	55	35	90
	Year to Date '84	.....	.....	.....	.....	.....	.....	**405**	**146**	**551**
	Year to Date '83	.....	.....	.....	.....	.....	.....	238	164	402
WESTERN STAR	**April, '84**	.....	.....	.....	.....	.....	.....	.....	**37**	**37**
	April, '83	.....	.....	.....	.....	.....	.....	.....	15	15
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**149**	**149**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	95	95
WHITE	**April, '84**	.....	.....	.....	.....	.....	.....	.....	**407**	**407**
	April, '83	.....	.....	.....	.....	.....	.....	.....	268	268
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**2,533**	**2,533**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	756	756
MISCELLANEOUS*	**April, '84**	**54,380**	**709**	**21**	**42**	.....	**9**	**10**	**106**	**55,217**
	April, '83	32,496	564	.....	19	1	.....	21	64	33,165
	Year to Date '84	**205,846**	**2,189**	**52**	**193**	.....	**12**	**28**	**276**	**208,596**
	Year to Date '83	116,148	2,250	.....	91	5	.....	72	252	118,818
TOTALS	**April, '84**	**179,783**	**133,198**	**3,381**	**42**	**194**	**3,555**	**5,312**	**10,199**	**335,664**
	April, '83	128,565	100,435	1,075	19	29	2,859	3,792	7,024	243,798
	Year to Date '84	**667,284**	**499,900**	**12,573**	**193**	**728**	**13,535**	**18,522**	**36,397**	**1,249,132**
	Year to Date '83	437,953	346,698	2,153	91	182	11,745	14,817	22,520	836,109

★—New York and Oklahoma for 1984 compiled from Manufacturers' sales records; no registrations for Utah, April, 1984; no registrations for Oklahoma, 1983.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Says hearing-impaired dealer

Deafness no deterrent in showroom

By Jack Bernstein
Staff Correspondent

ST. CHARLES, Mo. — Selling cars to the hearing-impaired requires "time, politeness and courtesy," according to Tom Pundmann, vice president and assistant sales manager, Pundmann Ford, here.

Pundmann, who is deaf, has won several Ford awards, including the Distinguished Service Award, Outstanding Sales Achievement for 1983 and 500 Club. He is the third - generation of his family in the auto business and believes that "communication and convenience" are important in satisfying deaf customers.

Tom Pundmann

"Being deaf, however, is no handicap in selling," he said. "I have two very helpful secretaries, and there is no communication or speech problem. Above all, you have to know your product."

Dr. T. Alan Hurwitz, president of the National Assn. of the Deaf, said that there are approximately 16.2 million hearing-impaired people in the U.S.

"A large percentage — 2 million — severly deaf persons drive cars," Hurwitz said.

Many deaf persons are oral, or read lips, and others depend on sign language. However, new electronics that permit easy communication, called TDD, can be connected to any conventional telephone.

"Deaf people who are considering purchasing an automobile may likely respond favorably to dealers or salespeople who make the effort to sit down and meet his/her specific communication needs. One may need to write down everything as clearly as possible," Hurwitz said.

• Hurwitz, who is associated with Rochester (N. Y.) Technical Institute for the Deaf, strongly recommends that a dealer install a TDD in the service center "if you want to establish an ongoing consumer relationship with your deaf customers after their purchase of an automobile from you."

"This way your deaf customers can always call the service center to make an appointment or ask a specific question about car problems," he said.

"Also, it will be a good idea for car dealers to have a TDD in the showroom area so that you and other prospective customers may carry on a telephone conversation about new or used cars for sale."

Billy Clinkscales, Clinkscales Chevrolet, Belton, S. C., did just that because a deaf couple bought a station wagon from him.

"The TDD makes the difference between convenience and inconvenience. They can call the dealership directly without having to rely on someone else," Clinkscales said.

Hurwitz said that "the willingness of car dealers to obtain the TDD or arrange for an interpreter will certainly make the difference."

"Once this is established, the word will without doubt spread quickly throughout the deaf community and encourage deaf people and their families and friends to visit your car dealership," Hurwitz said.

While Tom Pundmann has encountered some voice problems, it has not affected his sales, which may reach 200 cars this year.

HD registrations surge 47 percent ahead of '83 count

Continued from Page 16

a gain of 25 percent over the year-earlier 14,817.

New York and Oklahoma registrations for 1984 were compiled from manufacturers' sales records. No registrations were recorded for Utah in April, 1984, or for Oklahoma in 1983.

The April total of 15,511 compared with 10,816 units tallied a year earlier, and represented a 43.4 percent increase.

International continued to lead in heavy-truck tallies with 12,341 units through April, compared with Ford's 10,562 units.

Ford and International were the biggest losers in market share. Ford's 10,562 tallies represented 19.23 percent of the total, down 2.56 percentage points from the year-earlier 21.79 percent on 8,134 units.

International's 12,341 tallies represented 22.47 percent of the market, off 2.11 points from last year's 24.58 percent on 9,178 units.

Kenworth and White scored the largest gains in penetration. Kenworth's 8.35 percent share on 4,587 units represented a gain of 2.89 points over the 5.46 percent share on 2,038 units during the same period last year.

White's 4.61 percent share on 2,533 units represented a boost of 2.59 points over the 2.02 percent share on 756 units a year earlier.

Peterbilt, Freightliner, GMC, Autocar and Western Star also increased their market share. Mack, Chevrolet, Mercedes-Benz, Volvo and the miscellaneous group suffered losses.

Harvester extends chairman's contract

CHICAGO. — Directors of International Harvester have extended the contract of Chairman Donald D. Lennox for two years. His five-year pact, scheduled to expire in 1985, now will run until 1987.

Lennox, 65, joined Harvester in 1980 and was elected chairman and chief executive last September. He had served previously as president and chief operating officer.

Wilson signs

Bill Wilson signs a Ford Division sales agreement for Bill Wilson Ford, Harrison, O. Witnessing is James F. Gwaltney, Cincinnati district sales manager.

truck watch

Continued from Page 16

inclement weather and still provide unobstructive viewing at the fire scene.

"In place of the rear seating, a litter carrier can be installed, plus other emergency-rescue equipment and supplies, to make a combination fire/rescue vehicle," he added. "The crew area also could be set up as a mobile command station."

• While Sztykiel does the talking, he makes it clear that Spartan Motors isn't a one-man show.

"This company wouldn't be here today if it weren't for the teamwork of some very good people," he said.

Other former Diamond Reo alumni who are top executives of Spartan Motors are William Foster and Gerald Geary, vice presidents, and John Knox, treasurer.

The four former Diamond Reo executives, plus several others, and a former fiberglass-parts supplier to Diamond Reo established Spartan Motors in Charlotte in 1975.

Its first order came from the fire-apparatus operations of FMC Corp., whose finance subsidiary —FMC Financial Corp.—forced Diamond Reo into bankruptcy when it moved to seize the financially troubled truck builder's assets in 1974.

In addition to building trucks for the fire-equipment industry, Spartan Motors also produces special chassis for public utilities.

It also produced the prototype for the Diamond Reo Giant, a heavy construction truck now manufactured by Osterlund, Inc. The firm was founded by Loyal R. Osterlund, a former Diamond Reo dealer in Harrisburg, Pa.

Truck market rises 49.4 pct.

Continued from Page 16

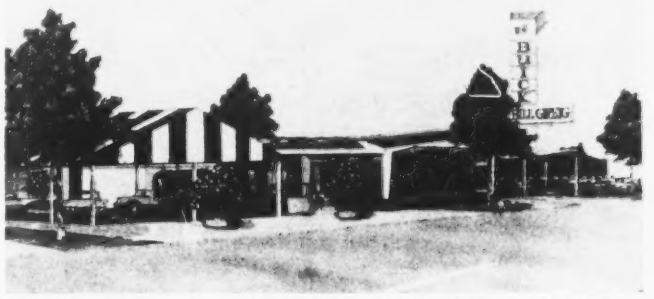
1983 to 18,522 units this year. The Group 8 count was 36,397, an increase of 61.6 percent over the 22,520 units registered a year earlier.

Ford continued to lead the industry with 363,854 units in the first four months, accounting for 29.13 percent of the total. Its share however, was down 2.72 percentage points from its year-earlier figure of 31.85 percent on 266,289 registrations.

Second-place Chevrolet took 27.75 percent of the total with 346,591 tallies. Its share was down 2.39 points from 30.14 percent on 252,000 units last year.

Expansion plans

Bill Greig Buick, Royal Oak, Mich., is expanding. The dealership is expanding over a side street that ran between its showroom and used-car lot. Below is an achitect's rendering of the completed expansion.



Diamond Reo expands, rolls on in new factory

Continued from Page 16

Colorado, Oregon and California. According to Neitz, the company would like to increase to 100 to 150 dealers. The firm also has 14 dealers in foreign countries.

Osterlund said "we're not out to take over the market. We just want a chunk of it."

He emphasized that Diamond Reo is a "quality truck" built in small numbers.

"We're not after big orders," he said. "We couldn't fill a 100-truck fleet order. Most orders are from the companies that order one to five trucks a year."

The Diamond Reo, however, is not a custom truck. Osterlund has standardized such components as Rockwell axles, Cummins engines, Fuller transmissions and Goodyear tires.

"We keep options to a minimum," Osterlund said. "We have to turn down orders every day. From a sales point of view, you hate to, but from a production point of view, it's the only way we can operate."

• The company was founded by Osterlund's father, Loyal F. Osterlund, who had been a dealer for Diamond Reo and other makes in the Harrisburg area for almost 20 years.

He bought the Diamond Reo manufacturing rights from the liquidators of the Lansing truck company after it went bankrupt in the middle 1970s.

Although he bought the production rights to six of the seven Diamond Reo models, he decided to build only one of them, a conventional which Diamond Reo discontinued about a year before it went out of business.

"It was their 'bread-and-butter' model for years, and it was my favorite," Osterlund said at the time. "I'm building this particular model because there's a big customer demand for [illegible]

He said the truck was ideal for such applications as concrete mixers, refuse collection, for hauling flatbed trailers, crane mounting, riggers and snowplows.

Loyal Osterlund continues as president of the company. Another son, Gary, owns the heavy - truck dealership, now located in Carlisle, just west of Harrisburg.

Toyota extends credit operations to 4 more states

TORRANCE, Calif. — Toyota Motor Credit Corp. (TMCC), a subsidiary of Toyota Motor Sales, U.S.A., Inc., extended operations in June to four more states: Maine, New Hampshire, Pennsylvania and Arizona.

TMCC, which started operations in mid-1983, now offers retail and wholesale financing for Toyota dealers in 12 states.

Additional expansion is planned throughout 1984.

"TMCC was conceived during a time of record-high interest rates and tight money to provide Toyota dealers with a stable financing course committed to servicing their financial needs," said Yale Gieszl, TMS/USA senior vice president for finance and administration.

"Although those situations have eased somewhat, the continental development of TMCC is in keeping with our long-term commitment to assist Toyota dealer operations," he said.

factories list auction dates

American Motors

July 10 — Golden Gate Auto Auction, Fremont, Calif.; D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

July 11—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

July 12 — Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

July 17—Aptco Auto Auction, Taylor, Mich.

July 18 — Kansas City Auto Auction, Kansas City, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Southern Auto Auction, Warehouse Point, Conn.

July 19 — Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 20 — Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord A. A., Acton, Mass.

July 24 — D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

July 25—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

July 26 — Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

July 31—Aptco Auto Auction, Taylor, Mich.

Chrysler Corp.

July 10—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa.; High Point Auto Auction, High Point, N. C.; South Seattle Auto Auction, Kent, Wash., and Florida Auto Auction of Orlando, Ocoee, Fla.

July 11—Sand Mountain Auto Auction, Boaz, Ala.; Columbus Fair Auto Auction, Obetz, O.; Butler Auto Auction, Gibsonia, Pa., and Harrisonburg Auto Auction, Harrisonburg, Va.

July 12—Evansville Auto Auction, Evansville, Ind.; Golden Gate Auto Auction, Fremont, Calif., and St. Pete Auto Auction Clearwater Fla.

Ford Motor Co.

July 11—Clanton's Auto Auction, Darlington, S. C.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Columbus Fair Auto Auction, Obetz, O.

July 17 — Harrisonburg Auto Auction, Harrisonburg, Va.

July 18—Northway Exchange, Clifton Park, N. Y.

July 19—Arena Auto Auction, Chicago, Ill.; 166 Auto Auction, Springfield, Mo.; South Seattle Auto Auction, Kent, Wash., and Dallas Auto Auction, Grand Prairie, Tex.

July 25 — Southwest Auto Auction, Phoenix, Ariz., and Golden Gate Auto Auction, Fremont, Calif.

July 26 — Skyline Auto Exchange, Inc., Fairfield, N. J., and Aptco Auto Auction, Taylor, Mich.

August 1—Concord Auto Auction, Acton, Mass., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

August 2 — Nashville Auto Auction, Nashville, Tenn.

General Motors

July 11—Hatfield Auto Auction, Hatfield, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 12—Nashville Auto Auction, Nashvile, Tenn., and Denver Auto Auction Ltd., Englewood, Colo.

July 17—Southern Auto Auction, East Windsor, Conn., and Florida Auto Auction of Orlando, Ocoee, Fla.

July 18—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

July 19—Indianapolis Auto Auction, Indianapolis, Ind.

July 25—Clanton's Auto Auction, Inc., Darlington, S. C.

July 26—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago, Ill.

July 26—Dallas Auto Auction, Grand Prairie, Tex.

July 31—South Seattle Auto Auction, Kent, Wash.

Used Car Sales

Auction Averages

July to date	$4,702
Month ago	$5,403
Year ago	$4,810

Model breakdown

Auction Averages

	JULY	JUNE	MAY
1984	$10,662	$10,601	$11,393
1983	7,472	8,284	9,040
1982	5,744	6,185	6,165
1981	4,347	5,091	5,193
1980	3,494	4,358	4,345
1979	3,102	3,963	3,671
1978	2,278	2,432	2,431
1977	1,781	1,830	1,893
Overall Average	$ 4,702	$ 5,436	$ 5,372

used-car auction directory

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Loan plan helps workers move to new Ford jobs

By Marjorie Sorge
Labor Editor

The UAW and Ford Motor Co. have developed a low-interest loan package to help workers transfer between company facilities.

The plan, administered through Manufacturers National Bank of Detroit, allows Ford UAW workers to borrow between $500 and $1,000 in moving-expense loans to transfer to other Ford facilities at least 50 miles away. The current interest rate is 9 percent. The loans must be repaid in 12 to 18 months.

The loan plan was developed because many Ford workers were unable to take advantage of the preferential placement program, negotiated in the 1982 contract, according to Stephen P. Yokich, UAW vice president, and Peter J. Pestillo, Ford labor relations vice president.

"We found that some workers just didn't have the funds to move under the program, and others took the new jobs but came up short of living money until after their first paycheck arrived," they said.

The preferential placement program gives laid-off workers with little chance of recall preferential hiring rights for available jobs if they qualify or the right to "bump" probationary workers at other locations.

Under the 1982 contract, about 3,500 laid-off Ford workers have used the program. Workers who transferred after Jan. 1, 1983, will also be eligible for the loans.

The loan plan is guaranteed by the UAW-Ford Employe Development and Training Program.

In April, 1983, General Motors and the UAW set up a similar program for workers on the Guaranteed Income Stream program, giving those employes low-interest loans to move.

The GIS program provides high seniority laid-off workers with a percentage of their pay and benefits until they either retire or find a new job. Workers participating in the program must take a new job within the GM system if the company offers it to them or lose their GIS. Some of those workers complained they could not afford to make the move.

The GM loan program was started in California by Bank of America but was then extended to all GIS eligibles through National Bank of Detroit.

The GM program provided loans up to $1,000 repayable six months after the workers start the new job. GM guaranteed the loans.

BEST COPY AVAILABLE

Lawyer calls him frightened of underworld

New tack for DeLorean defense

By Matt De Lorenzo
Los Angeles Reporter

LOS ANGELES.—Defense attorneys last week said John Z. DeLorean relinquished control of his car company to what he thought were underworld drug figures in order to get out of his dealings with them.

Donald Re, one of DeLorean's attorneys, said the former auto maker turned over 100 percent of his stock in DeLorean Motor Co., Inc., to Benedict Tisa, who was posing as a crooked banker, James Benedict, in order to protect himself and his family.

This latest tack in DeLorean's defense is in sharp contrast to earlier suggestions by the defense that DeLorean was conducting a "con" of his own — that the stock he proffered was worthless and since it had no value, there was no drug "deal."

Re told reporters, following the conclusion of cross-examination of agent John Valestra, that DeLorean was frightened at the prospect of dealing with underworld figures and was willing to "walk away from his dream" in order to save himself and his family.

The disclosure by the defense that DeLorean turned over 100 percent of the DMCI stock to Tisa differs from the account presented so far in court — that Valestra, posing as a drug kingpin named John Vicenza, would receive 50 percent of the DeLorean stock after Vicenza invested up to $60 million in drug profits in DeLorean's company.

According to the defense, DeLorean turned all the stock over to Benedict to hold until Vicenza put up $10 million and once an additional $50 million was turned over to the company, Vicenza would own 50 percent.

Since Benedict worked with Vicenza, Re said they effectively controlled the company.

During cross-examination of Valestra, Re continued to hit points that would show the Government trapped his client. In questioning Valestra about the Sept. 28 meeting in which DeLorean is shown phoning William M. Hetrick and asking him to go ahead with the "monkeys" (a codename for kilos of cocaine), Re suggested that Valestra prompted DeLorean to make the call to get it on videotape.

"It certainly wasn't a planned event," Valestra said of the call, although he admitted that having the call recorded "would be good evidence."

The Government began re-direct questioning of Valestra last week and is expected to call at least one other witness, Jerry West, the FBI agent who made the arrest of DeLorean.

N. Y. seat-belt bill waits for governor's signature

ALBANY.—The nation's first mandatory seat-belt-use law passed the final legislative hurdle and was on New York Gov. Mario Cuomo's desk for signing last week.

Cuomo has until Tuesday (July 10) to sign the measure.

The law would require drivers and front-seat passengers to wear seat belts, and there is a $50 fine for each violation. It will take effect Dec. 1, and there will be a one-month grace period before it is enforced. Cuomo is expected to sign the bill into law.

The measure is a compromise between the Assembly and Senate versions. It cleared conference and sailed through the Assembly on June 21 by a vote of 82 to 60. The Senate then passed the bill 38 to 22.

There was widespread support for the bill from safety groups, auto manufacturers, dealers and state traffic agencies.

According to various sources, this bill takes on national importance considering the size of New York and its population.

It could be a catalyst for other states to enact similar legislation, according to Elaine Petrocelli, director of the New York Coalition for Safety Belts. However, a similar move recently was defeated in Illinois.

There were objections in the debates centering on forcing citizens to wear belts rather than leaving them the opportunity to choose.

This bill also would require children under 10 to be restrained when riding in cars.

Auto industry vulnerable, Commerce analysts warn

Continued from Page 2

continue its recovery even in the face of support for it by Ford and Chrysler which, the analysts note, "wish to keep it alive to force the Administration to agree to pressure the Japanese Government to extend its limit on car exports beyond March, 1985."

(They also said of Ford and Chrysler that extending the voluntary restraint program would facilitate joint venture negotiations both companies have underway with their Japanese partners and that the extension, and higher profits because of them, would provide Ford in surance should it have to agree to a generous wage contract to avoid a strike.)

Last week Sen. Bob Packwood, Oregon Republican, completed his schedule of hearings on domestic content legislation with a hearing in Des Moines, Iowa. J. Paul McGrath, the Assistant Attorney General of the Antitrust Division of the Justice Department, testified for the administration in opposition to the measure.

RETURN ON SALES

for period ended Dec. 31 of each year

	1977	1978	1979	1980	1981	1982	1983
Revenue ($m)	$108,099	$122,364	$125,019	$105,967	$113,506	$97,458	$135,620
Net Inc./ (Loss)	$ 5,144	$ 4,950	$ 3,037	$ (4,216)	$ (388)	$ 322	$ 6,156
RETURN ON SALES	4.76%	4.05%	2.43%	−3.98%	−0.34%	0.33%	4.54%

CURRENT RATIO

as of Dec. 31 each year

	1978	1979	1980	1981	1982	1983
General Motors	1.79	1.68	1.26	1.09	1.13	1.40
Ford	1.33	1.25	1.14	1.16	0.84	1.05
Chrysler	1.43	0.97	0.94	1.08	1.12	0.80
AMC	1.29	1.42	1.69	1.48	1.10	1.01
TOTAL	1.55	1.40	1.18	1.07	1.01	1.19

QUICK RATIO

as of Dec. 31 of each year

	1978	1979	1980	1981	1982	1983
General Motors	0.89	0.81	0.61	0.40	0.48	0.88
Ford	0.64	0.53	0.50	0.47	0.38	0.57
Chrysler	0.45	0.30	0.26	0.34	0.54	0.39
AMC	0.61	0.64	0.47	0.27	0.30	0.33
TOTAL	0.73	0.62	0.52	0.42	0.44	0.70

LONG TERM DEBT-TO-EQUITY RATIO

as of Dec. 31 of each year

	1978	1979	1980	1981	1982	1983
General Motors	0.06	0.05	0.11	0.21	0.24	0.15
Ford	0.12	0.12	0.24	0.37	0.39	0.36
Chrysler	0.41	0.54	5.41	2.64	2.17	0.81
AMC	0.22	0.24	0.26	0.84	2.38	2.27
TOTAL	0.11	0.10	0.24	0.34	0.37	0.24

CAFE Box Score for 1983 Model Year

Manufacturer	Fleet	CAFE	Source	Assigned Fuel Economy Standard
Alfa Romeo	IP	25.2	3	26.0
AMC	DP	33.5	3	26.0
AMC	DT2	23.6	2	19.5
AMC	DT4	19.3	3	17.5
AMC-Renault	IP	31.4	3	26.0
Bertone	IP	29.1	3	26.0
BMW	IP	25.6	3	26.0
Chrysler	DP	27.0	2	26.0
Chrysler	DT	17.7	2	19.0
Chrysler	IP	33.9	2	26.0
Chrysler	IT	27.5	2	19.0
Fiat	IP	13.2	3	26.0
Ford	DP	23.8	3	26.0
Ford	DT2	19.7	3	19.5
Ford	DT4	17.2	3	17.5
Ford	IP	35.4	3	26.0
Ford	IT2	21.1	3	19.5
General Motors	DP	23.5	3	26.0
General Motors	DT2	20.5	3	19.5
General Motors	DT4	20.5	3	17.5
Grumman-Olson	DP	47.4	3	26.0
Honda	IP	35.4	2	26.0
Isuzu	IP	30.7	3	26.0
Isuzu	IT2	35.7	3	19.5
Isuzu	IT4	29.6	3	17.5
Jaguar	IP	18.8	3	26.0
Maserati	IP	10.0	3	26.0
Mazda	IP	28.9	3	26.0
Mazda	IT2	30.6	3	19.5
Mercedes-Benz	IP	26.6	3	26.0
Mitsubishi	IP	30.2	3	26.0
Mitsubishi	IT2	29.9	3	19.5
Mitsubishi	IT4	25.1	3	17.5
Nissan	IP	32.7	3	26.0
Nissan	IT2	28.7	3	19.5
Nissan	IT4	24.0	3	17.5
Peugeot	IP	25.1	3	26.0
Pininfarina	IP	28.9	3	26.0
Rolls-Royce	IP	11.0	3	9.9
Saab	IP	25.9	3	26.0
Subaru	IP	32.4	3	26.0
Subaru	IT4	29.0	3	17.5
Suzuki	IT4	25.0	2	17.5
Toyota	IP	32.6	3	26.0
Toyota	IT2	27.1	3	19.5
Toyota	IT4	22.4	3	17.5
Volvo	IP	25.8	3	26.0
Volkswagen	IP	30.0	3	26.0
Volkswagen	IT2	21.4	3	19.5

DT—Domestic trucks
DP—Domestic passenger cars
IP—Import passenger cars
DT2—Domestic 2-wheel drive trucks
DT4—Domestic 4-wheel drive trucks
IT2—Import 2-wheel drive trucks
IT4—Import 4-wheel drive trucks
IT—Import trucks
2 indicates mid-model-year estimate
3 is final figure from EPA

GM and Ford fail to meet '83 CAFE requirements

Continued from Page 1

Motors is well beyond it with a 33.5 MPG CAFE.

The company with the highest CAFE is Honda, with a 35.4-MPG average and the company with the lowest is Rolls-Royce with a 11-MPG average, although this is 1.1 MPG higher than the standard NHTSA, which administers the CAFE program, had set for it.

The Japanese producers, reflecting their concentration on production of smaller vehicles, all bested 30-MPG CAFE, while the European makers, with their emphasis on sport sedans and luxury vehicles, generally came in with CAFE near or slightly below the 26-MPG standard.

BMW, for example, achieved 25.6 MPG; Saab, 25.9 MPG; Volvo, 25.8 MPG, and Mercedes-Benz, with a greater emphasis on diesels, registered a 26.6 CAFE.

In the accompanying table, assigned fuel-economy standard is the standard NHTSA has assigned to each maker to meet.

Nader snipes at GM's Smith in Dole letter

WASHINGTON. — Consumer advocate Ralph Nader fired off a last-minute letter to Transportation Secretary Elizabeth Dole to urge adoption of a passive-restraint rule mandating air bags in all new cars sold in the U. S.

DOT has said it will issue a proposed rule on passive restraints this week.

Nader told Dole that without General Motors Chairman Roger Smith's "appallingly stubborn opposition" to air bags, there would be no hesitation and no controversy over this decision." Nader did not elaborate.

Nader asked Dole to "repudiate the shame of Roger Smith" by requiring the installation of air-cushion restraint systems in all new automobiles.

obituaries

Joseph Burns Cody

DETROIT. — Joseph Burns Cody, 72, a consultant to Ross Roy, Inc., died June 28. A native Detroiter, Mr. Cody enjoyed a long career in the automotive, advertising and communications industries in the Detroit area. He began with the Chrysler Corp. Export Division in 1934 and moved on to Detroit Edison, Young & Rubicam, J. Walter Thompson, Ross Roy, Inc., Engineering Research & Manufacturing Co. and C & C Industrial Services. From 1956 to 1973, he was the Detroit sales director for Life Magazine, following which he moved to Peterson Publishing Co. and Wilding Advertising.

Oliver Nelson

BOSTON. — Oliver Nelson, 69, retired Boston sales manager for Chrysler Corp., died June 20 in Venice, Fla.

letterbox

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name them after FLOWERS!

The industry already uses the phrase "color-keyed." This could be used to the best advantage now. Imagine the color scheme that could be used on a Chrysler Chrysanthemum and a Pontiac Petunia. Midyear models could have appropriate names as a Mercury Mistletoe and a Cadillac Crocus.

For those persons needing a larger model or minivan, there could be the Ford Florabunda. Exclusive designer models could have Latin names as the Lincoln Lilium Longiflorum (Easter Lilies). Of course, the only model better than that would be the Lincoln Lilium Longiflorum BROUGHAM.

When you stop and consider the many advantages of naming automobiles as I have proposed, I'm surprised the idea hasn't caught on yet. After all, the Birth Control League of America was not too popular until the name was changed to Planned Parenthood. — **W. McBride**, Troy, Mich.

Biddulph opens

SANTA ROSA, Calif.—Barry Biddulph has opened Biddulph Chevrolet here.

BEST COPY AVAILABLE

But import market share is sliced

First-half car sales best since 1979

Continued from Page 1

was up 27.32 percent and Dodge was up 21.16 percent. Ford Division was up 28.74 percent, Mercury was up 37.97 percent and Lincoln was up 59.69 percent.

Buick sales were up 19.30 percent, Cadillac was up 13.72 percent, Chevrolet was up 29.85 percent, Oldsmobile was up 1.08 percent and Pontiac was up 51.45 percent. VW was up 2.95 percent and Honda was up 289.48 percent for the first half.

With 154 first-half selling days this year compared with 153 in 1983, the domestic daily selling rate was up 25.46 percent: 27,574 vs. 21,738.

June domestic sales of 727,370 were up 8.86 percent from 668,145 last year. It was the highest total for the month since 1978 when an incredible 949,849 new cars were retailed. The 8.86-percent sales increase was the most modest of 1984, perhaps reflecting the rising interest rates now being tacked on new-car loans.

For the month, GM sales were up 9.90 percent, to 420,527 from 382,650. Ford reported sales of 179,196, up 5.29 percent from 170,196. Chrysler was up 10.17 percent, to 92,301 from 83,779. American Motors' 16,700 June sales were up 2.67 percent from 16,266 a year earlier while VW plunged 34.05 percent, to 6,599 from 10,006 and Honda doubled its total to 12,047 from 5,248.

The biggest piece of the June domestic pie went to GM, 57.81 percent, up some from 57.27 percent a year earlier. Ford dipped to 24.64 percent from 25.47 percent. Chrysler was up to 12.69 percent from 12.54 percent. AMC held 2.29 percent, down from 2.43 percent; VW dropped to 0.91 percent from 1.50 percent, and Honda grew to 1.66 percent from 0.79 percent.

The market class breakout showed domestic intermediates with the largest segment of the total, followed closely by imports. Intermediates had 24.88 percent in June, imports claimed 23.52 percent, compacts had 19.20 percent, subcompacts had 13.46 percent, standards had 11.03 percent and luxury models had 7.91 percent.

A year earlier, intermediates claimed 25.01 percent, imports had 26.04 percent, compacts had 17.60 percent, subcompacts had 13.86 percent, standards had 12.75 percent and luxury cars had 4.74 percent.

June import sales of 223,688 included records for the month for Toyota, Audi, Peugeot, Jaguar, Saab and Volvo. Mercedes-Benz, accustomed to standing among the record-setters, reported a sales drop of 13.21 percent for the month as dealer inventories dried up with no new cars being shipped from strike-idled factories in Germany.

Compatriot Volkswagen enjoyed a sales gain of 45.63 percent, Audi was up 30.65 percent and Porsche dropped 23.70 percent.

Japanese auto makers Nissan, Mazda and Isuzu had sales declines in June while Mitsubishi and Subaru were up. Honda imports were off 8.37 percent but combined with its U.S. sales, the total was up 10.74 percent.

June 21-30 domestic sales were up 10.90 percent, to 280,044 from 252,513. For the period, GM was up 20.72 percent, Ford was off 6.78 percent, Chrysler was up 12.38 percent, AMC was up 7.41 percent, VW was down 41.27 percent and Honda was up 167.52 percent.

GM's share of the June 21-30 market was 55.73 percent, Ford claimed 24.88 percent, Chrysler had 13.04 percent, AMC had 3.15 percent, VW had 1.19 percent and Honda had 2.01 percent.

With nine selling days in the period both years, the daily rate was up 10.90 percent, to 31,118 from 28,057.

Second-quarter domestic sales of 2,251,734 were up 19.89 percent from 1,878,108 a year ago.

Where auto market was in June

	Total Sales	Pct. of Total
SUBCOMPACT	127,969	13.46
COMPACT	182,649	19.20
INTERMEDIATE	236,639	24.88
STANDARD	104,863	11.03
LUXURY	75,250	7.91
IMPORT	223,688	23.52
TOTAL	951,058	100.00

Where auto market was in first half

	Total Sales	Pct. of Total
SUBCOMPACT	770,900	14.08
COMPACT	998,647	18.23
INTERMEDIATE	1,461,674	26.74
STANDARD	583,554	10.65
LUXURY	428,568	7.83
IMPORT	1,230,500	22.47
TOTAL	5,476,843	100.00

U.S. CAR SALES BY MARKETING UNITS

	June 1984	June 1983	6 Mos. 1984	6 Mos. 1983
Chevrolet	145,172	143,336	869,125	666,959
Ford	116,029	119,286	662,217	514,388
Oldsmobile	104,325	94,367	611,473	505,026
Buick	82,110	71,129	495,687	415,483
Toyota	57,836	56,486	269,458	282,117
Pontiac	62,071	46,935	380,449	251,210
Nissan	46,398	54,389	244,245	275,854
Mercury	48,115	42,458	269,808	195,556
Honda	41,929	37,861	261,543	198,824
Dodge	39,510	39,464	215,634	186,937
Plymouth	30,235	30,326	175,134	165,777
Cadillac	28,195	26,883	164,500	144,649
Chrysler/Imperial	28,981	24,421	162,125	128,325
AMC-Renault	18,041	19,972	102,742	117,168
Mazda	14,223	15,286	82,030	89,101
Volkswagen of America	24,963	24,300	155,703	113,780
Subaru	14,306	14,230	78,549	79,319
Lincoln	15,052	8,452	77,161	48,319
Volvo	9,206	8,488	57,014	48,020
Mercedes-Benz	5,926	6,828	40,526	35,780
BMW	5,500†	6,033	35,790†	26,680
Mitsubishi	3,106	2,742	19,593	13,991
Saab	3,436	3,135	18,143	13,926
Isuzu	1,651	2,083	7,996	9,837
Jaguar	1,829	1,581	8,874	7,733
Peugeot	1,553	1,394	9,593	7,384
Fiat		944		4,571
Alfa Romeo	360	546	1,731	1,784
TOTAL	951,058	903,355	5,476,843	4,548,519

† Estimate

Chevrolet includes Sprint; Honda includes imports and domestics; VWoA includes all VWs plus Porsche and Audi; Fiat includes Lancia; Dodge includes Colt, Challenger, Vista; Plymouth includes Colt, Challenger and Vista

IMPORTED CAR SALES

	June 1984	June 1983	6 Mos. 1984	6 Mos. 1983
Alfa Romeo	360	546	1,731	1,784
Audi	7,814	5,981	39,823	22,391
BMW	5,500†	6,033	35,790†	26,680
Chevrolet Sprint	2,346		3,078	
Conquest/Challenger	298	1,888	2,263	8,584
Plymouth Colt	2,131	3,214	13,794	15,171
Dodge Colt	2,531	3,772	15,637	17,742
Fiat		878		4,104
Honda	29,882	32,613	195,873	181,963
Isuzu	1,651	2,083	7,996	9,837
Jaguar	1,829	1,581	8,874	7,733
Lancia		66		467
Mazda	14,223	15,286	82,030	89,101
Mercedes-Benz	5,926	6,828	40,526	35,780
Mitsubishi	3,106	2,742	19,593	13,991
Nissan	46,398	54,389	244,245	275,854
Peugeot	1,553	1,394	9,593	7,384
Porsche	1,713	2,245	12,458	11,168
Renault	1,341	3,706	6,486	16,048
Saab	3,436	3,135	18,143	13,947
Conquest/Sapporo	283	1,558	1,951	6,728
Subaru	14,306	14,230	78,549	79,319
Toyota	57,836	56,486	269,458	282,117
Vista	1,182		6,074	
Volkswagen	8,837	6,068	59,521	37,578
Volvo	9,206	8,488	57,014	48,020
TOTAL	223,688	235,210	1,230,500	1,213,491

† Estimate

DOMESTIC CAR SALES

	June 21 to June 30, 1984	Same Period, 1983	June, 1984	Same Month, 1983	Jan. 1 to June 30, 1984	Same Period, 1983
Alliance	3,755		8,405	12,090	50,034	70,770
Encore	4,635		6,835		35,530	
Renault Total	8,390		15,240	12,090	85,564	70,770
Spirit				409		3,536
Concord				1,253		10,629
Eagle	435		1,460	2,514	10,692	16,185
AMC Total	435		1,460	4,176	10,692	30,350
AMERICAN MOTORS*	8,825	8,216	16,700	16,266	96,256	101,120
Horizon	2,345	2,310	5,975	5,699	40,507	24,944
Turismo/TC3	1,804	1,717	4,620	3,910	24,631	18,206
Reliant	6,090	5,303	14,874	13,896	82,433	88,950
Plymouth	675	713	1,772	2,049	8,878	11,778
Total Plymouth	10,914	10,043	27,241	25,554	156,449	143,878
Laser	2,314		5,665		29,314	
LeBaron K	3,820	3,336	9,882	8,128	51,836	41,653
Cordoba		444		1,134	124	7,914
New Yorker 5th Ave.	2,757	3,236	6,829	7,936	38,004	42,830
E-Class	854	1,294	2,425	3,076	16,447	18,202
Chrysler	1,533	1,755	4,180	4,063	26,400	16,740
Total Chrysler	11,278	10,065	28,981	24,337	162,125	127,339
Total Imperial		32		84		986
Omni	2,261	2,272	5,700	5,153	35,011	22,388
Charger/024	1,856	2,219	4,623	5,152	27,465	21,735
Daytona	1,903		4,637		24,503	
Aries	4,966	4,286	11,720	13,351	62,556	65,777
600 Coupe/400	976	1,289	2,493	3,249	12,826	17,233
Diplomat	1,270	1,028	3,603	3,842	12,812	16,250
Mirada		182		475	250	2,847
Dodge 600	1,090	1,075	3,303	2,582	19,177	14,381
Total Dodge	14,322	12,351	36,079	33,804	194,600	160,611
CHRYSLER CORP.	36,514	32,491	92,301	83,779	513,174	432,814
EXP	1,142	1,244	2,683	2,812	14,268	12,380
Escort	11,823	18,782	31,452	41,453	178,544	184,494
Mustang	4,747	5,485	12,118	12,766	69,134	61,802
Tempo	9,190	7,636	23,589	15,237	128,266	17,658
Fairmont		947		2,489		33,389
Granada						3,751
Thunderbird	5,165	6,360	12,981	14,494	81,060	53,156
LTD '83	6,196	7,559	16,630	16,704	102,386	79,296
Ford Crown Victoria	6,516	6,175	16,576	13,331	88,559	68,462
Ford Division	44,779	54,138	116,029	119,286	662,217	514,388
LN7		307		698		3,519
Lynx	2,165	4,165	6,022	9,560	34,421	43,960
Topaz	2,500	2,067	6,358	4,818	37,202	5,761
Zephyr		161		548		10,783
Cougar/Monarch						906
XR-7	4,176	3,687	10,360	8,959	60,153	31,586
Capri	638	973	1,570	2,436	10,372	11,941
Marquis '83	3,838	2,341	10,154	6,430	53,773	31,506
Grand Marquis	5,240	3,334	13,651	9,009	74,187	55,594
Total Mercury	18,557	17,035	48,115	42,458	269,808	195,551
Continental	2,422	411	4,635	1,028	14,995	7,930
Lincoln	2,577	2,001	7,500	4,433	42,765	25,490
Mark VI/VII	1,337	1,108	2,917	2,991	19,401	14,899
Total Lincoln	6,336	3,520	15,052	8,452	77,161	48,319
L-M Division	24,893	20,555	63,167	50,910	346,969	243,875
FORD MOTOR	69,672	74,743	179,196	170,196	1,009,186	758,263
Skyhawk	5,177	2,116	12,766	6,892	65,316	40,234
Skylark	4,153	3,913	9,869	11,648	55,701	56,484
Century FD	7,094	3,647	16,896	11,400	111,546	62,420
Regal Sedan/Coupe	6,901	6,392	17,010	18,970	105,696	120,013
LeSabre	5,666	3,941	13,006	12,220	82,875	74,328
Electra	3,942	2,095	8,526	6,574	46,757	38,194
Riviera	1,616	885	4,037	3,425	27,796	23,810
Buick Division	34,549	22,989	82,110	71,129	495,687	415,483
Cimarron	527	805	1,376	2,142	9,172	10,350
Seville	1,134	1,057	3,023	2,764	18,630	14,649
Cadillac	6,671	6,140	17,885	16,007	101,506	87,224
Eldorado	2,292	2,341	5,911	5,970	35,192	32,426
Cadillac Division	10,624	10,343	28,195	26,883	164,500	144,649
Chevette	5,209	6,697	13,172	19,566	97,042	93,716
Cavalier	13,475	11,541	35,035	30,815	196,613	118,634
Citation	3,079	3,309	9,153	9,969	55,833	56,545
Camaro	8,111	6,343	19,732	19,099	109,718	88,997
Celebrity	11,830	5,382	29,951	16,489	177,875	72,375
Malibu	13	3,577	30	11,109	875	57,209
Monte Carlo	3,904	2,909	10,176	9,145	72,957	48,298
Chevrolet	10,246	7,779	24,685	24,410	140,598	117,661
Corvette	743	883	1,892	2,734	14,536	13,524
Chevrolet Division	56,610	48,420	143,826	143,336	866,047	666,959
Firenza	1,986	1,695	7,708	5,887	33,969	24,634
Omega	1,396	1,966	4,870	7,246	25,725	30,655
Cutlass Ciera	7,102	4,799	25,308	16,886	142,054	81,795
Cutlass Supreme	7,023	8,300	27,690	29,248	192,859	169,665
Olds 88	7,468	6,104	26,654	21,877	146,970	122,248
Olds 98	2,381	2,914	8,253	9,816	48,766	56,667
Toronado	1,178	1,047	3,842	3,407	21,130	19,362
Oldsmobile Division	28,534	26,825	104,325	94,367	611,473	505,026
Fiero	3,095		7,142		55,781	
1000	981	1,521	2,392	3,425	14,278	17,905
2000/Sunbird	5,334	4,287	12,903	9,671	67,184	45,164
Phoenix	816	1,049	1,893	2,467	8,509	14,714
Firebird	3,701	3,375	9,065	7,526	55,965	45,007
6000	4,742	3,058	11,144	6,992	69,872	39,189
Bonneville	2,462	2,887	6,152	6,630	38,713	39,835
Grand Prix	2,671	3,339	6,464	7,696	41,848	44,059
Parisienne	1,959	1,199	4,916	2,528	28,299	5,337
Pontiac Division	25,761	20,715	62,071	46,935	380,449	251,210
GENERAL MOTORS	156,078	129,292	420,527	382,650	2,518,156	1,983,327
VOLKSWAGEN	3,329	5,668	6,599	10,006	43,901	42,643
HONDA	5,626	2,103	12,047	5,248	65,670	16,861
DOMESTIC TOTAL	280,044	252,513	727,370	668,145	4,246,343	3,335,028
IMPORT TOTAL			223,688	235,210	1,230,500	1,213,491
INDUSTRY TOTAL			951,058	903,355	5,476,843	4,548,519

† estimate

GM earmarks $1 billion for Canadian growth

Continued from Page 2

ploys about 200 people and no increase is expected.

GM's decision to put the stamping plant in Oshawa was based on a loan of about $22 million from the Federal Government's Department of Regional Industrial Expansion and GM of Canada's return to profitability. GM of Canada had record profits of $675.6 million in 1983.

"The full potential of these plants and their benefits to employes will be achieved only by close cooperation between management and labor early in the design stages," Smith said. "We intend to work closely with the UAW and the employes it represents so their input can be utilized to maximize efficiency under the best possible conditions."

Earlier this year, GM announced a $255 million to build a V-6 fuel-injected engine at St. Catherines, Ont.

BEST COPY AVAILABLE

Car output reaches 4,260,695

Production: Best 1st half in 5 years

By Joe Wilssens
Staff Writer

Riding the wake of an impressive second-quarter build, domestic auto manufacturers posted their best six month production total in five years.

The industry completed 4,260,695 autos during the first six months of 1984, which was 29.01 percent more than the 3,302,571 finished in 1983. It was the best build for the period since 4,900,546 cars were assembled in 1979.

The Independence Day (July 4) reduced work schedules and resulted in 92,034 cars targeted for assembly last week, down 41.60 percent from the prior week's 157,603. The total, however, was 3.69 percent higher than the 88,758 autos assembled during the year-ago week.

Of last week's projected car production, General Motors accounted for 76.10 percent followed by Chrysler Corp., 20.26 and American Motors 3.64 percent.

All nine of Ford's auto assembly plants were idle last week as the company began summer vacation July 2. Ford workers are scheduled to return July 16.

Chrysler scheduled daily overtime at all five of its auto plants last week. The company's Belvidere (Ill.), Newark (Del.) and St. Louis Plants No. 1 and No. 2 worked two 9-hour daily shifts last week while the Jefferson (Detroit) facility worked two 8½-hour daily shifts.

Saturday (July 7) overtime was worked at GM's Oklahoma City and Van Nuys (Calif.) plants and at Flint's B and G lines.

Honda's Marysville (O.) plant was down last week for inventory adjustment. Workers returned to work today (July 9).

First half in Canada brings highest car output since 1978

Canadian auto manufacturers concluded production for the first half of 1984 with their best output in six years while truck assembly in Canada for the period reached a new high.

Canadian makers completed 592,598 autos during the first six months of 1984, 10.94 percent greater than last year's 534,168. It was the best build for the period since 613,754 were assembled in 1978.

The Canada Day (July 2) holiday shortened work schedules and caused assembly totals to slip last week. The auto makers targeted completion of 13,944 units, down 38.59 percent from the previous week's 22,708 but 9.57 prcent higher than the year ago week's 12,726.

So far this year, the industry has completed 604,683 cars, 10.82 percent better than 545,660 finished at this time last year.

Canadian truck manufacturers completed their most productive six-month period ever, finishing 436,776 units, 58.38 percent above 275,778 assembled during the 1983 period. This year's build tops the 415,339 trucks assembled in 1979, the previous best first-half tally.

Holiday-abbreviated schedules caused projected output to drop to 11,656 trucks last week, down 27.46 percent from the prior week's 16,069 but 35.99 percent greater than the year-ago week's 8,571.

Year-to-date, 446,588 trucks have been completed, 57.83 percent above 282,963 built during the comparable 1983 period.

International Harvester's Chatham (Ont.) and Vancouver (B.C.) facilities were idle last week for the first of two weeks of summer vacation. Both plants are scheduled to return July 16.

Ford Motor Co.'s Oakville (Ont.) truck assembly plant was also down for vacation last week.

Chrysler Corp. estimated production of 2,060 Dodge Caravans, 1,855 Plymouth Voyagers and 785 Mini Ram Vans at its Windsor (Ont.) facility last week bringing the year-to-date T-115 total to 120,319.

CANADIAN CAR PRODUCTION

	Week Ended July 7, 1984	Week Ended July 9, 1983	Week Ended June 30, 1984	June total	Jan. 1, to July 9, 1983	Jan. 1, to July 7, 1984
AMERICAN MOTORS	.....	.....	.....	1,947	15,532	12,285
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FORD MOTOR	3,876	278	10,518	44,171	120,080	238,235
GENERAL MOTORS	9,888	12,223	11,965	55,035*	300,521	348,367
VOLVO	180	225	225	945	5,670	5,831
Total Cars, Canada	13,944	12,726	22,708	102,098	545,660	604,683

TRUCK PRODUCTION IN U.S.†

	Week Ended July 7, 1984	Week Ended July 9, 1983	Week Ended June 30, 1984	June total	Jan. 1, to July 9, 1983	Jan. 1, to July 7, 1984
CHEVROLET	16,312	15,272	21,276	97,769	413,066	524,164
DODGE	3,000	2,644	3,973	17,902	70,940	109,634
FORD	.....	.....	25,169	109,308	461,762	627,283
GMC	4,995	4,359	6,874	27,891	134,731	170,560
INTERNATIONAL	.....	275	1,280*	6,813*	26,860	39,139*
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	.....	.....	3,883	17,487	38,494	100,209
NISSAN	2,150	.....	2,174	8,922	.....	51,429
AM GENERAL	40*	40*	50*	249*	1,280	1,370*
MISCELLANEOUS	800*	800*	1,000*	4,960*	25,600	27,200*
Total Trucks, U.S.	27,297	23,390	65,679	291,301	1,174,812	1,650,988

CANADIAN TRUCK PRODUCTION

	Week Ended July 7, 1984	Week Ended July 9, 1983	Week Ended June 30, 1984	June total	Jan. 1, to July 9, 1983	Jan. 1, to July 7, 1984
CHRYSLER CORP.	6,904	2,332	6,942	34,650	70,495	195,398
FORD MOTOR	.....	229	3,390	14,065	73,196	84,442
GENERAL MOTORS	4,752	6,010	5,534	25,776*	136,056	162,835
INTERNATIONAL	.....	.....	203	801	3,216	3,913
Total Trucks, Canada	11,656	8,571	16,069	75,292	282,963	446,588
N. American Trucks	38,953	31,961	81,748	366,593	1,457,775	2,097,576

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Truck production for 1st half tops 1983 by 43 pct.

Domestic truck production for the first six months of 1984 was the highest in five years.

The industry compeleted 1,638,000 trucks during the first half of the year, 43.35 percent better than 1,142,657 finished during the same 1983 period. This year's tally was the best since 1,891,166 trucks were built in 1979.

Independence Day (July 4) shortened work schedules last week and resulted in a drop in production. Truck makers slated assembly of 27,297 units, down 58.43 percent from the previous week's 65,679 but 16.70 percent higher than the year-ago week's 23,390.

Year-to-date, 1,650,988 trucks have been assembled in the U.S., 40.53 percent greater than 1,174,812 finished at this time last year.

Ford Motor Co.'s six truck facilities were idle last week as the company began summer vacation July 2. The plants are scheduled to return July 16.

American Motors Jeep facility at Toledo also began summer vacation last week and is also scheduled to resume production July 16.

International Harvester's Springfield (Ill.) plant was down last week for the first of two weeks of vacation and is expected to return July 16.

Chrysler extends truck incentives; Fifth Ave. added

Chrysler Corp. is still pushing truck incentives and has started a new Chrysler Fifth Ave. incentive as well.

Chrysler extended its "Import Truck Spring Dollars" program for dealers only from June 30 to July 31. It pays $100 to $400 per vehicle, depending on attainment of sales objectives, plus $100 for a fast-start phase on '83/'84 import trucks.

On domestic two- and four-wheel-drive Ram 250 and 350 pickups, Chrysler is continuing to offer $500 consumer rebates through July 31.

A "Rampage Rollout" program from June 21 to July 31 also pays dealers $500 for each eligible '83/'84 unit, after a one-unit, no-pay qualifier.

Finally, from June 21 to Aug. 10, dealers receive $500 to $1,000 on sales of Fifth Ave. models. Zero to 49.9 percent of objective pays nothing; 50 to 99.9 percent pays $500 per unit; 100 to 124.9 percent pays $700 per unit, and 125 percent and over pays $1,000 per unit, non retroactively. There is a three-unit, no-pay qualifier in this contest.

U. S. CAR PRODUCTION

	Week Ended July 7, 1984	Week Ended July 9, 1983	Week Ended June 30, 1984	June total	Jan. 1, to July 9, 1983	Jan. 1, to July 7, 1984
AMERICAN MOTORS	3,350	.....	.....	9,611	89,855	99,419
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	3,350	.....	.....	9,611	85,784	99,419
Alliance	2,000	.....	.....	5,061	85,784	53,427
Encore	1,350	.....	.....	4,550	.....	45,992
CHRYSLER CORP.	18,650	14,869	27,756	122,540	452,859	709,358
Plymouth Total	5,450	5,586	7,978	34,131	161,709	206,965
Horizon	2,300	2,048	3,049	14,718	56,923	85,415
Reliant	2,500	3,531	4,156	16,251	101,860	105,244
Caravelle†	250	7	148	867	2,909	5,165
Gran Fury	400	.....	625	2,295	.....	11,141
Chrysler Total	6,400	3,113	10,045	43,151	109,155	239,490
LeBaron	2,100	1,175	3,193	13,436	50,090	72,633
Laser	1,100	.....	1,744	7,584	.....	43,356
Chrysler E-Class	1,700	1,938	2,448	11,125	59,065	61,048
Fifth Avenue	1,500	.....	2,660	11,006	.....	62,453
Dodge Total	6,800	6,170	9,733	45,258	181,995	262,903
Omni	2,300	2,338	2,905	13,912	65,037	80,803
Aries	2,000	2,023	2,709	13,014	75,861	83,074
Daytona	800	.....	1,230	5,276	.....	32,365
Dodge 400	.....	301	.....	.....	17,851	.....
Dodge 600	1,200	1,508	1,892	8,393	23,246	46,264
Diplomat	500	.....	997	4,663	.....	20,394
FORD MOTOR	.....	.....	36,271	157,663	768,808	926,325
Ford Division	.....	.....	21,917	99,412	493,415	602,334
Escort	.....	.....	6,473	30,962	136,944	186,244
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	.....	.....	3,053	13,455	63,944	71,347
LTD	.....	.....	3,957	17,668	92,125	115,676
Thunderbird	.....	.....	2,493	12,201	106,957	83,421
Crown Victoria	.....	.....	1,717	61,931	47,798	40,350
EXP	.....	.....	1,078	4,125	1,184	17,877
Tempo	.....	.....	3,146	14,808	20,735	87,419
L-M Division	.....	.....	14,354	58,251	275,393	323,991
Mercury Total	.....	.....	10,750	42,327	217,078	234,146
Lynx	.....	.....	1,673	5,892	35,930	35,991
Capri	.....	.....	279	1,063	12,335	9,390
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	.....	.....	2,748	11,773	39,476	60,315
Cougar	.....	.....	3,014	11,302	60,694	55,857
Grand Marquis	.....	.....	1,882	8,915	53,671	50,266
LN7	.....	.....	.....	.....	290	.....
Topaz	.....	.....	1,154	3,382	6,081	22,327
Lincoln Total	.....	.....	3,604	15,924	58,315	89,845
Continental	.....	.....	953	4,188	8,516	19,932
Lincoln	.....	.....	2,235	9,940	30,406	52,976
Mark VI/VII	.....	.....	416	1,796	19,393	16,937
GENERAL MOTORS	70,034	71,978	90,576	374,342	2,032,963	2,496,770
Buick Division	17,937	18,074	21,060	89,162	476,255	547,199
Skylark	1,516	2,665	2,084	9,189	59,141	53,221
Skyhawk	2,220	1,531	3,139	12,629	38,434	85,181
Somerset Regal	225	.....	66	74	.....	299
Century	4,176	3,040	4,189	19,109	84,869	120,351
Regal	3,870	3,953	4,613	19,423	132,514	119,997
Buick	3,818	5,908	4,600	18,232	137,200	117,494
Riviera	832	977	834	3,731	24,097	27,824
Electra (fwd)	1,280	.....	1,535	6,775	.....	22,832
Cadillac Division	4,817	5,548	6,126	27,087	173,212	177,182
Cimarron	192	276	249	1,140	10,965	9,461
Seville	536	469	734	3,241	18,469	22,158
Eldorado	1,192	1,078	1,627	7,235	40,544	42,580
Cadillac	1,421	3,725	1,936	8,127	103,234	78,976
DeVille (fwd)	1,476	.....	1,580	7,344	.....	24,007
Chevrolet Division	23,721	24,650	29,292	124,141	649,067	851,425
Chevette	2,100	3,267	2,583	8,742	98,647	105,533
Cavalier	6,434	6,331	8,698	37,611	145,480	222,515
Celebrity	5,061	4,297	5,689	26,664	65,405	160,911
Camaro	4,683	3,948	5,025	22,235	105,451	141,643
Citation	2,158	1,172	2,393	9,469	58,318	59,669
Malibu/El Camino	.....	2,613	.....	989	82,537	16,346
Monte Carlo	1,167	1,397	1,847	6,403	48,741	64,745
Chevrolet	1,548	1,128	2,244	9,442	32,618	62,586
Corvette	570	497	613	2,586	11,870	17,477
Oldsmobile Division	15,380	18,401	23,238	90,986	528,385	624,561
Omega	728	1,350	896	3,839	35,093	27,497
Firenza	932	887	1,213	5,260	25,729	40,876
Cutlass Supreme	2,753	5,281	4,075	15,466	151,506	157,502
Cutlass Ciera	4,006	3,472	6,320	25,183	104,681	151,499
Oldsmobile	4,741	6,715	7,421	28,770	190,134	196,321
Olds 98 (fwd)	1,580	.....	2,283	7,945	.....	25,492
Toronado	640	696	1,030	4,523	21,242	25,374
Pontiac Division	8,179	5,305	10,860	42,966	206,044	296,403
Acadian†	140	166	192	734	9,446	9,314
2000 Sunbird	2,168	1,422	3,430	13,729	54,631	80,852
1000	556	534	773	2,651	22,325	22,134
Firebird	2,419	1,566	2,681	11,272	50,789	62,047
Phoenix	374	450	878	3,627	15,084	13,686
Grand Prix/Bonneville	.....	1,167	.....	.....	53,769	29,733
Parisienne	338	.....	542	2,104	.....	15,101
Fiero	2,184	.....	2,364	8,849	.....	63,536
HONDA	.....	.....	3,000*	12,187*	18,477	66,452*
VOLKSWAGEN	.....	1,911	.....	5,036	47,896	55,431
Total Cars, U.S.	92,034	88,758	157,603	681,379	3,410,858	4,353,755
Total Cars, Canada	13,944	12,726	22,708	102,098	545,660	604,683
N. American Cars	105,978	101,484	180,311	783,477	3,956,518	4,958,438
N. American Trucks	38,953	31,961	81,748	336,593	1,457,775	2,097,576
North American Cars and Trucks	144,931	133,445	262,059	1,120,070	5,414,293	7,056,014

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Caldwell honored

MINNEAPOLIS. — Ford Motor Co. Chairman Philip Caldwell received the American Academy of Achievement's Golden Plate Award at its Salute to Excellence weekend here. Honored were business, academic, military and political leaders, sports and show business personalities and high school honor students.

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Automotive News

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59th year—$40 per year, $1.00 per copy

Coming from GM

Grand Am coupe for '85

The Grand Am coupe joins the Pontiac lineup this fall. It has a wheelbase of 103.4 inches, and its overall length is 177.5 inches. In size, it fits between the 2000 Sunbird (J-car) and the 6000 (A-car). The Grand Am is Pontiac's version of the GM20 car and is a sister of the Oldsmobile Calais and the Buick Somerset Regal. Story on Page 3.

Ron Lieberson

Chevrolet model has added punch

Muscle for the 1985 Chevrolet Cavalier convertible, shown in this unofficial photo, is provided by a 2.8-liter, fuel-injected V-6. Also standard are heavy-duty suspension and beefy tires. Tail lights have a five-rib design and redesigned instrument panel has an electric tachometer and a digital speedometer.

breaking news

Michelin names American boss

CLERMONT-FERRAND, France.—Michelin has named Yves Trellu to the new post of chief operating officer of its North American operations. He has been with the company's capital investments group here.

1,440 at Chrysler to receive bonuses

DETROIT.—Chrysler Corp.'s Compensation and Benefits Committee has approved bonuses to 1,440 senior-level managers. The amounts of bonuses to top executives will be revealed in the proxy statement which comes out next spring. The committee, made up of directors who are not Chrysler employes, described the bonuses as "prudent" and "reasonable" in light of Chrysler's stringent corporate goals, and said the amount is much less than the $51.6 million approved by shareholders at the annual meeting in June. The bonus will be the first paid in seven years.

Europe to switch to lead-free gas by 1989

LUXEMBOURG.—Lead-free gasoline will be introduced throughout the European Economic Community by 1989, although individual countries will be allowed to introduce it sooner. Several said they would.

NEWSPAPER

Despite reduction in total inventory

Car supply up to 52 days

By Kathleen Hamilton
Assistant Managing Editor

The balance of domestic new-car inventories improved during June as General Motors' sales slowed among some of its lines in shortest supply, and Volkswagen and American Motors improved their figures by cutting production.

The inventory of new domestic cars in dealer and factory stock dropped for the fourth straight month to a July 1 total of 1,445,799. It was the smallest domestic stockpile since Jan. 1. On June 1, stocks stood at 1,467,214.

But because the daily selling rates in all segments slowed down a bit last month, the July 1 days' supply rose to 52 days. It was the first increase in five months. There were 47 days' worth of cars in inventory June 1, and 47 on July 1, 1983.

All of VW's improvement in its days' supply of U. S. Rabbits can be attributed to its halt in production while its Westmoreland (Pa.) plant changes over to build the new Golf. VW's sales rate for the month was down, but not as much as its production.

At AMC, the story was different. The company did indeed reduce production, but the sales rates of both its big sellers — Renault Alliance and Encore — also showed big improvements during the month. As a result, its days' supply fell from 97 to 78 — still heavy and well above its 55-day stock of a year earlier.

• At GM, the days' supplies of the big rear-drive cars — Parisienne, Bonneville, Cadillac DeVille and Oldsmobile 98 — were higher than the supplies of the new front-drive cars that are replacing them at most of the divisions.

Oldsmobile was struggling with even fewer cars in stock than it had a month earlier, as changeover time came ever closer. Olds cut production of the Firenza and increased Firenza sales, ending the month with a 49-day supply — far better than the 72 days it held a month earlier. Combined, though, the division had only a 31-day stock of cars, the same as on June 1.

The rest of the GM divisions saw sales decreases — perhaps

Continued on Page 8, Col. 5

4-year phase-in ruled for passive restraints

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The new passive-restraint standard — issued by Transportation Secretary Elizabeth H. Dole — is a two-track system intended to save as many lives as possible as soon as possible.

Thus, it weds a push for mandatory state use laws with a phased-in mandatory passive restraint standard. It even includes a government/industry educational program that teaches belt use and proclaims the benefits of air bags.

Because it gives something to almost everyone but refrains from giving all to anyone, it has met with varied reaction.

Even before the announcement was made, there were protests. State Farm, joined by the National Assn. of Independent Insurers, went to court in the District of Columbia Circuit where it had previously won its challenge to the rescission of the previous standard by former NHTSA Chief Raymond A. Peck.

The Automobile Importers of America went to court in the Ninth Circuit in California to protect the concerns of its mixed bag of members.

Meanwhile, Dole was hailed as a miracle worker to get White

Continued on Page 63, Col. 1

Dole's decision in brief

Compliance

Manufacturers are in compliance when the car's driver and right-front-seat passenger are protected in a 30-MPH crash into a fixed barrier.

Effective dates

Standard applies to 10 percent of all cars manufactured for sale in the U. S. after Sept. 1, 1986; 25 percent of those made after Sept. 1, 1987; 40 percent after Sept. 1, 1988, and all cars built after Sept. 1, 1989.

Belt-use laws

The automatic-restraint requirements of the standard will be rescinded if states accounting for two-thirds or more of the U. S. population have enacted mandatory seat-belt laws before April 1, 1989. The laws must be enforced by September, 1989.

Means of compliance

Auto makers may use any means of automatic crash protection that meet the standard. This includes automatic belts, air bags or any new technologies that provide occupant protection in a 30-MPH crash test.

Alternate technology

To encourage the use of air bags or other new technologies, such as energy-absorbing interiors, the Department of Transportation will credit a manufacturer with 1½ cars for every one car complying with the standard on the driver's side by means other than an automatic belt and with an automatic restraint of any design on the passenger's side. This credit applies during the phase-in period (model years 1987-89) only.

Education program

As a separate measure, a total of $40 million a year in Department of Transportation and private sector funds will be made available in support of a cooperative education program to encourage greater use of safety belts and mandatory usage laws.

Taiwanese firm linked to Ford markets phony Volvo fenders

By John A. Russell
New York Staff Writer

ROCKLEIGH, N. J. — A Taiwanese machine works company linked with the subsidiary of Ford Motor Co. on that island is manufacturing and exporting to the U. S. Volvo front fenders in apparent violation of U. S. patent laws.

It appears to be costing the Swedish auto maker millions of dollars in lost sales.

The counterfeit fenders were traced to Lio Ho Machine Works, Ltd., which is a member of the Lio Ho Group. In its sales brochure the company notes the group includes Ford Lio Ho Motor Co., Ltd., an engine manufacturer owned by Ford Motor Co. The company claims it is an OEM supplier to Ford Lio Ho, and Ford Motor Co., Ltd., of Australia and Malaysia.

Mitchell Duncan, Volvo of

Continued on Page 62, Col. 1

BEST COPY AVAILABLE

Pontiac preps its version of GM20 car

By Matt De Lorenzo
Los Angeles Reporter

LOS ANGELES. — Seeking to crack the upscale sport coupe market dominated by imports, Pontiac is readying its version of the GM20 car for an early October introduction.

Named Grand Am, the coupe rides on a 103.4-inch wheelbase, has an overall length of 177.5 inches and a width of 66.9 inches.

Although the car is not a successor to the Phoenix, its size is slotted in the position vacated by the X-car in Pontiac's line, between the J and A bodies.

Base powerplant in Grand Am is a 2.5-liter four-cylinder engine dubbed the Tech 4. The engine is essentially the Iron Duke fitted with throttle-body injection (TBI), swirlport heads and roller bearing lifters. It produces 92 HP at 4,000 RPM, and 134 pounds-feet of torque at 2,800 RPM.

The four-cylinder engine can be ordered with either a three-speed automatic or five-speed manual transaxle.

A Buick-produced 3.0 liter V-6 engine is optional and is available with the three-speed automatic only. The 90-degree V-6 features port fuel injection and is rated at 125 HP at 4,900 RPM. The powerplant produces 150 pounds-feet of torque at 2,400 RPM.

Suspension on the front-wheel-drive car is MacPherson struts forward and semi-independent trailing arms with coil springs in the rear. Brakes are front disk-rear drum.

Power-assisted rack-and-pinion

Continued on Page 66, Col. 1

Unique test drive

Neal Pope AMC-Jeep-Renault, Atlanta, held a Jeepers Jamboree which attracted many four-wheel-drive fans to the rugged terrain of the specially constructed off-road driving area adjacent to the dealership. A steady line of drivers mastered the course, which tested the versatility of the Jeeps.

Other makers abstain

Chrysler provides convention cars

By Keith Gave
Detroit Reporter

Chrysler Corp. is providing 80 chauffeur-driven cars and vans to shuttle political dignitaries around during the Democratic and Republican conventions, company officials said.

"It makes good marketing sense to have that kind of visibility," said Dick Muller, of Chrysler's Washington office. He emphasized that providing the vehicles should not be confused with a political contribution.

"It's in the same category as providing cars to the Rose Bowl, the Olympics or the Louisiana World Exposition," Muller said, citing "a considerable body of legal opinion" that supports the action as separate from political campaign contributions.

He said the company will provide 60 cars, mostly New Yorkers, with some Fifth Avenues and Dodge Diplomats, 10 vans and 10 T-wagons.

The cars will be used primarily by the heads of state delegations, usually governors, and other convention VIPs, while the vans may be used by the convention committees to move people and equipment around.

"We don't specify" who uses them, Muller said. "It's up to them."

• Chrysler also is leasing about 10 limousines to the Secret Service to chauffeur candidates' families around, Muller said.

All the vehicles will be shipped from San Francisco after this week's Democratic gatherings to Dallas for the Republican convention next month. After that, they will be sold as new vehicles through dealers in the Southwest, Muller said.

"We already have a request from Georgia for one of those limos," he added.

Chrysler apparently is the only auto maker providing cars.

"Usually they (political leaders) come and ask," Muller said. "In our case, I think they came to us first."

General Motors, Ford Motor Co., American Motors and Volkswagen said they were not providing cars.

Honda spokesman Dave Jenkins said Honda couldn't have provided any vehicles even if the company had been asked because "we're so damned short of cars, we don't have any available."

"We steer clear from that," said Toyota spokesman Kurt Von.

Must stay competitive, Ford's Pestillo says

Outsourcing decisions linked to new contract

By Marjorie Sorge
Labor Editor

Ford Motor Co.'s future sourcing decisions will depend on how competitive its new contract with the UAW makes it in the worldwide auto market, according to Peter J. Pestillo, labor relations vice president.

In an interview with Automotive News, Pestillo indicated that any new UAW-Ford agreement could not raise labor costs much higher than the $22.67 (in 1983) an hour if small-car production is to remain in the U.S. and other products are to continue to be produced in-house.

The UAW's number one demand is job security and the union says it is closely linked to limiting outsourcing. But Pestillo said both demands are directly connected to the company's competitiveness and are not necessarily one and the same.

"People who talk about outsourcing and job protection in the same breath are confusing problems and remedies," he said. "The problem is job protection — how do we go about assuring this workforce reasonable employment over a period of time.

"The remedies include workplace and workforce guarantees like the Guaranteed Income Stream (which provides payments to high seniority workers laid off because of plant closings), other forms of income protection and sourcing restrictions to some extent.

"But, to me, the least effective remedy is the sourcing restriction because that doesn't assure that you have production. I think we have all learned that the extent to which we deny flexibility in an industry as volatile and dynamic as this may be inviting bigger problems."

The watchword during negotiations at Ford will be competitiveness and the company's place in the worldwide market. Pestillo indicated all talks will be based on that one issue.

"The future of the small car in America is linked to a responsible settlement, so there is every reason for us to work together," he said.

"The fifth year (of the Voluntary Restraint Agreement on Japanese cars) is directly linked (to a responsible labor agreement and) to the small car in terms of products. We are facing a major competitive disadvantage vis-a-vis the Japanese. There is no way we can leap the $2,200 hurdle (Japanese advantage per car) with wage rates that grow dramatically higher than they are today."

According to Pestillo, there is currently an $8 to $10 an hour

Continued on Page 66, Col. 1

Kelderman rejoins Automotive News

Jake Kelderman has rejoined Automotive News' Washington Bureau as a Washington Reporter.

He had previously served in the bureau from 1976 to 1983. Prior to rejoining Automotive News, he finished co-authoring a book, Dealerships: Car and Truck Retailing Through the '90s.

Kelderman is a graduate of the University of Wisconsin School of Journalism.

Wash. Journalism Review, Crain tie up

Crain Communications, Inc., has entered into a partnership arrangement with Washington Journalism Review.

The partnership will substantially expand the operations of the Review, the national magazine serving both broadcast and print columnists, commentators, communicators and journalists.

Jessica Catto will continue as publisher and Katherine Winton Evans will remain editor at the publication's Washington headquarters at 2233 Wisconsin Ave. A New York advertising office has been opened in Crain's offices there, 220 E. 42nd St.

In a joint statement reporting the affiliation, Catto and Sidney R. Bernstein, chairman of Crain's Executive Committee, said:

"Washington Journalism Review has developed exceptional recognition among both print and broadcast journalists under the editorship of Kay Evans. Although it is only four years old, we believe it is fast approaching leadership not only among journalists and communicators in both broadcast and print media but also among government executives and business officials whose primary function involves dealing with the public.

"Although plans are not complete, it has already been decided that the Review will hereafter publish 12 times a year (up from 10 times a year) and will be audited by Audit Bureau of Circulations as a business paper rather than a general magazine."

Crain Communications publishes more than 20 newspapers and magazines — including Automotive News, Advertising Age, Crain's Chicago Business and Modern Healthcare.

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59th year — No. 5031

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Consumer complaints being remedied

Lemon laws trigger more buybacks

By Jeff Spivak
Detroit Reporter

The wave of auto lemon law legislation spreading across the country has helped consumers achieve a higher rate of manufacturer buybacks of defective new cars while generally working to remedy the "No. 1 consumer complaint."

But U.S. car makers maintain their original contention that the laws are not needed.

Lemon laws generally require manufacturers to either refund a customer's money or replace a new vehicle that is out of service for 30 days or more during the first year or first 12,000 miles of ownership, plus those cars with defects still not corrected after a specified number of service attempts (usually four).

So far, such legislation has been enacted in 33 states, 15 in 1984 alone.

Statistics for two of the earliest states to pass lemon laws also show the immediate impact the consumer protection move has had on the industry: Manufacturers are buying back more cars in the arbitration process that consumers are required to follow.

• According to the Mediation and Arbitration Program of the Council of Better Business Bureaus in Arlington, Va., 22.1 percent of New York State arbitration decisions resulted in buybacks during a nine-month period from June, 1983, when the state's lemon law went into effect.

During the first six months of 1983, though, buybacks were decided in just 11.9 percent of the cases. Before the lemon laws, there were no formal standards or procedures for buybacks.

The same trend occurred in North Carolina, whose lemon law also went into effect last summer. Arbitration panels ordered buybacks in 15.4 percent of the decisions during the same nine-month period, compared with 10.5 percent for the preceding six months.

Those figures might be inflated, though, as car sales have increased and more vehicles are covered by lemon laws.

"The new legislation reflects consumer problems with new

Continued on Page 61, Col. 1

Ferrari 'Day' planned

ROLLE, Switzerland. — Collectors and admirers of Ferrari cars plan to hold a one-day exhibition—"The Day of the Automobile"—here Sept. 2. A contest will be held for the most elegant car, and additional prizes will be given to the best attractions.

Fun and games for the conventions

It's 'Political Pursuit' time at Ford

By Keith A. Gave
Detroit Reporter

Which president first used the Lincoln as a presidential car?

How many times was Richard Nixon on the presidential ticket?

Who received 32 first-place votes at the 1916 GOP convention?

What important Ford event occurred on April 17, 1964?

The questions are from a new game called "Political Pursuit," Ford's low-key, but hardly trivial attempt to focus a little attention on itself during the political conventions this summer.

Read on for the answers.

The game, which features 400 questions — 100 each in three political categories and another 100 on Ford Motor Co. — will be distributed to the 1,200 journalists who cover the Democratic convention in San Francisco and the Republican gathering in Dallas.

"We figured there are only so many tote bags you can walk away with," said Bob Waite, of Ford's public affairs office in Washington, referring to all the freebies offered the working media.

"And there are only so many drinks you can drink at a convention, although for some that may be more than for others."

Waite, Barbara Mansfield and their boss, Jerald F. terHorst, created the game, which Waite said is "guaranteed to challenge" the trivia literacy of such political heavyweights as syndicated columnist George Will and Time's Hugh Sidey.

Who keynoted the 1964 Democratic convention? The 1980 convention?

Which 1980 GOP candidate was born in a boxcar?

Keep reading.

Ford contracted a playing card company to put the game together. It consists of 100 cards with four questions on one side and the answers — all verified by the Library of Congress — on the other.

"It's similar to a bridge deck," Waite said, "only with the Ford logo discretely placed."

There are no dice or other moving pieces. In fact, the only object of "Political Pursuit" is to humor convention reporters with questions from categories on elections and primaries, presidents and candidates, or conventions and parties. And, of course, Ford.

Which two gangsters wrote Henry Ford, praising his car?

During which years was the Edsel produced?

The Edsel, most trivia buffs know, made its ill-fated appearance from 1957-59. John Dillinger and Clyde Barrow liked Ford's cars.

Coolidge was the first president to use the Lincoln; Nixon was on the ballot five times, count 'em, five, times; Henry Ford garnered 32 first-place votes at the 1916 Republican convention, and the Mustang made its auspicious debut in April, 1964.

Rhode Island Senator John O. Pastore keynoted the 1964 Democratic convention and Michigan Rep. Guy Van der Jagt keynoted the 1980 GOP meeting; Benjamin Fernandez was born in a boxcar.

Based on the current trivia craze, Ford figured to reap a harvest of publicity with its game. Already, it has been featured in the Washington Post and is scheduled to debut soon on national television in a morning news show, Waite said, adding that a second edition — 400 new questions — is already in the works.

Pretty good mileage for a rather small investment, he admitted. "Better than a tote bag."

Alfa Romeo's newest shamrock

Alfa Romeo is introducing this sporty version of its 33 model in Italy and soon in other European markets. Called the 22 Quadrifoglio Verde (green four-leaf shamrock), it is the fifth version in the range and is not available in the U. S. The 33 QV gets a newly tuned engine, newly set suspension, brakes and aerodynamic improvements. Small spoilers have been added front and rear, underneath the bumpers.

Guardian Industries chief plans to buy all firm's stock

By Michelle Krebs
Financial Editor

NORTHVILLE, Mich. — William Davidson, president, chief executive and principal shareholder of Guardian Industries, Inc., a supplier of glass for the automotive industry, announced plans to purchase the rest of the company's stock.

Davidson, who owns 42.4 percent of Guardian Industries' stock, said he is negotiating with 10 major shareholders, who hold about 4.4 million of the company's 22.1 million outstanding shares for a combination of cash and principal amount of debt securities totaling $24 a share.

The rest of the shares would be purchased for cash only.

The $305.5 million transaction would make Guardian Industries a private company.

In addition, the company has been buying its own stock on the open market since spring. The stock price is considered undervalued, fluctuating between $14 and $27 per share in the past year. Upon announcement of the buyout, the stock jumped 6½ points to $21.75.

The buyout offer is subject to certain conditions including obtaining necessary financing, completing a deal with the 10 major shareholders and the restructuring of the company's present debt.

Guardian Industries has enjoyed eight consecutive years of revenue and earnings growth. In 1983, the company had income of $38.1 million on revenue of $469.6 million.

Headquartered in Northville, the company manufacturers flat glass products for the construction and transportation industries. It also processes film for the amateur photography market and makes insulation materials.

N. C. child restraint law carries stiffer penalty

CHAPEL HILL, N. C. — The penalty for violation of North Carolina's mandatory child-restraint law has been increased from a warning citation to a fine of up to $10.

Passed in 1981 and effective since July 1, 1982, the law requires that all children under age two who are traveling with their parents in a "family purpose" vehicle be restrained in a safety seat (required for those under age one) or a seat belt.

Early July sales climb 32 pct.; best since '78

Early-July domestic new-car sales were up 32.02 percent from a year earlier and figured to an annual rate of 8.95 million. Total for the 10 days was 179,026 compared with 135,604. It was best for July 1-10 since 1978 when 209,964 new cars were delivered.

For the period, General Motors was up 29.35 percent, to 103,655 from 80,135 last year. Ford Motor Co. was up 39.93 percent, to 44,323 from 31,673. Chrysler Corp. reported sales of 21,827 passenger cars, up 19.60 percent from 18,250. American Motors sales, estimated at 5,400, were up 47.95 percent from 3,650. Volkswagen was up 68.60 percent, to 1,224 from 726, and Honda was up 121.97 percent, to 2,597 from 1,170.

GM's share of the market dipped to 57.90 percent from 59.09 percent. Ford had 24.76 percent, up from 23.36 percent. Chrysler earned 12.19 percent, down from 13.46 percent. AMC climbed to 3.02 percent from 2.69 percent; VW had 0.68 percent compared with 0.54 percent, and Honda grew to 1.45 percent from 0.86 percent.

Year-to-date sales were up 27.51 percent, to 4,425,369 from 3,470,632.

Spady marks 25

HASTINGS, Neb. — Jerry Spady has celebrated 25 years as a Pontiac dealer here.

NEW-CAR STOCKS

	July 1, 1984	June 1 1984	July 1, 1983
Alliance	78	101	53
Encore	72	90	....
Spirit	....	....	51
Concord	....	....	21
Eagle	102	105	93
AMERICAN MOTORS	78	97	55
Horizon	66	52	45
Reliant	48	52	41
Turismo/TC-3	67	65	40
Plymouth	35	22	35
Plymouth Total	54	52	41
LeBaron	67	61	60
Laser	75	72	....
Cordoba	....	....	57
Fifth Avenue	99	86	74
New Yorker E	100	81	82
E-Class	101	73	97
Chrysler Total	84	73	73
Omni	65	58	52
Daytona	77	81	....
Charger/024	77	71	50
Aries	55	61	37
400/600	71	66	60
Mirada	....	....	100
600 4-dr.	89	73	101
Diplomat	48	51	41
Dodge Total	66	65	50
CHRYSLER CORP.	68	64	56
EXP	48	45	51
Escort	65	60	27
Fairmont	....	....	42
Tempo	74	90	45
Mustang	63	54	59
Thunderbird	80	60	84
LTD	50	43	51
Crown Victoria	55	58	30
Ford Division	64	63	44
LN7	....	....	47
Lynx	73	72	38
Topaz	78	87	43
XR-7/Cougar	60	58	70
Zephyr	....	....	50
Marquis	38	35	59
Grand Marquis	59	51	39
Capri	75	80	78
Total Mercury	60	57	51
Continental	41	68	95
Lincoln	41	28	62
Mark VII	62	69	75
Lincoln Total	45	45	72
FORD MOTOR	61	60	47
Skyhawk	59	52	33
Skylark	42	43	42
Century	42	32	62
Regal	59	48	46
LeSabre	47	34	33
Electra	24	25	55
Riviera	49	43	47
Buick Division	47	40	45
Cimarron	111	98	51
Eldorado	57	47	59
Cadillac	26	30	52
Seville	52	43	59
Cadillac Division	40	39	56
Chevette	58	49	46
Cavalier	42	33	23
Citation	47	44	64
Camaro	65	54	47
Celebrity	34	28	44
Malibu	93	51	38
Monte Carlo	52	46	60
Chevrolet	52	45	49
Corvette	68	44	23
Chevrolet Division	48	40	42
Firenza	49	72	40
Cutlass Ciera	26	24	50
Omega	36	45	33
Cutlass Supreme	25	27	28
Olds 88	32	29	25
Olds 98	26	30	28
Toronado	64	60	54
Oldsmobile Division	31	31	33
Fiero	20	11	....
1000	67	67	56
2000 Sunbird	55	48	29
Phoenix	95	70	60
Firebird	44	35	46
6000	33	34	48
Bonneville	84	57	49
Grand Prix	58	54	58
Pontiac	82	65	57
Pontiac Division	52	43	47
GENERAL MOTORS	44	38	46
VOLKSWAGEN	70	83	47
HONDA	15	15	19
Total Cars U.S.	52	47	47
SUBCOMPACT	60	58	44
COMPACT	58	54	45
INTERMEDIATE	46	41	52
STANDARD	49	43	45
LUXURY	44	42	48

New-car stock cut back 4th month in row

Continued from Page 1

because of shortages. In total, GM's days' supply stood at 44 on July 1, up from 38 the month before.

Chrysler Division's high-line cars showed inventory increases during the month, as sales of the New Yorker E and the Chrysler E-Class slowed. The 99-day supply for the Fifth Avenue, however, was due to a major hike in its production level.

Ford Motor Co. both improved the selling rates and reduced production levels of Tempo and Topaz, thereby improving those days' supply figures.

There still weren't enough domestic Accords for Honda to sell: 15 day's worth. But once again, that was better than Honda's import stockpile. (Import inventories will be published next week.)

• The July corporate breakdown of domestic inventories was: GM, 42.81 percent; Ford, 29.31 percent; Chrysler, 16.71 percent; AMC, 3.44 percent; VW, 1.24 percent, and Honda, 0.47 percent.

The size-class breakdown showed the slowdown in sales rates was universal. And although the days' supplies were up in every category, the actual number of cars in stock rose in only two categories: Standard size and luxury autos.

Here's that breakout for July 1: Subcompact, 20.45 percent of inventories; compact, 28.18 percent; intermediates, 28.99 percent; standard, 13.57 percent, and luxury, 8.81 percent.

One month earlier, the shares were subcompact, 21.14 percent; compact, 28.26 percent; intermediate, 29.43 percent; standard, 12.61 percent, and luxury, 8.56 percent.

The days' supplies of subcompacts on July 1: Alliance, 78; Charger, 77; Daytona, 77; Laser, 75; Lynx, 73; Encore, 72; Rabbit, 70; Turismo, 67; Pontiac 1000, 67; Horizon, 66; Omni, 65; Escort, 65; Chevette, 58; EXP, 48; Fiero, 20, and Honda, 15.

• The breakdown for compacts was Cimarron, 111; Eagle, 102; Topaz, 78; Capri, 75; Tempo, 74; Dodge 600 2-door, 71; LeBaron, 67; Camaro, 65; Mustang, 63; Skyhawk, 59; Aries, 55; 2000 Sunbird, 55; Firenza, 49; Reliant, 48; Firebird, 44, and Cavalier, 42.

For intermediates: Chrysler E Class, 101; New Yorker E, 100; Phoenix, 95; Malibu, 93; Dodge 600 four-door, 89; Bonneville, 84; Thunderbird, 80; Cougar, 60; Regal, 59; Grand Prix, 58; Monte Carlo, 52; LTD, 50; Citation, 47; Skylark, 42; Century, 42; Marquis, 38; Omega, 36; Celebrity, 34; Pontiac 6000, 33; Cutlass Ciera, 26, and Cutlass Supreme, 25.

For standard-size cars: Parisienne, 82; Grand Marquis, 59; Crown Victoria, 55; Chevrolet, 52; Diplomat, 48; Gran Fury, 35, and Oldsmobile 88, 32.

In the luxury class: Fifth Avenue, 99; Corvette, 68; Toronado, 64; Mark VII, 62; Eldorado, 57; Seville, 52; Riviera, 49; Lincoln, 41; Continental, 41; Oldsmobile 98, 26; Cadillac, 26, and Electra, 24.

'First of a kind' General

Detroit Diesel Allison Division, General Motors, displayed this "first of a kind," electronically controlled GMC General at its annual Indy 500 Truck Roadeo in Indianapolis for key distributors and customers. It features an 8V92TTA DDEC (Detroit Diesel Electronic Control) engine and an HTB 755CR ATEC (Allison Transmission Electronic Control) automatic transmission with the new output shaft retarder

Axle remanufacture launched by Rockwell

TROY, Mich.—A comprehensive $1.5 million program involving Rockwell International's entry into the remanufacture of axle carriers for the truck aftermarket has been announced by the company's On-Highway Products Operations.

The remanufactured carriers are available through the OEM truck-dealer network, first in the Southeast region of the U.S. For the first six months, the program will be available only through OEM dealers in Florida, Alabama, Georgia, North and South Carolina, West Virginia, Virginia, Kentucky and Tennessee.

The company said it decided on the regional approach so that it could better monitor the balance between long-term capacity requirements and market demand.

"Our remanufacturing process," said Richard A. Banfield, vice president, Operations and Service Parts, "will be housed initially in a 22,000-square-foot area. If market demand indicates a requirement for greater capacity, we'd like to know that before rolling out the program throughout the entire U.S., which we plan to do within the next six to nine months."

The remanufactured carriers cover five of the company's axle models: R-170 single rear axle and SQHD, SQ-100, SQHP and SSHD tandems. They will be produced and shipped from the company's Service Parts Distribution Center in Florence, Ky.

• Banfield said the company's entry into the axle-remanufacturing business is in response "to what we see as a growing demand from the truck aftermarket for more durable, quality made components.

"I want to emphasize that we are entering the remanufacturing and not the rebuilding business," said Banfield. "Let me cite just one example of the critical difference between the two. Under our program, all individual carrier parts will be gauged for dimensional integ-

Continued on Page 20, Col. 5

Truck calendar

Aug. 7-12—30th annual Midwest RV Show, Notre Dame University campus, South Bend.

Sept. 30-Oct. 3 — TRUCK '84, American Trucking Assns. convention and exposition, Las Vegas Hilton/Las Vegas Convention Center, Las Vegas.

Sept. 30-Oct. 3 — 37th Annual Convention & Exposition, Truck Body & Equipment Assn., MGM Grand Hotel & Convention Center, Las Vegas.

Oct. 13-18 — Recreation Vehicle Dealers Assn., annual convention, Sheraton World, Orlando, Fla.

Oct. 31-Nov. 11—32nd Annual RV & Manufactured-housing Show, Dodger Stadium, Los Angeles.

Nov. 27-30 — 22nd annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

Dec. 3-6—SAE annual truck and bus meeting, Hyatt Regency Hotel, Dearborn.

1985

Feb. 14-17 — Seventh Annual Convention, Truck Renting & Leasing Assn., The Registry, Scottsdale, Ariz.

April 13-16 — 22nd Annual Convention & Exposition, NADA American Truck Dealers Division, Sheraton Washington, Washington, D.C.

ATA names Donohue executive VP and CEO

WASHINGTON. — Thomas J. Donohue has been named executive vice president and chief executive officer of American Trucking Assns., and as chosen to succeed [illegible]ett C. Whitlock Jr. as ATA president by the organization's Finance and Administrative Committee.

Currently group vice president-development and a member of the executive office of the U.S. Chamber of Commerce, Donohue, 45, will join ATA in mid-July.

truck industry news

First-half and June totals trail only record '78

Truck sales hit 2nd-best

Retail sales of new trucks of all types in the U.S. in June and the first half of 1984 were the second-highest in industry history, with sharp increases in all three market segments.

Six-month sales, according to preliminary factory and distributor reports, totaled 2,094,336 units, an increase of 40.2 percent over last year's 1,493,561.

The first-half count was 0.9 percent under the record 2,113,208 vehicles retailed by franchised dealers and factory outlets in the January-June period in 1978.

In June, 363,449 trucks were sold, up 20.5 percent from the year-earlier 301,664 units. The total for the month was 11.6 percent under the alltime June high of 411,267 sales recorded in 1978.

Retail outlets moved a record 1,964,240 light trucks in the first half, an increase of 39.7 percent over last year's 1,405,838 units. The total was 1.8 percent higher than the 1,929,045 retailed in 1978, the previous high for the period.

• Medium-truck sales through June were up 17.9 percent to 26,912 units, compared with 22,-

Table on Page 49.

818 a year ago. The total was far below the 82,449 mediums retailed in the like period in 1978, and is due to a sharp drop in Class 6 deliveries.

Heavies were 59 percent higher than a year ago in the first six months, 107,184 versus 64,905. Sales were up 1.4 percent from the 101,714 units retailed in 1978.

During the month, 338,337 light trucks were retailed, an increase of 18.4 percent over the year-earlier 285,811 units. Mediums totaled 4,517, up 2.3 percent from last year's 4,414, and the heavies were 80 percent higher, from 11,439 units a year ago to 20,595.

Compact trucks accounted for 44.1 percent of the six-month light-truck sales. Dealers retailed 866,195 units, a gain of 69.1 percent over last year's 512,290.

June sales of the small trucks totaled 151,909, up 38.4 percent from the year-ago 109,744 units. They represented 44.9 percent of the month's light-truck count.

Six-month sales of compact trucks built in the U.S. were up 86.4 percent to 603,778 units, compared with 323,896 a year ago. Japanese imports totaled 262,417, a gain of 39.3 percent over last year's 188,394 units.

During the month, dealers sold 104,345 of the domestic small trucks, 45.3 percent higher than the year-earlier 71,817. The imports were up 25.4 per-

Continued on Page 49, Col. 1

Warehouser questions GM's just-in-time plan

General Motors' Truck and Bus Group plans to deliver components to its new Baltimore Astro/USV minivan plant on a just-in-time basis, but a Detroit area entrepreneur, Raymond J. Dallas, claims GM will need his short-term warehouse if it is to be successful.

Dallas, chairman and chief executive of Just-In-Time Warehousing, Warren, Mich., said GM will never be able to schedule the massive movement of materials into its plant on a just-in-time basis without some sort of warehousing to act as a buffer for delays in supply and scheduling conflicts.

Trucks, he said, will be lined up for miles outside the plant.

Just-In-Time Warehousing has acquired a 200,000-square-foot warehouse adjacent to the Baltimore GM plant. The warehouse is the first automotive-related venture for Dallas, a developer of shopping malls in Ohio, Michigan and Illinois since 1955.

Dallas said he never talked to the top echelon at GM, but that some GM officials strongly suggested he start his venture.

"The people I talked to (at GM) said this is the way to go," he explained. "Get set up to do just-in-time in Baltimore. I should have gone to the top echelon, but I was anxious and jumped in with both feet."

GM said it neither encouraged nor endorsed Dallas' plan.

• Under Dallas' plan, suppliers could lease enough space to supply the van plant for up to four days. The warehousing company would unload trucks, provide computerized inventory control so that the supplier would know when to restock the warehouse, and deliver parts to the GM plant, as needed, probably in a straight truck with a large box.

In addition to acting as a buffer for shipments, Dallas said his nonunion warehouse will be able to unload trucks and store materials for less money than GM could.

"They have the union, overhead," he said. "There's no way they can compete. If they don't have a place to warehouse a part (in case the part isn't de-

Continued on Page 48, Col. 3

Lighter weight for more payload

FLX, Inc., Evergreen, Ala., has introduced the FLX-MASTER, a lightweight aluminum body which provides for more payload. The firm said it is the only high cube with an all-aluminum cabover wind deflector that doubles as extra storage.

Prototype trucks placed on hold by Leaseway

CLEVELAND. — Leaseway Transportation Corp. has been testing two prototype retail home-delivery trucks for some nine months, but will not release complete details for another two months or so.

According to Leaseway spokesman, Patrick Gallagher, the prototypes are single-unit vehicles, resembling United Parcel Service or camper-type trucks, but he said virtually all specifications are subject to change.

Charles R. Marcoux, Leaseway president, announced the company had built the prototypes at the SAE truck and bus meeting here last November.

"We weren't satisfied with the productivity we were getting in our operations, and we were looking for something that would help stem the slow decline of the entire home-delivery market," Marcoux told the SAE.

"Unfortunately, we couldn't find a truck maker willing to develop something better."

Leaseway will need a fleet of 400 to 500 home delivery vehicles initially, but has no plans to manufacture the vehicles itself, he said.

Gallagher said Leaseway could alternatively contact a body builder and have the vehicles built just for Leaseway, or could license the design to a truck manufacturer.

Licensing the design would be the less expensive route, Gallagher said, but would eliminate the edge Leaseway would have with an exclusive efficient vehicle.

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IMPORT REGISTRATION SHARES IN U. S.

	APRIL					4 MONTHS				
	Regis., April, 1984	Percent Share of Market	Regis., April, 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 4 mos., 1984	Percent Share of Market	Regis., 4 mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Honda	40,355	21.52	29,188	14.83	+ 6.69	154,679	19.94	117,019	15.51	+ 4.43
Nissan	34,009	18.13	43,870	22.29	− 4.16	144,906	18.68	169,198	22.42	− 3.74
Toyota	30,340	16.18	42,702	21.70	− 5.52	142,688	18.40	165,183	21.89	− 3.49
VW	13,732	7.32	11,018	5.60	+ 1.72	53,030	6.84	44,221	5.86	+ 0.98
Mazda	12,552	6.69	15,490	7.87	− 1.18	49,790	6.42	55,885	7.41	− 0.99
Subaru	10,042	5.35	11,873	6.03	− 0.68	45,475	5.86	45,847	6.08	− 0.22
Volvo	9,088	4.85	7,864	4.00	+ 0.85	33,596	4.33	27,368	3.63	+ 0.70
Mercedes	6,655	3.55	5,837	2.97	+ 0.58	26,853	3.46	22,011	2.92	+ 0.54
BMW	6,049	3.22	3,835	1.95	+ 1.27	21,835	2.82	17,614	2.33	+ 0.49
Audi	5,834	3.11	3,215	1.63	+ 1.48	21,355	2.75	12,414	1.64	+ 1.11
Others	18,898	10.08	21,897	11.13	− 1.05	81,477	10.50	77,809	10.31	+ 0.19
TOTAL	187,554		196,789			775,684		754,569		
Share of U. S. Total		22.42		27.02	− 4.60		24.23		28.23	− 4.60

1984 New York and Oklahoma figures from manufacturers' sales records. Oklahoma, 1983, not available. Figures for District of Columbia delayed.

April penetration falls to 22.42 pct.

Import registration share declines

By Jenny L. King
Staff Writer

New import-car registrations in April dropped to their most shallow market penetration this calendar year as the domestic side of the market continued strong growth and restrictions on Japanese imports did as they were intended.

Imports claimed 22.42 percent of the April new-car registration total, down from 27.02 percent a year earlier and down from 23.80 percent the preceding month, according to figures from R. L. Polk & Co.

Registrations totaled 187,554 for the month, down 4.69 percent from 196,789 a year ago.

Honda catapulted from third into first place among the imports in April, claiming 21.52 percent of the import market, a gain of 6.69 percentage points. The Honda figure of 40,355 registrations includes both imported and Ohio-built cars. The year-earlier total for the company was 29,188 in April.

Nissan slipped to second place, losing 4.16 percentage points year to year, and Toyota dropped into third as it gave up 5.52 percentage points.

Mazda and Subaru likewise lost ground among the top imports as the German and Swedish makes gained. Volkswagen was up 1.72 percentage points; Volvo gained 0.85 percentage point; Mercedes was up 0.58 percentage point; BMW was up 1.27 percentage points and Audi gained 1.48 percentage points.

Ten makes claimed 89.92 percent of the import market in April, up 1.05 percentage points from 88.87 percent in 1983.

Four-month import registrations were up 2.80 percent over the same period in 1983, edging to 775,684 from 754,569. Penetration, however, skidded to 24.23 percent from 28.23 percent.

Honda again was on top among the imports, earning 19.94 percent of the import market, up 4.43 percentage points from 15.51 percent. Toyota held second place, dropping 3.74 percentage points, and Nissan was third, down 3.49 percentage points.

Mazda was off 0.99 percentage point for the four months and Subaru lost 0.22 percentage point. VW, Volvo, Mercedes, BMW and Audi all were ahead of 1984 levels.

The top 10 imports had 89.50 percent of the import market, down slightly from 89.69 percent.

By country of origin, Japan tumbled to 67.78 percent from 77.25 percent of the import total, comparing April of this year

Continued on Page 34, Col. 3

Toyota promotes Maling in Chicago region

TORRANCE, Calif. — Robert C. Maling has been named assistant general manager for the Chicago region of Toyota Motor Sales, USA, Inc.

Maling has been with Toyota since 1981 and has been field operations manager of the Chicago region since August, 1983. The region serves 98 dealers in Minnesota, Illinois, Wisconsin, Indiana and the upper peninsula of Michigan.

Ex-dealer charged with $98,800 theft

QUAKERTOWN, Pa. — Bucks County Deputy District Attorney C. Theodore Fritsch has charged Alfred J. Genner, owner of defunct Quakertown Dodge, Inc., here, with several counts of theft involving $98,800 allegedly collected from customers and not properly disposed of.

Fritsch said Genner accepted $44,600 from car buyers during a six-month period that was supposed to go for sales taxes and registration fees and $54,200 to pay off outstanding loans on tradein cars or for warranty and service contracts. Fritsch charged that the money was pocketed instead.

TOP CARS

U. S. registrations for four months, 1984 vs. 1983. Numbers for New York State and Oklahoma, 1984, compiled from sales records; Oklahoma, 1983, not available, current Utah delayed.

1984 Position		Make	1983	Position
1—	505,661	Chevrolet	369,184—	1
2—	410,758	Ford	293,582—	2
3—	357,878	Oldsmobile	280,512—	3
4—	281,963	Buick	235,631—	4
5—	215,897	Pontiac	140,815—	7
6—	161,417	Mercury	108,551—	9
7—	154,679	Honda	117,019—	8
8—	144,906	Toyota	169,198—	5
9—	142,688	Nissan	165,183—	6
10—	110,739	Dodge	92,921—	10
11—	96,097	Cadillac	85,691—	11
12—	93,069	Chrysler	75,569—	13
13—	90,426	Plymouth	84,020—	12
14—	60,819	AMC	66,026—	14
15—	53,030	Volkswagen	44,221—	17
16—	49,790	Mazda	55,885—	15
17—	45,475	Subaru	45,847—	16
18—	41,100	Lincoln	29,904—	18
19—	33,596	Volvo	27,368—	19
20—	26,853	Mercedes	22,011—	20
21—	21,835	BMW	17,614—	21
22—	21,355	Audi	12,414—	22
	81,477	Other Impts.	77,809	
	78	Misc. Dom.	302	
	3,201,586	TOTAL	2,617,277	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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MARKET SHARES

4 MONTHS
1984 VS. 1983

Make	1984 Market Share	1983 Market Share	Pct. Pt. Change '84 vs. '83
Chevrolet	15.79	14.11	+1.68
Ford	12.83	11.22	+1.61
Oldsmobile	11.18	10.72	+0.46
Buick	8.81	9.00	−0.19
Pontiac	6.74	5.38	+1.36
Mercury	5.04	4.15	+0.89
Honda	4.83	4.47	+0.36
Toyota	4.53	6.46	−1.93
Nissan	4.46	6.31	−1.85
Dodge	3.46	3.55	−0.09
Cadillac	3.00	3.27	−0.27
Chrysler	2.91	2.89	+0.02
Plymouth	2.82	3.21	−0.39
AMC	1.90	2.52	−0.62
VW	1.66	1.69	−0.03
Mazda	1.56	2.14	−0.58
Subaru	1.42	1.75	−0.33
Lincoln	1.29	1.14	+0.15
Volvo	1.05	1.05	.....
Mercedes	0.84	0.84	.....
BMW	0.68	0.68	.....
Audi	0.67	0.47	+0.20
Other Imports	2.53	2.97	−0.44
Misc. Dom.	0.00	0.01	−0.01
TOTAL	3,201,586	2,617,277	

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April penetration falls to 22.42 pct.

Registrations show import share dip

Continued from Page 30

with 1983. West German cars increased to 14.81 percent from 10.19 percent. The U. S.-built cars of foreign-based Volkswagen and Honda went to 8.57 percent from 4.18 percent. Sweden was up to 6.46 percent from 5.21 percent in 1983. Following is a breakout of numbers of cars for the month of April:

	April, 1984	April, 1983
Japan	127,122	152,026
West Germany	27,770	20,057
United States	16,069	8,223
Sweden	12,115	10,252
France	2,457	3,871
Great Britain	1,439	1,325
Italy	555	996
Ireland	27	39
TOTAL	187,554	196,789

For the first four months, Japanese penetration dropped to 70.61 percent from 78.18 percent a year earlier. German cars accounted for 13.57 percent, up from 10.55 percent. Numbers by country of origin were:

	4 Mos., 1984	4 mos., 1983
Japan	547,994	589,894
West Germany	105,260	79,585
United States	60,279	28,637
Sweden	44,457	35,211
France	10,259	13,515
Great Britain	5,649	4,324
Italy	1,664	3,223
Ireland	122	180
TOTAL	775,684	754,569

Registrations of new imported small trucks were up 60.44 percent April to April. In April, 1984, a total of 58,843 trucks were recorded compared with 36,677 a year earlier. Numbers for the major makers were:

	April, 1984	April, 1983
Toyota	21,630	12,930
Nissan	17,213	9,893
Mazda	9,899	5,932
Dodge Ram 50	3,268	2,019
Others	6,833	5,903
TOTAL	58,843	36,677

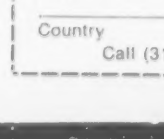
Imported truck registrations were up 59.1 percent the first four months of this year, soaring to 222,073 from 139,048. The totals included:

	1984 4 Mos.	1983 4 mos.
Toyota	81,444	46,138
Nissan	65,488	35,204
Mazda	37,793	19,607
Dodge Ram 50	12,338	8,254
Others	25,010	29,845
TOTAL	222,073	139,048

Runyon, Dauch, Tanenbaum to address World Congress

The international vehicle industry is gearing up for Automotive News Week, Aug. 26-30, which features the ninth annual Automotive News World Congress and the third annual Automotive News World Expo.

World Congress, a four-day automotive seminar, will be held at Detroit's Westin Hotel. Attendees will hear presentations by 34 top-level officials from the auto industry and related fields.



Marvin Runyon

Among those 34 are: Marvin Runyon, president, Nissan Motor Mfg. Corp., U.S.A.; Richard Dauch, executive vice president, Chrysler Corp. Stamping, Assembly and Diversified Operations Group, and Morris Tanenbaum, chairman, AT&T Communications.

Runyon will speak about Nissan's plans for passenger-car production in Smyrna, Tenn. Dauch will discuss Chrysler's new H-car. Tanenbaum's topic is the future of communication and its impact on industry.

World Expo, a three-day buy/sell trade fair, will bring leading auto and truck manufacturers and hundreds of suppliers and distributors to Cobo Hall, which is near the Westin Hotel.

Companies which exhibit at World Expo will show and sell automotive materials, machinery, design concepts and services.

Exhibitors should bring to the show purchasing personnel as well as members of the sales staff, as World Expo affords opportunities for both buying and selling, said Tony Merpi, managing director.

"World Expo is an international marketplace in which participants perform their job function — be it buying or selling," Merpi said.

Registration fee for World Congress attendees is $490, the same as last year. The fee includes: Access to 34 sessions; early morning coffee and rolls; two luncheons, three dinners, including a Tuesday Gala; a detailed workbook; hosted cocktail receptions, and entry to the World Expo.

If a registrant's plans change, the name of another individual may be substituted at any time prior to the opening. Full cancellation will be charged $100.

For further information on both events, mail in the accompanying coupon or contact Automotive News Week: Telephone — (313) 567-9520; cable-address — TWX 810-221-5122 AUTNEW.

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Austin Rover teams up with Honda

Built in UK, Rover 200 uses Honda's 1.3-liter engine

To most people this car is a four-door Honda Civic sedan. To people in Britain, the rest of the European Economic Community and Spain it is a Rover 200.

Under the terms of Austin Rover Group's increasing cooperation with Honda, the Japanese company will sell the Civic only in certain European countries (Scandinavia, Austria and Switzerland) leaving the British group to cover the rest with its locally assembled Rover.

The Rover 200 is now on sale in the UK. It will be launched in export markets in the spring of next year, as Austin Rover will be busy this fall with introductions of the new Montego sedan in the rest of Europe.

The Rover is a replacement for the Triumph Acclaim, a British assembled Honda Ballade which was introduced in October 1981. As such, the arrival of Rover spells the end of Triumph as a brand name.

Acclaim sold reasonably well, approximately 101,000 in the UK since its introduction. Austin Rover put 10,000 into France, 6,600 into Italy and about 4,500 into the Benelux countries. It was made at a rate of approximately 60,000 a year, but Rover annual volumes of 72,000 are spoken of, with capacity for 96,000.

At first glance the Rover seems to conflict with the Montego. Certainly the styling similarities are apparent, given that the Honda's basic structure was fixed. ARG has grafted on its own frontal treatment, its own rear lights and interior treatment. Local content, put at 70 percent, will rise to 80 percent by the end of this year when the fascias will be sourced from the UK and a locally made engine will be offered.

At present the major mechanical components, including Honda's own 1.3-liter, 12-valve engine, are lifted out of Japanese crates. They are put together at Longbridge, Birmingham, using panels pressed by Pressed Steel Fisher. The engine option on its way is ARG's own 1.6 liter S-type.

The complication arising is that in the 1.3 the Honda engine is mounted transversely at the front with the gearbox on the right. With the 1.6 engine, location is the same but the gearbox is on the left.

Side by side, however, the differences between Rover and Montego are apparent. The Montego's length is 176 inches and wheelbase is 101 inches, compared with Rover's 163.5 inches and 96.5 inches respectively. Montego is heavier too — 2,100 to 2,300 pounds compared with 1,900 to 1,950 pounds for the Japanese-bound car.

There is a different marketing emphasis as well. While Montego is pitched against the Ford Sierra and GM's Vauxhall Cavalier (Opel Ascona) in the mass market, the Rover is seen as a little more exclusive.

Its targets are the Ford Orion sedan, VW Jetta, Volvo 300-series (a notably good seller in the UK) and even the lower rung BMW 3-series.

ARG's product lines are now as modern as they have been for years — possibly ever. The weakest link is the aging Rover sedan series, but a replacement for that — the joint Honda executive model — will be unveiled in little more than a year.

According to Mark Snowdon, managing director, commercial, "Project XX is unquestionably the most radical collaborative project undertaken by any two international motor manufacturers.

"It gives Austin Rover a manufacturing base in the Far East and allows us to act as the manufacturing center supplying both the Austin Rover and Honda XX derivatives throughout Europe. Austin Rover may well use XX to re-enter the North American market," comments Snowdon with more than an element of caution.

Exporting cars to the U.S. is a crucial element in ARG's drive to lift annual volumes from around 500,000 to 750,000. With fierce Ford and GM rivalry in the UK, the only course to lift volumes in any major way will be through exporting, at which ARG has been bad, is getting better, but still has a long way to go.

But, predicts Snowdon, "XX promises to be one of the most strikingly beautiful cars available for sale anywhere in the world, and also among the most technically advanced."

He also adds "I will not pretend that the process (collaboration with Honda) has been easy or that we have never disagreed. But our developing regard for each other's abilities has always allowed us to overcome any problems.

"We are often asked if we and Honda are planning further projects beyond XX . . . we will move forward one step at a time.

"At present there are no plans for any further collaborative arrangements. It is an option— an option of which we are both aware." That is all he will say.

However, it would be a surprise to outside observers if the collaboration did not continue to other projects, whatever the rumors of disagreements between the two companies. It would certainly allow ARG to move that extra 50 percent toward the 750,000 capacity at Cowley and Longbridge — by building European-destined Hondas in the UK.

Such a move would also allow the Japanese company to overcome the trade barriers which exist in so many large markets.

Indeed, it is hard to escape the notion that ARG's future is closely tied to that of Honda. At present there are no mutual stock holdings or financial links through third party companies. The ties to be strengthened with XX are in design, assembly and distribution.

Given the UK government's desire to shed its state-owned assets, some type of financial link with Honda looks a favorite solution. Austin Rover made a pre-tax profit last year of just under $3 million — not much, but significant because it was the first profit for longer than anyone can remember.

ARG is not saleable like Jaguar, does not have the potential like Land Rover, or is not a hopeless case like Leyland. It is a marginal business which the government does not want, in which no other manufacturer has shown an interest and which has some solid foundations with Honda.

If closer dealings with ARG are of interest to Honda, they must really excite Austin Rover.

Now sold in the UK, the Rover 213 Vanden Plas will be launched in export markets next spring.

The Austin Rover 213 SE utilizes Honda's 1.3-liter engine.

Looking for truck revival

Advances posted in West Germany and UK

A more general revival in demand for medium and heavy trucks is expected in the short term in western Europe. The advances made last year in West Germany and the UK will spread to other countries as they emerge from economic recession, predicts DRI Europe in its latest forecast for the European truck industry.

The non-European export environment will remain difficult in the short and medium term, says DRI. It will result in continued pressure on European truck producers to bring capacity more into line with deliveries.

Looking further ahead, market volumes for medium and heavy trucks are expected to remain below levels achieved at the turn of the decade. Predicted economic growth rates will not be favorable to net expansion of truck markets compared with before the recession.

At the same time the prospect of a slow revival in the medium truck demand in key non-European markets is clouded by signs of an increasing tempo in the pace of local integration in a number of such countries. The longer term outlook for exports of built-up units is correspondingly less cheerful.

DRI notes fierce price wars raging in a number of European markets. These will continue, as each producer seeks to improve plant loadings after the sharp declines of recent years. For second rank volume producers, faced with the financial and marketing muscle of the largest companies, a medium term solution lies in joint ventures for major components.

It mentions the recent deal between Holland's Daf and Spain's Enasa over joint development and production of a new cab. This and other joint ventures will heighten industry-wide competition in the mid and late '80s.

But, warns DRI, it will leave unanswered the question of adjusting capacity levels in the industry to new market conditions. More plant closures seem likely in the future, as financial losses force producers toward a reassessment of the extent of their involvement in the truck industry.

EUROPEAN PRODUCTION

(medium/heavy trucks in thousands)

Country	1980	1983	1984	1985	1990
West Germany	180.9	146.9	139.6	151.6	184.0
France	61.4	39.8	41.8	44.2	51.9
United Kingdom	104.0	53.8	58.2	63.0	67.0
Italy	42.2	42.3	41.0	42.9	47.1
Spain	22.6	20.5	21.9	22.3	25.3
Sweden	55.1	47.0	49.5	52.1	60.3
Netherlands	15.9	10.6	12.3	12.9	14.9
TOTAL	482.1	360.9	364.3	389.1	450.6
EUROPEAN DEMAND					
West Germany	78.5	59.7	61.7	65.3	75.6
France	43.7	41.3	38.6	40.6	45.1
United Kingdom	61.3	50.0	56.4	61.1	61.1
Italy	28.8	23.0	25.8	27.6	28.7
Spain	19.0	15.8	17.2	19.0	22.0
Sweden	7.5	5.5	6.2	6.7	7.0
Netherlands	13.8	8.9	10.1	10.8	12.1
Belgium	9.2	7.0	7.7	8.2	9.4
TOTAL	261.7	211.1	223.6	239.4	261.0

Source: DRI Europe

Truck output shrinks

Leyland plans to close Bathgate plant

Leyland is not alone in suffering from the dramatic downturn in demand around the world for trucks. Even so, its shrinkage from the late 1970s makes depressing reading.

The workforce is down from 28,000 to 15,000. Based now around Bathgate, Scotland, and the town in northwest England which gave its name to the company, Leyland last year produced less than 13,000 units. It has a capacity to do more than 40,000 a year.

Several smaller plants have been closed, and now Bathgate itself will close over the next two years. With it goes a proposed diesel engine manufacturing plan with Cummins and Family One.

Last year there was yet another deficit; this one in the region of $100 million. The fact that practically every other truck maker in Europe was suffering too, merely underlines the bleak future that faces Leyland.

It increased its share of the UK market last year, but at 15 percent it was half the level it was a decade earlier. Export markets have collapsed, notably in the Middle East (Iran) and Africa (Nigeria).

Leyland is now broadly similar in volumes to Daf of Holland and Enasa in Spain—both companies which acknowledge the need for closer collaboration to share costs. But even moves in this direction do not eliminate the fact that there is too much truck making capacity in Europe—a continent which does not even face real competition from Japan's heavy truck makers, at least on their home markets.

Ron Hancock, Leyland's chairman, cannot even foresee profits before 1987. With other makers battling with similar, if less severe, problems, it is little wonder that there is serious concern for the long term survival of the enterprise.

Whether a Japanese link would prove a politically acceptable answer is as dubious as whether one would be proposed in the first place. Japanese heavy truck makers like Hino, Nissan Diesel and Mitsubishi (Isuzu is tied in with GM's plans) are denied access to most of Europe.

But if any of them wanted a European entry they could have a choice of weak companies to pick from and thus acquire a sales network or attract handsome regional development grants for a green field site.

The future for Leyland Vehicles does, indeed, look uncertain.

First-half and June trail only 1978 records

Truck sales reach 2nd-best level

Continued from Page 16

cent to 47,564, versus 37,927 a year ago.

The domestic compacts accounted for 67.1 percent of the small-truck market in the first half with 581,266 sales. A year ago, they took 58.8 percent of the six-month total with 301,242 sales.

Six-month sales of the compacts imported from Japan totaled 284,929 units, an increase of 35 percent over the year-earlier 211,048.

The number of unsold trucks in retailers' hands going into July was up sharply from a year ago, with increases in all three market segments.

The total was 699,636 units, up 36.8 percent over the year-ago 511,394. There were 639,692 light trucks on hand, 25.4 percent higher than last year's 510,307. Mediums totaled 15,589, up 30 percent from the year-ago 11,989, and the heavies were 52.4 percent higher, 44,355 versus 29,098.

Big Three dealers retailed 1,629,620 new trucks in the first half, an increase of 33.9 percent over last year's 1,217,219.

Shortages of "hot" units in June caused a slowing of the sales rate. During the month, dealers sold 277,070 vehicles, up 12.1 percent over the year-ago 247,218.

Ford was No. 1 in the January-June period, with a lead of more than 10,000 units over Chevrolet.

Ford reported 599,692 sales in the first half, a gain of 26.1 percent over last year's 475,523 units. In June, dealers retailed 102,871 vehicles, 2.8 percent higher than the year-earlier 100,097.

Chevrolet's six-month sales were up 24.8 percent to 589,540 units, compared with 472,274 in the like period in 1983. June sales were off one percent, from 93,953 units a year ago to 93,061.

Dodge and Chrysler-Plymouth dealers retailed 274,813 trucks in the first half, a little more than double last year's 137,409. The downsized vans—Dodge Caravan, Plymouth Voyager and Dodge Mini Ram Van—accounted for 35.3 percent of the total with 96,971 sales.

June sales were up 82.5 percent from a year ago, 50,881 versus 27,874. The total included 18,930 of the smaller vans, or 37.2 percent of the month's sales.

GMC dealers posted their second-highest June sales total in history, and a six-year peak for the month. They retailed 30,257 units, an increase of 19.6 percent over last year's 25,294 vehicles.

Six-month sales totaled 165,575 units, up 25.4 percent from the year-ago 132,013. There were substantial gains in each weight group for the month and first half, the company reported.

June sales of Jeep four-wheel-drive vehicles hit a new high of 14,272 units, a gain of 98.7 percent over the year-ago 7,184 and 119 units more than the previous record of 14,153 in June, 1978.

Through June, the total was 74,766, up 108.1 percent over last year's 35,924. Dealers retailed 42,342 of the smaller Cherokee and Wagoneer models, which accounted for almost 57 percent of the six-month count.

Only 16 of the discontinued Volkswagen front-drive compact pickups were retailed during the month, compared with 482 last year. The first-half total was 351, versus 3,278 in the like period a year ago.

Record June and first-half sales were reported by all five distributors of compact light trucks imported from Japan.

• During the month, Toyota dealers retailed 21,509 new trucks, an increase of 25.3 percent over last year's 17,160. Through June, the total was up 53.5 percent to 121,814 units, compared with 79,358 a year ago.

June sales of Nissan/Datsun vehicles totaled 20,691 units, an increase of 63.1 percent over last year's 12,684. Dealers retailed 112,186 trucks in the first half, up 84.8 percent from the year-earlier 60,700.

The Nissan/Datsun figures for the month included 9,665 trucks assembled in the U.S., and the six-month total for the domestic units was 58,553 units.

Mazda dealers retailed 8,581 compact pickups during the month, a gain of 65.7 percent over the year-ago 5,178 vehicles. Through June, the total was up 80.6 percent to 60,038, compared with 33,245 in 1983.

During the month, sales of Isuzu trucks were 121 percent higher than a year ago, 4,875 versus 2,206. The six-month count was 19,501, an increase of 75.3 percent over the 11,125 units sold in the like period last year.

Mitsubishi dealers retailed 1,573 units in June, a gain of 125 percent over last year's 699. The first-half total of 7,431 units was 87.4 percent higher than the year-earlier 3,966.

Big Three June, year-to-date sales

	June		year to date	
	1984	1983	1984	1983
Ford				
Vans	14,858	17,633	90,021	83,246
Club Wagon	2,977	3,426	16,943	16,018
Ranger	17,853	21,905	114,336	95,416
Courier				5,657
Bronco	4,277	3,637	23,954	21,830
Bronco II	8,823	6,954	48,453	19,436
Pickups	49,251	43,270	280,618	215,176
Mediums	3,841	2,605	19,916	14,872
Heavies	991	667	5,451	3,872
Chevrolet				
Vans	13,609	14,152	88,840	74,454
Sportsvan	2,424	2,018	13,214	10,071
S-10	15,100	20,698	102,607	96,130
S-10 Blazer	12,152	9,418	70,628	46,235
LUV		241		3,007
El Camino	2,082	2,134	13,424	10,300
Blazer	3,838	2,696	24,917	14,810
Suburban	4,902	4,169	26,965	19,499
Pickups	37,584	36,689	240,306	190,377
Mediums	1,370	1,738	8,639	7,391
Chrysler				
Vans	7,150	8,193	39,335	37,995
Ram Wagon	4,083	4,423	23,931	19,656
Voyager	8,108	.....	43,625	.....
Caravan	8,165	.....	45,454	.....
Mini Ram Van	2,657	.....	7,892	.....
Ram 50	4,671	3,099	22,512	13,175
Other Plymouth Trucks	.....	1,016	378	5,220
Ramcharger	2,515	1,888	15,163	10,670
Rampage	971	1,373	5,523	6,097
Pickups	12,561	7,882	71,060	44,596
GMC				
Vans	3,989	4,706	25,176	25,113
S-15	4,094	4,768	22,834	21,681
S-15 Jimmy	3,440	2,090	16,988	8,715
Jimmy	773	746	4,657	3,665
Caballero	332	207	1,486	1,040
Suburbans	1,497	1,135	8,402	5,897
Pickups	11,518	9,188	63,489	51,193
P Models	566	464	2,664	1,859
Mediums	2,638	1,515	12,936	9,263
Heavies	1,410	475	6,943	3,587

Cincinnati Olds dealers donate $1,000 to campaign

CINCINNATI. — The Reliable Men of Olds (RMO) here presented a $1,000 check to the greater Cincinnati Chamber of Commerce Blue Chip Campaign for Economic Development.

In keeping with the Blue Chip Campaign theme, the dealer group plans to change its name to the RMO Blue Chip Dealers. The group is composed of seven Oldsmobile dealers in the area.

Group members are: Stanley Grueninger, Stanley B. Grueninger Oldsmobile-GMC Trucks, Woodlawn, O.; Robert Marlowe, Frazier - Williams Oldsmobile - Chevrolet, Milford, O.; R. B. Pulte, Bob Pulte Oldsmobile, Dent, O.; Mike Dever, Heritage Oldsmobile - Cadillac, Fairfield, O., and R. J. Fischer, Simon & Fischer, Newport, Ky.

Rounding out the group are: R. A. Behler, Behler Oldsmobile, Cincinnati, and John Robke, Rockcastle Oldsmobile-Cadillac, Florence, Ky.

The Blue Chip Campaign is a five-year economic development drive to generate business growth in the eight-county Cincinnati area.

The campaign is aimed at strengthening local business, generating new business within the region and encouraging outside businesses to relocate and invest in Cincinnati.

The campaign emphasizes strong cooperation between the public and private sectors as a major opportunity for growth.

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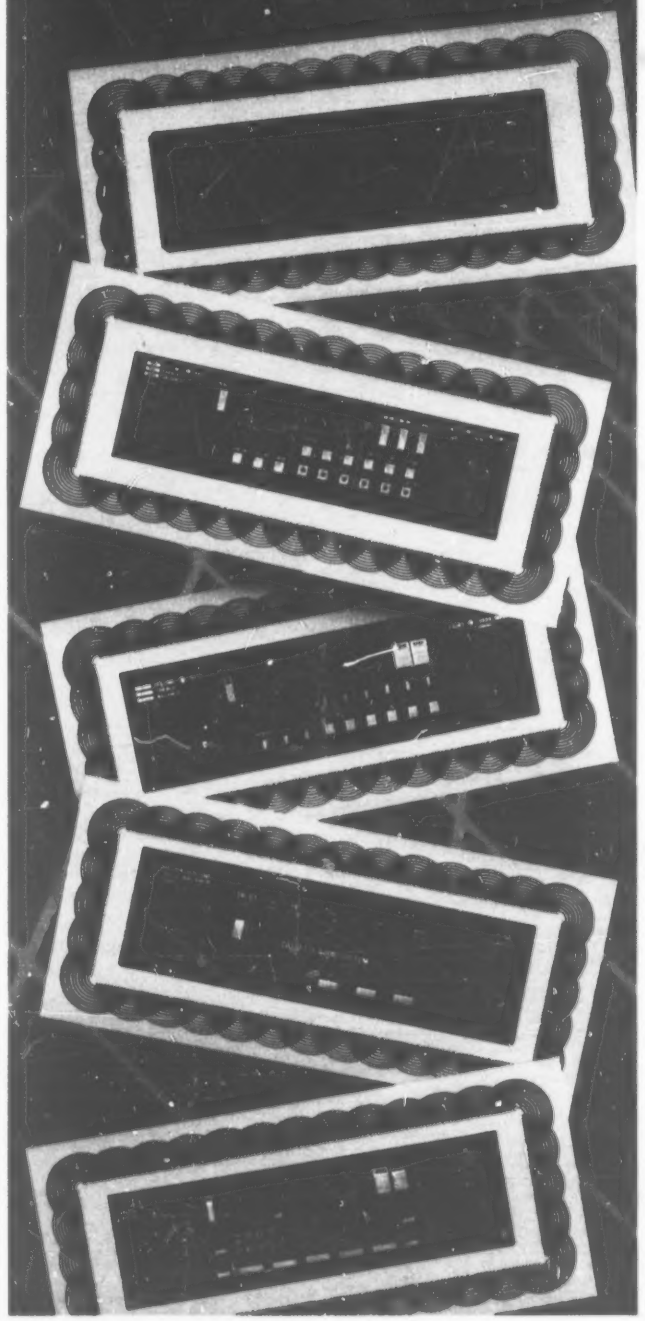

factories list auction dates

American Motors

July 17—Aptco Auto Auction, Taylor, Mich.

July 18 — Kansas City Auto Auction, Kansas City, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Southern Auto Auction, Warehouse Point, Conn.

July 19 — Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 20 — Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord A. A., Acton, Mass.

July 24 — D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

July 25—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

July 26 — Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

July 31—Aptco Auto Auction, Taylor, Mich.

Ford Motor Co.

July 17 — Harrisonburg Auto Auction, Harrisonburg, Va.

July 18—Northway Exchange, Clifton Park, N. Y.

July 19—Arena Auto Auction, Chicago, Ill.; 166 Auto Auction, Springfield, Mo.; South Seattle Auto Auction, Kent, Wash., and Dallas Auto Auction, Grand Prairie, Tex.

July 25 — Southwest Auto Auction, Phoenix, Ariz., and Golden Gate Auto Auction, Fremont, Calif.

July 26 — Skyline Auto Exchange, Inc., Fairfield, N. J., and Aptco Auto Auction, Taylor, Mich.

August 1—Concord Auto Auction, Acton, Mass., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

August 2 — Nashville Auto Auction, Nashville, Tenn.

General Motors

July 17—Southern Auto Auction, East Windsor, Conn., and Florida Auto Auction of Orlando, Ocoee, Fla.

July 18—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

July 19—Indianapolis Auto Auction, Indianapolis, Ind.

July 25—Clanton's Auto Auction, Inc., Darlington, S. C.

July 26—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago, Ill.

July 26—Dallas Auto Auction, Grand Prairie, Tex.

July 31—South Seattle Auto Auction, Kent, Wash.

Garnet Ford opens

Garnet Ford, Inc., Media, Pa., has opened. Bruce Hendrixson, seated, left, dealership president, and Bob Twining, seated right, vice president, sign the sales agreement while J. C. Collins Jr., dealer operations manager for Ford Division's Philadelphia district sales office, looks on.

Auction directory

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Used Car Sales

Auction Averages

July to date	$4,857
Month ago	$5,697
Year ago	$5,101

Model breakdown

Auction Averages

	JULY	JUNE	MAY
1984	$10,093	$10,601	$11,393
1983	7,043	8,284	9,040
1982	5,539	6,185	6,165
1981	5,241	5,091	5,193
1980	4,455	4,358	4,345
1979	3,690	3,963	3,671
1978	2,941	2,432	2,431
1977	2,140	1,830	1,893
Overall Average	$ 4,857	$ 5,436	$ 5,372

Saab profits rise 80 percent; U.S. sales help

LINKOPING, Sweden.—Saab-Scania AB, the Swedish automotive and aerospace manufacturer, reported profits of $112 million for the first four months of 1984, an increase of almost 80 percent over the same period last year.

The group's consolidated sales of passenger cars, heavy-duty trucks and buses, commuter aircraft and military jets also increased 26 percent during the period. Sales outside of Sweden increased 34 percent and are now responsible for 61 percent of the manufacturer's total sales.

Sales of the Saab Car Division rose 30 percent, with sales in the U. S. up 44 percent so far this year. The U.S. is now Saab's largest individual market.

Income for the Scania Division, builder of trucks and buses, also was considerably higher than last year, owing to a greater international demand that led to a 30 percent growth in order bookings.

The Saab-Scania board of directors said it expects a continuing increase in sales and earnings for the rest of the year, though the percentage increase will be lower than for the first four months.

Reynolds chief sees jump in aluminum use in cars

NEW YORK. — An aluminum industry executive predicted a 50-percent increase in the use of aluminum in American cars by the end of this decade.

Speaking to a meeting of the International Motor Press Assn. here, William O. Bourke, president of Reynolds Metals Co., predicted that by 1990, the average U. S. car will contain at least 200 pounds of aluminum.

About 70 percent will go into cast products and the balance into wrought components, he predicted.

In 1973, there were about 80 pounds of aluminum in the typical American car, but that has risen to 137 pounds in this model year.

"Today the average car has dropped about 1,000 pounds, and aluminum makes up nearly 5 percent of the much lighter car," he said.

"Since down-sizing has gone about as far as it can go, the auto industry's desire for further improvements in performance and fuel economy will foster a greater use of lighter-weight materials," Bourke said.

The biggest weight savings will come in the form of wider use of aumnum engine blocks, cylinder heads, wheels, structural parts and radiators, he said.

Using 200 pounds of aluminum in an auto would save the average driver an estimated 400 gallons of gasoline, or about $500 in fuel costs at today's prices, over the life of the car, according to Bourke.

He cited the 1984 Corvette, which contains more than 400 pounds of aluminum and several uncommon aluminum parts, including upper and lower control arms, suspension parts, frame members and aluminum prop and drive shafts.

"If all the aluminum components now in use were put on one car, the weight savings would be about 750 pounds and MPG would increase by 30 percent," Bourke said.

Alfa warranty extended to 3 years or 36,000 miles

ENGLEWOOD CLIFFS, N. J. — Alfa Romeo, Inc., has extended the warranty on its cars to three years/36,000 miles, beginning with cars invoiced on June 1.

Called the Alfa Romeo "Pledge of Protection," the warranty will be worked through General Warranty Corp., Marina del Rey, Calif., a company spokesman said.

Under the warranty system, Alfa's normal 12 months/36,000 miles limited warranty would be in effect upon purchase of the vehicle.

If the owner does not exceed the 36,000 miles in that first year, limited warranty will be extended to 36 months and 36,000 miles.

The waranty covers the major systems of the vehicle, including engine, transmission, cooling, steering and front and rear suspension as well as brakes, electrical and air conditioning.

The Alfa spokesman said there was no extra charge to the customer for this extension. Alfa will establish a toll-free telephone number for customers to call for authorization of extended repairs.

This number is provided in the event the customer must take the vehicle to a repair facility other than an Alfa dealer, though under normal circumstances he would just take the car to the dealer.

Dodge signs Browning

CERRITOS, Calif. — Richard Browning has signed up for a new Dodge dealership in the five-acre Cerritos Auto Mall here.

Total is 123,597 despite Ford vacation and VW changeover

Full work week hikes auto output

By Joe Wilssens
Staff Writer

Domestic auto manufacturers returned to regular work schedules last week following the prior week's July 4 holiday. Weekly production rose as a result, despite a lack of output at Ford Motor Co. and Volkswagen of America.

U. S. makers projected completion of 123,597 cars last week, 30.08 percent greater than the previous week's 95,018 and 16.11 percent better than the year-ago week's 106,448.

So far this year, 4,480,410 autos have been built in the U. S., 27.41 percent above 3,516,432 finished at this time last year.

Of last week's estimated output, General Motors accounted for 74.35 percent, followed by Chrysler Corp., 19.34 percent; American Motors, 3.88 percent, and Honda, 2.43 percent.

Ford auto plants were idle for the second of two scheduled weeks of vacation while VW remained down for model changeover.

Oldsmobile began reporting production of the Calais, its GM-20 car, last week. The company slated assembly of 390 cars last week, up from 135 the previous week and 74 during the first week of production. Buick began releasing totals on its GM20, the Somerset Regal model, two weeks earlier. Pontiac has yet to make public Grand Am output totals.

Six plants scheduled daily or Saturday overtime last week.

GM's Bowling Green (Ky.), Lansing, Lordstown (O.) and Oklahoma City facilities worked Saturday (July 14) overtime.

At Chrysler, Belvidere (Ill.) and St. Louis Plant No. 2 worked two daily 9-hour shifts last week.

Chrysler's Jefferson assembly plant (Detroit) is not scheduled to operate this week due to model changeover. Production at the plant is scheduled to resume the week of July 30. About 3,300 hourly employes will be on temporary layoff during the model changeover.

Restraint decision brings Wide range of reactions

Continued from Page 61

Ford's Helen Petrauskas, vice president, environmental and safety engineering, also praised the push for mandatory belt use but was unsure whether Ford could meet the September, 1986, deadline for installation of passive restraints.

Ford added that it hoped DOT would act quickly on the changes in test procedures backed by Ford.

Chrysler Corp.'s response was quite restrained considering its history of strong opposition to passive restraints. Chairman Lee Iacocca said Chrysler "is going to work for adoption of seat-belt laws" and the company described the new standard as "a costly, complicated and cumbersome attempt at providing passenger protection," but promised to try to make it.

Marvin W. Stucky, vice president, civic and governmental affairs, American Motors, said, "There are major technical obstacles that must be overcome and for that reason a demonstration program to determine the validity of air bags should have been a mandatory step before such a far-reaching decision was promulgated.

"We think an immediate reduction in air-bag requirements should be granted as states adopt mandatory seat-belt laws. When the dust settles, the fact still remains that the seat belts now in all cars are the best safety device — bar none."

• Volkswagen of America said it intends to comply fully with the new standard. It already has on the road Rabbits with passive belts that meet the standard.

Mercedes-Benz of North America — now offering driver-only air bags to supplement its belt system — said it will comply with the standard, whether or not states pass use laws.

Canadian output cut by vacations and changeovers

Canadian manufacturers returned to five-day work schedules last week following the previous week's holiday. Auto and truck production totals, however, remained low as several makers were idle for vacations and model changes.

Shutdowns at American Motors and Ford Motor Co. caused projected auto assembly totals to dip to 13,065 last week, down 2.99 percent from the prior week's 13,467 but 1.84 percent greater than the year-ago week's 12,829.

Year-to-date, 617,271 cars have been assembled in Canada.

Likewise, a production halt at International Harvester and Ford truck facilities kept truck estimates below normal last week. The makers completed 12,317 units, 10.38 percent above the previous week's 11,159 and 54.27 percent better than the year-ago week's 7,984.

So far this year, 458,408 trucks have been built in Canada, a substantial 56.94 percent improvement over 292,089 completed during the 1983 period.

General Motors scheduled Saturday (July 14) overtime at Oshawa (Ont.) plants No. 1 and No. 2.

Truck production climbs back to 34,940 for week

Domestic truck production totals returned to near-normal levels last week following the holiday reduced build of the previous week.

U. S. truck manufacturers projected completion of 34,940 units last week, 30.17 percent greater than the previous week's 26,842 and 23.28 percent above the year-ago week's 28,341.

Jeep, International Harvester and Ford Motor Co. truck facilities were idle last week as the companies took time off for summer vacation. A slightly lower than normal weekly build was the result.

Year-to-date, 1,685,473 trucks have been completed in the U. S., 40.00 percent above 1,203,874 finished at this time last year.

Ford's suburban Hazelwood plant in St. Louis is among the company's vacationing facilities. While idle for two weeks, work proceeded on the conversion of the plant for the new Aerostar van.

"Some 400,000 square feet of building expansion have been completed and the installation of new equipment has begun," said Plant Manager Robert Hurford. Car production will resume on overtime schedules there July 16.

General Motors scheduled overtime at five facilities last week. The company's Detroit P-Plant, Janesville (Wis.), Lordstown (O.) and Pontiac S-truck and plant No. 6 worked extra hours Saturday (July 14).

CANADIAN CAR PRODUCTION

	Week Ended July 14, 1984	Week Ended July 16, 1983	Week Ended July 7, 1984	July to Date	Jan. 1, to July 16, 1983	Jan. 1, to July 14, 1984
AMERICAN MOTORS	.....	.....	.....	.....	15,532	12,250
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FORD MOTOR	.....	275	3,377	3,377	120,633	237,736
GENERAL MOTORS	12,840	12,289	9,934	22,774	313,185	361,352
VOLVO	225	265	156	381	5,895	6,032
Total Cars, Canada	13,065	12,829	13,467	26,532	559,102	617,271

TRUCK PRODUCTION IN U. S.†

	Week Ended July 14, 1984	Week Ended July 16, 1983	Week Ended July 7, 1984	July to Date	Jan. 1, to July 16, 1983	Jan. 1, to July 14, 1984
CHEVROLET	21,311	17,638	16,505	37,816	431,269	545,668
DODGE	3,700	2,735	3,063	6,763	74,284	113,397
FORD	.....	.....	.....	.....	461,762	627,283
GMC	6,779	5,242	4,719	11,498	140,624	177,063
INTERNATIONAL	.....	255	.....	.....	26,282	39,139
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	.....	1,421	.....	.....	39,644	100,209
NISSAN	2,100	.....	1,715	3,815	.....	53,094
AM GENERAL	50*	50*	40*	90*	1,330*	1,420*
MISCELLANEOUS	1,000*	1,000*	800*	1,800*	26,600*	28,200*
Total Trucks, U. S.	34,940	28,341	26,842	61,782	1,203,874	1,685,473

CANADIAN TRUCK PRODUCTION

	Week Ended July 14, 1984	Week Ended July 16, 1983	Week Ended July 7, 1984	July to Date	Jan. 1, to July 16, 1983	Jan. 1, to July 14, 1984
CHRYSLER CORP.	6,277	2,216	6,366	12,643	72,786	201,137
FORD MOTOR	.....	217	.....	.....	74,110	84,442
GENERAL MOTORS	6,040	5,551	4,793	10,833	141,977	168,916
INTERNATIONAL	.....	.....	.....	.....	3,216	3,913
Total Trucks, Canada	12,317	7,984	11,159	23,476	292,089	458,408
N. American Trucks	47,257	36,325	38,001	85,258	1,495,963	2,143,881

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended July 14, 1984	Week Ended July 16, 1983	Week Ended July 7, 1984	July to Date	Jan. 1, to July 16, 1983	Jan. 1, to July 14, 1984
AMERICAN MOTORS	4,800	2,371	3,532	8,332	92,180	104,401
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	2,371	3,532	8,332	88,109	104,401
Alliance	2,750	2,371	1,970	4,720	88,109	56,147
Encore	2,050	.....	1,562	3,612	.....	48,254
CHRYSLER CORP.	23,900	14,915	20,320	44,220	468,078	734,928
Plymouth Total	7,100	5,671	5,993	13,093	167,095	214,608
Horizon	3,200	2,244	2,598	5,798	59,071	88,913
Reliant	3,200	3,372	2,702	5,902	105,091	108,646
Caravelle†	200	1	235	435	2,933	5,350
Gran Fury	500	.....	458	958	.....	11,699
Chrysler Total	8,300	2,579	6,971	15,271	111,868	248,361
LeBaron	2,800	1,135	2,274	5,074	51,365	75,607
Laser	1,200	.....	1,194	2,394	.....	44,650
Chrysler E-Class	2,100	1,444	1,820	3,920	60,503	63,268
Fifth Avenue	2,200	.....	1,683	3,883	.....	64,836
Dodge Total	8,500	6,719	7,356	15,856	189,115	271,959
Omni	2,900	2,627	2,378	5,278	67,575	83,784
Aries	2,300	2,363	2,185	4,485	77,884	85,559
Daytona	900	.....	911	1,811	.....	33,376
Dodge 400	.....	205	.....	.....	18,202	.....
Dodge 600	1,600	1,524	1,254	2,854	25,454	47,918
Diplomat	800	.....	628	1,428	.....	21,322
FORD MOTOR	.....	.....	.....	.....	168,808	926,325
Ford Division	.....	.....	.....	.....	493,415	602,334
Escort	.....	.....	.....	.....	136,944	186,244
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	.....	.....	.....	.....	63,944	71,347
LTD	.....	.....	.....	.....	92,125	115,676
Thunderbird	.....	.....	.....	.....	106,957	83,421
Crown Victoria	.....	.....	.....	.....	47,798	40,350
EXP	.....	.....	.....	.....	1,184	17,877
Tempo	.....	.....	.....	.....	20,735	87,419
L-M Division	.....	.....	.....	.....	275,393	323,991
Mercury Total	.....	.....	.....	.....	217,078	234,146
Lynx	.....	.....	.....	.....	35,930	35,991
Capri	.....	.....	.....	.....	12,335	9,390
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	.....	.....	.....	.....	39,476	60,315
Cougar	.....	.....	.....	.....	60,694	55,857
Grand Marquis	.....	.....	.....	.....	53,671	50,266
LN7	.....	.....	.....	.....	290	.....
Topaz	.....	.....	.....	.....	6,081	22,327
Lincoln Total	.....	.....	.....	.....	58,315	89,845
Continental	.....	.....	.....	.....	8,516	19,932
Lincoln	.....	.....	.....	.....	30,406	52,976
Mark VI/VII	.....	.....	.....	.....	19,393	16,937
GENERAL MOTORS	91,897	87,811	71,166	163,063	2,118,152	2,589,873
Buick Division	22,811	19,886	18,112	40,923	496,522	570,185
Skylark	2,058	2,272	1,542	3,600	61,382	55,305
Skyhawk	3,135	1,592	2,324	5,459	39,990	88,420
Somerset Regal	390	.....	136	526	.....	600
Century	5,556	3,612	4,382	9,938	88,691	126,113
Regal	3,960	4,957	3,984	7,944	137,396	124,071
Buick	4,689	6,330	3,711	8,400	143,745	122,076
Riviera	1,103	1,123	834	1,937	25,318	28,929
Electra (fwd)	1,920	.....	1,199	3,119	.....	24,671
Cadillac Division	6,886	5,845	5,130	12,016	179,613	184,381
Cimarron	281	344	208	489	11,309	9,758
Seville	710	532	545	1,255	19,054	22,877
Eldorado	1,590	1,233	1,206	2,796	41,890	44,184
Cadillac	1,760	3,736	1,687	3,447	107,360	81,002
DeVille (fwd)	2,545	.....	1,484	4,029	.....	26,560
Chevrolet Division	30,135	32,165	23,896	54,031	678,641	881,735
Chevette	2,634	4,005	2,023	4,657	101,631	108,090
Cavalier	8,907	8,810	6,633	15,540	152,726	231,621
Celebrity	6,359	4,936	5,214	11,573	70,813	167,423
Camaro	5,254	4,786	4,553	9,807	110,425	146,767
Citation	2,695	1,428	2,233	4,928	59,778	62,439
Malibu/El Camino	.....	3,453	.....	.....	85,935	16,346
Monte Carlo	1,500	2,478	1,195	2,695	51,087	66,273
Chevrolet	1,916	1,652	1,489	3,405	33,746	64,443
Corvette	870	617	556	1,426	12,500	18,333
Oldsmobile Division	21,629	20,913	15,784	37,413	549,901	646,668
Omega	987	1,178	858	1,845	36,275	28,614
Firenza	1,166	859	873	2,039	26,672	41,983
Cutlass Supreme	3,540	6,329	2,788	6,328	157,865	161,077
Cutlass Ciera	5,828	4,541	4,091	9,919	109,050	157,412
Oldsmobile	6,333	7,219	4,840	11,173	197,929	202,753
Olds 98 (fwd)	2,530	.....	1,548	4,078	.....	27,990
Calais	390	.....	135	525	.....	599
Toronado	855	787	651	1,506	22,110	26,240
Pontiac Division	10,436	9,002	8,244	18,680	213,475	306,904
Acadian†	175	342	142	317	9,612	9,491
2000 Sunbird	3,304	2,083	2,307	5,611	56,094	84,295
1000	691	1,212	649	1,340	23,107	22,918
Firebird	2,710	2,523	2,518	5,228	53,670	64,856
Phoenix	430	742	377	807	15,680	14,119
Grand Prix/Bonneville	.....	2,100	.....	.....	55,312	29,733
Parisienne	426	.....	335	761	.....	15,524
Fiero	2,700	.....	1,916	4,616	.....	65,968
HONDA	3,000	1,351	.....	3,000	19,877	69,452
VOLKSWAGEN	.....	.....	.....	.....	49,337	55,431
Total Cars, U. S.	123,597	106,448	95,018	218,615	3,516,432	4,480,410
Total Cars, Canada	13,065	12,829	13,467	26,532	559,102	617,271
N. American Cars	136,662	119,277	108,485	245,147	4,075,534	5,097,681
N. American Trucks	47,257	36,325	38,001	85,258	1,495,963	2,143,881
North American Cars and Trucks	183,919	155,602	146,486	330,405	5,571,497	7,241,562

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Automotive News

July 23, 1984

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AIA asks court to review passive-restraint ruling

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Sixteen auto import companies have asked the Ninth Circuit Court in San Francisco to review the passive-restraint standard announced by Transportation Secretary Elizabeth H. Dole on July 11.

Members of the Automobile Importers of America (AIA) are concerned about insufficient leadtime to install passive restraints for front-seat positions on 10 percent of production by the '87 model year.

The 16 importers want quick consideration in lieu of a stay pending appeal and they argue that this appeal—filed on July 17—is the "first instituted" since "issuance" of the standard and thus the California circuit is the one with jurisdiction.

Jurisdiction is a matter of considerable importance since on July 11, State Farm and the National Assn. of Independent Insurers (NAII) raced to the courthouse and filed with the District of Columbia Circuit Court 12 identical petitions consecutively. The 12 petitions were filed between 10:47 a.m. and 12:37 p.m.

AIA had filed with the Ninth Circuit on July 11 at 12:15 (Eastern time). AIA also filed in San Francisco on July 12 at 3:15 (Eastern time).

While AIA members—all of the importers except Volkswagen of America and Mercedes-Benz of North America—protest lack of leadtime, State Farm and NAII question the legality of linking rescission of a vehicle safety standard with state belt-use laws covering at least two-thirds of the nation's population. They also question what they consider undue delay in implementing any passive protection for occupants until the 1987-model year.

• Just as the viewpoints of the appellants differ widely, so do the courts they address.

The D. C. Circuit was the one which overturned the Reagan Administration rescission of the 1977 Carter Administration passive-restraint standard and which was upheld by the U. S. Supreme Court. It is generally viewed as liberal and sympathetic to government regulations.

The Ninth Circuit, the one that overthrew the truck anti-lock airbrake standard, is where many of the Japanese import companies have headquarters.

Jurisdiction could depend on which party got to court first and that in turn may depend on when the standard was "issued." AIA said that the time when a signed and corrected version of Standard 208 was placed in the NHTSA docket—3:58 p.m. July 11—was the time of issuance.

Although one version, unsigned and with missing pages, went to the docket at 12:38 p.m. July 11, it was not "issued" because it was incomplete. Therefore, any petition before 3:58 p.m. July 11 is premature and hence invalid.

AIA said the first valid petition—and so far the only one—is the one AIA filed on July 12.

James F. Fitzpatrick, State Farm counsel, said the Transportation Department itself has never issued a rule defining "issuance" of a standard and when State Farm asked DOT on July

Continued on Page 60, Col. 4

Opening up the City

Honda markets ragtop

Honda's Cabriolet version of the City is the first convertible to be offered by a Japanese maker in modern times. Assembly has been subcontracted to Toyo Koki, in central Japan, because expected volume is around 500 units a month. Story on Page 57.

'85 intro dates at GM stretch for 3 months

By Joseph Bohn
Marketing Editor

The traditional new-car announcement has really been put to rest this year, at least as far as Chevrolet and Pontiac are concerned.

Chevrolet has four public intro dates for its '85 models and, on several of them, only one or two car lines will be introduced, according to well-placed dealer association presidents, who were able to sort out the considerable confusion which has surrounded Chevrolet's plans.

Pontiac isn't far behind. It has three intro dates, and they're stretched out over an even longer period than Chevrolet's.

All in all, Chevrolet's will be a series of rolling introductions. Dealers, of course, will be able to pre-sell many of the models as they arrive. But the dates are important for advertising purposes and the 5 percent carryover allowance paid on left-over '84 models.

The Chevrolet dates are: Oct. 2 for Celebrity, Citation, Monte Carlo, Impala-Caprice and Corvette.

Cavalier and Camaro will be introduced Nov. 8; Spectrum (Isuzu import), Nov. 15, and Chevette, Nov. 21.

Pontiac's dates are Oct. 2 for Parisienne, 6000, Grand Am, Bonneville and Grand Prix; Nov. 8 for Firebird and Sunbird 2000, and Jan. 10 for Fiero and 1000.

• General Motors announced earlier that '84 production runs of some smaller cars would be extended to boost its '84 CAFE average. The extension involves the J-cars, the Chevrolet Chevette and Pontiac 1000 and Fiero.

Buick, Oldsmobile and Cadillac will introduce their new models Oct. 2, except for the J-cars which will debut Nov. 8. Their J-cars are Buick Skyhawk, Oldsmobile Firenza and Cadillac Cimarron. The '85 front-wheel-drive C-cars from those divisions arrived last April.

At this point, Ford Motor Co.

Continued on Page 60, Col. 1

NEWSPAPER

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May brings 16.9 pct. gain over last year

Shop volume up 15th straight month

By Francis J. Gawronski
Service Editor

The rate of growth of new-car dealers' service and parts business continued to rise in May to record another solid advance in shop business.

According to the Automotive News Service Index, service and parts volume in May amounted to 116.9 percent of the business done by the industry in the same month a year earlier. The increase in volume over the same month the year before in April was 15.1 percent.

May's increase marked the 15th consecutive month in which shop volume registered an increase over the volume of the same month a year earlier. It also was the third highest of the year.

As in the previous 13 months, all indicators used in the Service Index were on the upside in May, led by sales of parts and accessories with an increase of 20.9 percent over the volume recorded in the same month in 1983.

Shop parts sales, those used in both customer-paid and warranty work, were up 19.6 percent over the 1983 volume, while gross profit on all labor, parts and accessory sales—the most important indicator from the dealer's viewpoint — topped the previous year's gross by 18.9 percent.

Total labor sales (customer-paid and warranty) bettered last year's volume by 15.3 percent, while repair orders written improved 8.9 percent.

Figures used in the Service Index are averages compiled from reports on shop business from a cross-section of the nation's new-car dealers.

For the five-month period of 1984, service and parts volume was 119.0 percent of the business conducted for the same period of 1983.

The leader was parts sales for the January-May period, which escalated 27.7 percent, followed by sales of parts and accessories, which were up 22.7 percent and gross profit, up 19.2 percent.

Labor sales increased 16.2 percent for the period, while repair orders written jumped 9.7 percent.

SERVICE INDEX

116.9*

	May, '84 vs. May, '83	5 mos., '84 vs. 5 mos., '83
Gross Profit on All Labor and P&A Sales	+18.9%	+19.2%
Repair Orders Written	+ 8.9%	+ 9.7%
Total Labor Sales (Customer & Warranty)	+15.3%	+16.2%
Shop Parts Sales (Customer & Warranty)	+19.6%	+27.7%
Sales of All Parts and P&A	+20.9%	+22.7%

*—Survey by Automotive News shows that dealers service and parts business in May, 1984, was 116.9 percent of business in May, 1983. Service business in the four months of 1984 was 119.0 percent of business in the corresponding period in 1983.

breaking news

GM studies new small-car plant for Canada

OSHAWA, Ont.—General Motors is studying the possibility of building a new small-car assembly plant in Canada, according to John F. Smith, president and general manager of GM of Canada. Smith said that should the company decide to build the plant, it could be done in three years and would likely be constructed in Ontario. There is no time frame on a decision. GM recently announced it will spend $1 billion (Canadian) over the next three years to update its Oshawa facilities.

Japanese open U. S. investment HQ

KANSAS CITY.—The Japanese Chambers of Commerce has officially opened its office here with the "primary responsibility to promote investment in the United States." The office represents nearly 500 local chambers of commerce and is staffed by Yukio Sekine, who said his clients are seeking not only acquisitions but also joint ventures with companies offering "unique technology." The investment is to be made by smaller Japanese firms, not giant trading and holding empires.

New Jersey to license body shops

TRENTON, N. J. — In a move designed to protect car owners who have been involved in motor-vehicle accidents, auto body repair shops in New Jersey will be licensed, starting Oct. 1, under rules adopted by Kenneth D. Merin, acting

See BREAKING NEWS, Page 8, Col. 1

Import car supply climbs to 25 days as sales taper off

By Kathleen Hamilton
Assistant Managing Editor

Sales slowdowns last month relieved some of the pressure on import inventories, which eased their way up to what is still a very tight 25 days' supply, or 216,815 cars, on July 1.

One month earlier, there were 23 days' worth of cars in dealer and port stock—213,780.

The sales slowdown affected domestic sales as well as the imports, indicating it was the market—not quotas or the German metalworkers' strike—that was the biggest contributor last month to the imports' sales and inventory changes.

Nevertheless, the German strike did take its toll at BMW, Mercedes-Benz and Porsche.

Although BMW's July 1 days' supply stood at 57, it wasn't as healthy as it appeared: A sharp sales slump caused by shortage-invested inventories inflated BMW's days' supply number. Sales rates for Mercedes and Porsche also slumped as their pipelines were depleted.

By July 1, Mercedes had only eight days' supply of cars.

Porsche had 13 days' supply, but its selling rate had plummeted and its actual inventory level was halved as the marque took a double punch from the strike and from the phase-down by Volkswagen of America of its Porsche supply in anticipation of the new U.S. Porsche importer. Audi's sales picked up a bit during the month, slicing its inventory from 51 days' worth to 31.

• The success of the new Chevrolet Sprint, made by Suzuki, became apparent last month: In its second month on the market, the new little car trebled its sales and halved its inventory level, leaving it with an 18-day supply — the average level for all Japanese makes last month.

On June 1, the Japanese makes had an average of 15 days' worth of cars.

Subaru maintained its sales rate in June, and Chrysler improved its sales of Japanese cars, but the other Japanese makers won their higher days-supply numbers through slower sales.

The Japanese makes opened July with 121,233 cars in inventory, up from the 107,508 in stock on June 1.

Honda once again had only three days' worth of imported cars in stock, but its domestic Accords were at a 15-day level.

German-car inventories on July 1 stood at 53 days' worth, or 60,820, compared with 50 days and 70,086 cars on June 1.

Volkswagen contributed to the increase in days' supply with sharply reduced sales that gave it a 108-day supply of German cars on July 1. Its domestically built Rabbits were worth 70 days and were included in the July 16 Automotive News domestic-car inventory wrapup.

Renault, Saab and Jaguar increased their sales and depleted their supplies last month—Jaguar so much so that it had less than 900 cars in stock July 1. "They're fresh," a Jaguar spokesman said of the cars reaching buyers.

Volvo's sales and inventories fell last month as dealers ran out of cars to sell.

The increase in Alfa Romeo's days' supply can be traced to increased shipments; its selling rate remained steady.

• Inventories of non-German European makes fell slightly during the month, to 34,762 from 36,186. Days' supply fell, too, to 51 from 54.

The Japanese-car days' supply levels on July 1 were Honda imports, 3; Toyota, 13; Chevrolet Sprint, 18; Mazda, 20; Subaru, 20; Nissan, 22; Mitsubishi, 34; Isuzu, 57, and Chrysler, 67. By car line, the Chrysler imports from Mitsubishi were Dodge Colt, 60 days; Plymouth Vista, 61; Dodge Vista, 61; Plymouth Colt, 67; Plymouth Conquest, 109, and Dodge Conquest, 127.

The German makes and their days' supplies were Mercedes-Benz, 8; Porsche, 13; Audi, 31; BMW, 57, and VW, 108.

The days' supplies of the other European makers were Jaguar, 11; Saab, 41; Peugeot, 46; Volvo, 47; Alfa Romeo, 109, and Renault, 152.

Inventories of Japanese light trucks rose from the June 1 level of 73,652 to 79,783. Days' supply rose, too, from 29 to 34. As with cars, the cause was slower sales. Mitsubishi and Nissan saw some sales gains and Chrysler made a large gain, but drops by the other makers offset those.

The combined import-vehicle inventory on July 1 was 296,598, up from 287,432. The July 1 days' supply was 27, up from 24.

IMPORT STOCKS

	July 1 1984	June 1 1984	July 1 1983
Honda	3	3	18
Isuzu	57	67	42
Mazda	20	13	22
Mitsubishi	34	25	87
Nissan	22	18	24
Subaru	20	14	30
Toyota	13	10	14
Chevrolet/Suzuki	18	107	
Chrysler	67	81	65
JAPANESE MODELS	18	15	24
Audi	31	51	34
BMW	57	54	26
Mercedes-Benz	8	19	21
Porsche	13	21	19
Volkswagen	108	68	64
GERMAN MODELS	53	50	34
Alfa Romeo	109	89	48
Jaguar	11	17	20
Peugeot	46	46	109
Renault	152	232	141
Saab	41	52	28
Volvo	47	44	31
OTHER MODELS	51	54	58
TOTAL IMPORTED CARS	25	23	28
Isuzu	60	59	104
Mazda	26	14	36
Mitsubishi	36	48	106
Nissan*	24	26	57
Toyota	29	18	39
Chrysler	81	102	83
TOTAL IMPORTED TRUCKS	34	29	54
TOTAL IMPORTED VEHICLES	27	24	32

*—Including domestic-made trucks

British-Korean sports car due for Calif. plant

By Richard Feast
European Editor

LONDON. — The U.S. will have a new auto maker by the second half of 1986. The Korean-owned Panther Car Co., based in the UK, appears certain to establish an assembly plant in California to produce its new EM25 sports car for the U.S. market.

Young C. Kim, chairman and chief executive, told Automotive News that the parent Jindo Group's factory near Long Beach will produce between 650 and 750 units annually for the U.S., while Panther in the UK will build around 1,000 a year for the domestic and European markets.

Kim's mid-engined two-seater will sell in the U.S. in the $18,000 bracket and in the UK at around 10,000 pounds. "There really is no competition at the price," Kim asserted.

He believes the volume-production mid-engined models by Pontiac and Toyota will appeal to different customers. And he is very much aware of the relatively cheap sports cars which are being developed by Lotus and Reliant in England with American exports in mind.

EM25 will use an aluminum body and chassis made by one of the Jindo companies in South Korea. These will be sent to California and England for final assembly.

The new car will weigh less than 1,900 pounds. It will be powered by a turbocharged version of Ford's 1.6-liter CVH engine and have a top speed of 120 MPH.

Kim said that over the longer term, performance and market appeal will be further enhanced by offering a bigger engine option.

All key mechanical components — steering, suspension, braking, transmission, electronics and so on — are stock Ford parts.

• The car is the design work of three men. Len Bailey, who was responsible for Ford's GT40 race cars of the 1960s, is the chassis engineer. The others are Ken Greenley, a former Vauxhall stylist who is now a lecturer at London's Royal College of Art,

Continued on Page 61, Col. 4

Sky-Top skytop for 300-ZX

Sky-Top Sunroofs, Ltd., St. Louis, is marketing a power moonroof to fit the 1984 Datsun 300-ZX 2+2 coupe. It is electrically operated and there is nothing to lift off or store, Sky-Top said.

Chrysler's $803 million is alltime top quarter

By Michelle Krebs
Financial Editor

Chrysler Corp. reported record earnings of $802.9 million, or $6.48 per share, and record sales of $5.3 billion for the second quarter of this year. It was the most profitable quarter in Chrysler's history.

"This kind of performance ain't bad for a broke company," said Chrysler Chairman Lee A. Iacocca at a press conference to announce the earnings.

Earnings for the quarter were up 159 percent from the same quarter last year when Chrysler earned $310.3 million, or $2.41 per share, on sales of $3.6 billion.

The second-quarter earnings also broke Chrysler's any-quarter record of $705.8 million in the first three months of this year.

First-half earnings totaled $1.5 billion, or $12.12 per share, compared with last year's $482.4 million, or $4.72 per share. Earnings for the half surpassed full-year earnings of $700.9 million in 1983.

"The real news in the second quarter, in one word, is volume," said Iacocca. "While the market isn't on fire, it is healthy . . . Some of our products are on fire. The minivans continue to be sold out for the year. The (Chrysler) Laser/(Dodge) Daytona, for the first time in June, cracked the 10,000 sales per month mark."

Sales for the first half of 1984 totaled $10.2 billion, compared with last year's $6.7 billion.

Iacocca noted that Chrysler's combined car and truck market share in North America rose to 11.5 percent in the first half from 11.0 percent last year.

"In the turbo/minivan/Laser world, we're seeing people we never saw before," Iacocca said. "The last research I saw showed about 30 percent of those buyers have never been in a Chrysler dealership in their life. And the buyers are young — 35 to 38."

• Nevertheless, Iacocca warned workers and the UAW: "It's not all euphoric. It's not all over yet. We've got a $9.5 billion capital investment program (over the next five years) to finance.

"And with the $800 million being reported today, the deficit since I came on board drops to $1.1 billion. Before this, it was $1.9 billion, and when I took

Continued on Page 60, Col. 3

Allows buyer to select model and equipment

Chevy computer to change selling

By Joseph Bohn
Marketing Editor

Chevrolet is launching an experimental program, the outcome of which could have a profound impact on the way dealerships sell cars and trucks in the future.

The division is putting "Chevy vision" computer terminals with torch screen operation into 50 dealerships, according to one of the software companies bidding on the project.

The new system allows a customer to select and completely spec out any vehicle according to his inclinations.

He might start with a truck with a specified amount of payload and keep feeding the machines questions about colors, options etc., until he has the choice or choices he desires.

Ford already has such a computer at Metropolitan Airport in Detroit.

Ford's computer is more a promotional and informational tool, though, and geared to giving prospecting opportunities to dealers.

Prospects who use it provide names and addresses, allowing dealers to call back at a later day and pitch them on the kind of product on which they were soliciting information from the computer.

• Chevrolet's move, though, raises interesting questions about how vehicles will eventually be sold.

Some observers maintain that salesmen can never be replaced. But others feel that eventually there'll be a need for fewer salespeople as a result of such computers.

"Nobody's saying it, but it may greatly reduce the number of salespeople. A customer specs out his car. You get computerized information and approval on financing from GMAC. You have electronic fund transfers," noted one observer, who compares the outcome to shopping at Photomat.

At the very least, it will reduce the number of sales brochures, data books, catalogs and a raft of materials currently carried in dealerships.

Call it 21st century marketing, or "re-inventing the wheel."

The future, as it was described by some merchandising people only a few years ago, is beginning to arrive.

From Hess & Eisenhardt

Chevrolet dealers across the country are marketing this '85 Chevrolet Celebrity convertible from Hess & Eisenhardt Co., Cincinnati. It features power top, power quarter windows and is available with Eurosport and tempered glass/rear window defogger options.

Canadian UAW wants increase—now

Chrysler profits spur wage demand

By Marjorie Sorge
Labor Editor

UAW Vice President Robert White has called for an immediate wage increase and improvements in pension benefits for Chrysler workers in light of the company's record first-half profits.

In a telegram to William S. Fisher, Chrysler Canada personnel director, White called for an immediate $1.01 per hour (Canadian) wage increase and $40 additional a month for pensioners. That amounts to $0.75 in U. S. dollars for hourly workers and $30 a month for pensioners.

White, director of the UAW's Canadian region, called for an immediate meeting to discuss the situation.

At presstime the UAW in the U. S. had not made a similar demand.

Chrysler last week reported profits of $1.5 billion for the first six months of 1984; $706 million for the first quarter and $803 million for the second quarter. It projects full-year profits of $2.5 billion. White said the Canadians are responsible for 25 percent of those profits.

At a press conference announcing the record profits, Chairman Lee A. Iacocca said the current labor contract is a good one for Chrysler workers. He said labor rates have gone up another $1.70 an hour since the contract was negotiated in August, 1983.

Chrysler said it has received the UAW's telegram, is studying it and "will respond in due course."

• "The latest sales and profit figures for Chrysler Corp. show not only a complete recovery for Chrysler but also a complete recovery for Chrysler of Canada," White's telegram said. "Chrysler workers are still over $1 an hour behind Ford and General Motors workers as a result of concessions that were made in 1979, 1980 and 1981. Pensions are still far behind as are other benefits.

"I am, therefore, calling for Chrysler to return Chrysler workers, both hourly and salaried, and Chrysler Corp. retirees to full parity with Ford and GM workers immediately. There is no reason why Chrysler workers should be subjected to these continuing concessions and be denied parity until September, 1985. The cost of returning these wages and benefits is microscopic compared to Chrysler profits."

White estimated that the increases would cost Chrysler $20 million in Canada (about $15 million in U. S. dollars). There are about 10,000 UAW-represented Chrysler Canada workers. Their wages would improve between $1,600 and $2,000 annually with the increases, he said.

White did not call for a reopening of the current contract which expires in October, 1985. That contract gives the workers a 38-cent-an-hour raise in May of 1985, 40 cents in June of that year and 23 cents in September. He is demanding the entire amount now. The increases would also affect holiday pay, overtime and shift premiums, he said.

An assembler at Chrysler Canada currently makes $9.62 an hour plus $2.43 cost-of-living-adjustment, or $12.05 an hour Canadian ($9.04 U. S.).

Pensions would increase from $895 a month Canadian to $935 (or $702 U. S.).

In the three contracts negotiated during the recession in the auto industry, Chrysler workers made concessions worth more than $1 billion, company-wide. Of that Chrysler Canada workers made concessions worth $100 million.

Shorter work time an issue as talks open at Big Two

Canada Ford seeks softer contract

By Marjorie Sorge
Labor Editor

TORONTO. — Substantial wage and pension increases and more time off the job are the major demands of the Canadian UAW, which opened contract talks with General Motors of Canada and Ford Motor Co. of Canada last week.

UAW Vice President Robert White, director of the Canadian region, said the UAW is asking for an upfront wage increase, annual wage improvement of more than 3 percent in the first year of the contract and 3 percent in the second and third years.

He also said the Canadian UAW intends to build on the made-in-Canada contracts first negotiated in 1982.

"The pre-1982 days of rubber stamping (the U. S. contracts) are gone," he said.

The two auto companies, however, seemed to call for moderation in contract demands, citing their need to be competitive as a major issue.

The contracts at both companies expire Sept. 14. Both the companies and the union have said they believe a settlement can be reached without a strike.

White, who indicated that a three-year pact is preferable, presented the UAW demands to the auto companies and, in the process, received a little surprise from Ford.

While GM listened to the demands and presented none of its own, Ford immediately asked for reduction in representation and changes in work practices. White labeled the demands "concessions" and indicated the union would not agree to any of those changes.

Arthur W. Hanlon, industrial relations vice president for Ford of Canada, said the company's proposals are not concessions but changes in work practices that "are nettlesome to us."

Hanlon said he has a "hunch" that the UAW in the U. S. will be presented with similar demands when talks open with Ford tomorrow (July 24).

Another area of conflict is the shorter worktime. The Canadian UAW maintains it is entitled to nine paid days off a year (or 72 hours), the equivalent of what it gave up in the 1982 contract when the paid personal holidays (PPH) were eliminated. The UAW is not necessarily tied to the PPH formula, just to the nine days off annually.

Both Ford and GM are opposed to return of the PPH days.

"We feel (the paid personal holidays) were very detrimental to the production of automobiles," said Rodney L. Andrew, general director of personnel for GM of Canada. "It probably was a detriment in the area of quality because of rotating people on certain jobs. Most assuredly, it hurt us in the cost factor and it will be a very tough issue."

Hanlon agreed with Andrew that PPH days cause quality problems. He called them another form of absenteeism and said: "I don't see a lot of merit in it."

While both companies are opposed to a return of PPH days, there were indications that both have been studying alternatives for shorter worktime. White also said that while the UAW is committed to reducing worktime, the union would be willing to listen to alternative plans if the auto companies could prove PPH days hurt quality.

Negotiations in Canada, as well as the U. S., began when the Big Two are sporting substantial profits on both sides of the border. GM of Canada made $675.6 million in 1983 and, according to the UAW, it has made more than that in the first six months of this year. In 1981, it lost $10.3 million and in 1982, it lost $71.7 million.

Ford of Canada made $85 million in 1983 and, according to White, made $100 million in the first quarter of 1984. In 1982, Ford was losing $1 million a day.

Hanlon said this past showing must be kept in perspective when discussing the current profits.

"You can't just take one year's performance," he said. "There is no guarantee for the future. You can't count money you haven't taken into the coffers yet.

"And, also, we suffered severe balance sheet damage. We made $153 million last year in consolidated operations and in Canada alone, $85 million. But in the last four years, we lost something like $400 million. You have to look at that."

The Canadian UAW has demanded significant improvements in wages, but the two companies indicated moderation is the key.

"I understand the demand, of course," said Andrew. "But you have to take another thing into perspective. The Canadian UAW is about 30 percent over the manufacturing average of all of Canada. Its members are among the best paid factory employes in the country and throughout the world.

"And, of course, to stay competitive we have got to look at the world. After all, a great deal of the production in Canada is shipped outside so we are trying to, number one, get jobs to come into Canada. Do I think the demand is justified? Certainly. If we are making a profit, we expect the UAW to come to us with that demand."

Workers in Canada make $13.07 (Canadian) an hour at GM or $9.80 an hour in U. S. currency and $13.08 an hour Canadian or $9.81 U. S. at Ford. That includes $3.44 cost-of-living-adjustment (COLA) Canadian or $2.59 U. S.

In the U. S., workers make about $12.67 an hour at GM and $12.68 an hour at Ford. Both include $3.04 COLA.

In the 1982 Canadian contract, the Big Two and the UAW agreed to base the COLA formula on Canadian inflation beginning this March. In the past, it was based on the combined Canadian/U. S. Consumer Price Index and is still that way in the U. S.

Other demands by the UAW include affirmative action proposals, getting more women on the job, child care programs, a legal services plan, a nutrition program, a fitness program and more paid educational leave.

New Jersey fines three dealerships on price ads

NEW EGYPT, N. J. — Three New Jersey new-car dealerships have been ordered to pay fines for violating a Division of Consumer Affairs regulation prohibiting advertisements that compare auto prices with a dealer's cost or inventory price.

Superior Court Judge Paul B. Thompson ordered J. P. Chevrolet, Inc., to pay $1,000, but only after the dealership had agreed to stop advertising its car prices at "$49 over invoice."

Wild Bill's Paramus Dodge, Inc., and Wild Bill's Paramus Chrysler Plymouth were also fined a total of $6,500 for a similar violation. Wild Bill's advertisements reproduced a factory invoice with an arrow pointing to the price with the statement, "Buy at rock bottom."

Judge Thompson said he based his decision on a Feb. 4, 1984, ruling by the Appellate Division of Superior Court upholding the Division of Consumer Affairs' regulation against a challenge by Arrow Pontiac in Little Falls, N. J.

State Consumer Affairs Director James Barry said the 1976 regulation is intended to prevent deceptive or misleading advertising.

Two ponies for a pickup

Ted Britt Ford Sales, Inc., Fairfax, Va., has built a reputation on the slogan "We Trade Anything." M. G. (Ted) Britt, owner and chairman of the dealership, is living up to his reputation. Britt is shown with Katherine Mack, of Middleburg, Va., and the two Irish Conamara ponies she traded for a Ford F-250 4x4 pickup truck.

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59th year — No. 5032

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Will spend $250 million to convert St. Louis plant for '86 models

Chrysler to build minivans in U. S.

By Michelle Krebs
Financial Editor

Chrysler Corp. last week confirmed that the St. Louis Assembly Plant II will be the second plant to produce its popular minivans for the 1986 model year.

Chrysler's Windsor (Ont.) facility presently is the sole plant for production of the Plymouth Voyager, Dodge Caravan and Dodge Mini Ram Van, which are virtually sold out for the rest of the model year. The plant has been running at full capacity to meet the demand, and Chrysler has experimented with a third shift in Windsor, though that did not work.

Chrysler said it will spend $250 million to convert the St. Louis plant, where rear-wheel drive passenger cars now are built. The conversion, which involves expanding the plant by 224,000 square feet, begins in June, 1985.

Chrysler Chairman Lee A. Iacocca said the plant will start off at a rate of 160,000 minivans per year, but combined production of the St. Louis and Windsor plants will climb quickly to 430,000 per year, he said.

Iacocca appeared undaunted by the fact that Ford Motor Co. and General Motors will have minivan entries in the coming model year.

"We know there's competition coming . . . But the more we see of them, the more we see they differ from our concept completely," Iacocca said, calling the competitions' minivan versions "chopped trucks."

• The St. Louis plant now employs 3,400, and Chrysler said that employment level will be maintained.

The St. Louis plant produces the Chrysler Fifth Avenue, Dodge Diplomat, Plymouth Gran Fury and Plymouth Caravelle Salon, which were moved to St. Louis from the Windsor plant to accommodate minivan production.

Iacocca said a decision on how long Chrysler will continue to produce the rear-wheel drive cars has not been made.

"We decided two years ago to drop it . . . The thing won't die," Iacocca said, adding it may be continued "in some form somewhere."

In addition, no decision has been made on where the P-car will be built. The P-car was originally planed as a replacement for the Dodge Omni and Plymouth Horizon.

Iacocca said there is no guarantee the P-car will be produced at Chrysler's Belvidere (Ill.) plant, where the Omni and Horizon are made. At Chrysler's annual meeting in June, Iacocca said the company is hesitant to discontinue production of the cars as originally planned since they are selling well.

Sweetening the grand opening

An angel food cake sweetened festivities at the grand opening of Banning Chrysler - Plymouth - Dodge, Banning, Calif. Co-owners Gil Feuerman, left, and John Holderness, right, flank Chrysler Corp. executives Jan Thompson, sales planning and distribution manager, Los Angeles zone, and Cory Whittaker, district manager.

NEW-CAR MARKET SHARES IN U. S.

	MAY					5 MONTHS				
	Regis., May, 1984	Percent Share of Market	Regis., May, 1983	Percent Share of Market	Pct. Pt. Change 84 vs. 83	Regis., 5 Mos., 1984	Percent Share of Market	Regis., 5 Mos. 1983	Percent Share of Market	Pct. Pt. Change 84 vs. 83
Chevrolet	146,079	16.49	115,341	14.93	+ 1.56	651,740	15.94	484,525	14.29	+ 1.65
Ford	108,160	12.21	86,601	11.21	+ 1.00	518,918	12.69	380,183	11.21	+ 1.48
Oldsmobile	99,575	11.24	86,350	11.17	+ 0.07	457,453	11.19	366,862	10.82	+ 0.37
Buick	85,105	9.60	71,974	9.31	+ 0.29	367,068	8.98	307,605	9.07	− 0.09
Pontiac	64,345	7.26	44,448	5.75	+ 1.51	280,242	6.86	185,263	5.47	+ 1.39
Mercury	44,912	5.07	33,018	4.27	+ 0.80	206,329	5.05	141,569	4.18	+ 0.87
Dodge	33,528	3.78	29,563	3.82	− 0.04	144,267	3.53	122,484	3.61	− 0.08
Chrysler	26,903	3.04	23,127	2.99	+ 0.05	119,972	2.94	98,696	2.91	+ 0.03
Cadillac	26,120	2.95	25,553	3.31	− 0.36	122,217	2.99	111,244	3.28	− 0.29
Plymouth	25,579	2.89	28,743	3.72	− 0.83	116,005	2.84	112,754	3.33	− 0.49
AMC	14,871	1.68	16,527	2.14	− 0.46	75,590	1.85	82,553	2.44	− 0.59
Lincoln	11,971	1.35	7,505	0.97	+ 0.38	53,071	1.30	37,409	1.10	+ 0.20
GENERAL MOTORS	421,224	47.54	343,666	44.47	+ 3.07	1,878,720	45.96	1,455,499	42.93	+ 3.03
FORD MOTOR CO.	165,043	18.63	127,124	16.45	+ 2.18	778,318	19.04	559,161	16.49	+ 2.55
CHRYSLER CORP.	86,010	9.71	81,424	10.53	− 0.82	380,244	9.31	333,934	9.85	− 0.54
AMC	14,871	1.68	16,527	2.14	− 0.46	75,690	1.85	85,553	2.44	− 0.59
IMPORTS	198,796	22.44	204,062	26.40	− 3.96	974,480	23.84	958,631	28.28	− 4.44
MISC. DOMESTIC	30	0.00	39	0.01	− 0.01	108	0.00	341	0.01	− 0.01
TOTAL	885,974		772,842			4,087,560		3,390,119		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York, Oklahoma, 1984, from manufacturers' sales records. Oklahoma '83 figures not available. Current Alaska delayed.

May total tops 1983 by 14 pct.

Registrations reach 5-year peak

By Jenny L. King
Staff Writer

May new-car registrations were up 5.89 percent from the preceding month and made a 14.64 percent gain over year-earlier figures, according to numbers from R. L. Polk & Co.

Registrations were highest for May since 1979. The May record is 1,061,204, set in 1973.

Combined domestic and imported-car numbers totaled 885,974, up 5.89 percent from 836,717 in April and up 14.64 percent from 772,842 in May of 1983.

The import share of the market plunged nearly four percentage points, to 22.44 percent this May from 26.40 percent a year ago.

Domestic registrations climbed 20.82 percent May to May, to 687,178 from 568,789. Ford Motor Co. and General Motors made substantial gains in their shares of the month's market, as Chrysler, AMC and the imports fell back.

Ford was ahead 2.18 percentage points, to 18.63 percent from 16.45 percent and GM expanded 3.07 percentage points, to 47.54 percent from 44.47 percent.

For the month, Chrysler dropped 0.82 percentage points, to 9.71 percent from 10.53 percent. American Motors slipped 0.46 percentage points, to 1.68 percent from 2.14 percent, and miscellaneous domestics were off the map, down from 0.01 percent 12 months earlier.

Table on Page 56.

• With imports yielding four percentage points in the market class area, subcompacts, compacts, intermediates and luxury cars all increased penetration.

U. S. subcompacts were up to 12.33 percent in May from 11.99 percent last year; compacts grew to 19.17 percent from 16.38 percent; intermediates were up to 27.68 percent from 26.01 percent, and luxury models claimed 7.96 percent, up from 5.39 percent.

Domestic standard-size cars

Continued on Page 60, Col. 2

breaking news

Continued from Page 1

state insurance commissioner. The rules will apply to 4,500 to 6,000 body shops statewide. They must apply for a license by Aug. 31. The rules require shops to give customers written estimates, and to maintain copies of all invoices, work orders and estimates for two years. Violators will face license suspension or revocation. They could be fined up to $2,000 for a first offense and $5,000 for a second offense.

Engine milestones marked in Japan

TOKYO.—June was a milestone month for engine production by Japanese auto makers. Toyota built its one-millionth twin-cam, in-line six during the month, the first time any Japanese maker had reached that production figure. Nissan built its 200,000th V-6 during June.

Six European auto makers battling for sales leadership

By Dan McCosh
Detroit Reporter

Europe's highly competitive car market hit the halfway point at about 5.6 million units, down less than 3 percent from last year, despite the effects of a seven-week strike that shut down most of West Germany's auto production.

The volatile market saw Renault slide to sixth place from its No. 1 spot at the end of 1983, while the long-dormant United Kingdom market was running at record strength with a decline in import penetration.

Ford surged to a five-year high, while GM presented a strong challenge.

The fact that the two French auto makers, Renault and Peugeot-Citroen, were in sixth and fifth place and showed the largest year-to-year losses defied the analysis that the West German strike was the most significant factor in the overall slip.

GM credits the success of its Vauxhall Cavalier (J-car) for most of its recent sales gains. The car has been particularly successful against the Ford Sierra in the UK fleet market — an arena that was formerly dominated by Ford's Cortina which Sierra replaced.

Preliminary figures for the top six in the first half show Fiat in the lead, with 744,400, a 13.2 percent market share; Ford second with 733,500, a 13 percent share; Volkswagen-Audi at 666,500, an 11.8 percent share; GM at 655,000, an 11.6 percent share; Peugeot at 639,700, an 11.3 percent share, and Renault at 594,900, a 10.5 percent share.

Rankings a year ago were Ford, Renault, Volkswagen, Fiat, Peugeot and GM.

But it wasn't, so owners sue GM

The 'last' convertible

By Jake Kelderman
Washington Reporter

WASHINGTON. — And now one for "the best laid schemes of mice and men gang aft agley" category:

Abraham P. Korotki, a Baltimore attorney, thought he had a real investment when he bought his loaded Cadillac Eldorado convertible in August, 1976, for $16,250.

GM said this would be the "last convertible in America," and Korotki figured it would become a valuable collector's item.

Imagine Korotki's surprise then when GM again offered convertibles in 1983. Korotki was so surprised, in fact, that he decided to sue GM for alleged fraudulent advertising.

A local chiropractor, Richard K. Adolph, felt the same way and joined Korotki in demanding that GM compensate them and all other 1976 Cadillac convertible owners, about 14,000 across the country, for alleged loss of value.

GM attorneys, not unexpectedly, maintain there is no evidence to supoprt Korotki's claims that GM intended, as part of a fraudulent scheme, to resume convertible production after the 1976 model year.

A U. S. District Court judge in Baltimore will decide the case later this year.

Convertible popularity reached its peak in 1965 when U. S. producers sold about 500,000 ragtops. Seven years later, though, they sold only about 76,000 and by 1973, American Motors, Ford Motor and Chrysler Corp. had stopped production. In 1976, GM built the "last" of its convertibles.

In the auto business, however, things have a habit of coming around again, and in 1981 Chrysler reinvented the ragtop. At the end of 1983, convertibles held a 2 percent share of the new-car market.

'86 Jeep pickup will be called the Comanche

Comanche has been selected as the name for a new down sized Jeep pickup truck for 1986.

Joseph E. Cappy, American Motors group vice president sales and marketing, said that although introduction of the new pickup truck to be built off the XJ Jeep Cherokee-Wagoneer platform—is still a year away, the company decided to announce the Comanche name in advance "to begin to whet the public appetite."

"We'll be building these new pickups in both four-wheel drive and two wheel drive," Cappy said. "This is our first state of the art product in the two wheel drive market, which accounts for 75 percent of the light truck market, so it is very important for us to get the name and the timing out front as quickly as possible."

He said the hundreds of suggested names included more than a dozen North American Indian tribes, and was sprinkled with animals, reptiles, cities, mountains, and space age subjects.

Cappy said AMC pared the list to 11 finalists for a special evaluation by 99 compact pickup owners and 113 potential buyers in Dallas, Denver, Pittsburgh and San Diego.

They were asked to rate the names in such categories as appropriateness, likeability and memorability, and also on various image attributes.

"Comanche was deemed the

Continued on Page 38, Col. 1

Ford's Australian small van

A 1.4-liter, four-cylinder gasoline engine powers the new small Econovan introduced by Ford Motor Co. of Australia, Ltd. A five-speed overdrive manual transmission is standard. The smallest of Ford's three Econovan models is offered with dual or single rear wheels.

Mazda aims Sport LE at mid-priced market

LOS ANGELES. — Seeking a larger share of the mid-priced compact pickup truck market, Mazda has introduced the B2000 Sundowner Sport LE, which it calls an economical combination of sport and luxury features.

The new truck incorporates the B2000 Sundowner Sport's long list of standard equipment,

Picture on Page 42.

and adds such features as chrome front and rear bumpers, a sliding rear window and new two-tone paint and striping packages.

The Sport LE also offers metallic painted spoker wheels, radial tires with raised white letters, dual sport mirrors, a digital clock, a tachometer, halogen headlights, a four-spoke sport grip steering wheel and a five-speed manual transmission.

Velour bucket seats with integral headrests and a large center console — items that were optional on the Sport — are standard on the Sport LE.

Two-tone paint treatments include a sunbeam silver accent paired with either a black metallic or red metallic main color. The striping package combines silver with orange and is color coordinated with the truck's spoker wheels and velour upholstery.

• "These features position the new truck solidly in the sport-compact market, yet the Sport LE carries a base sticker price of $6,795, as much as $1,300 less than other comparably equipped

Continued on Page 42, Col. 4

truck personnel

Anderson named head of Australian Mack

Neil J. Anderson has been appointed managing director of Mack Trucks Australia Pty., Ltd., with responsibility for the wholly owned subsidiary of Mack Trucks, Inc.

N. J. Anderson

Anderson, previously general manager, joined Mack in the early 1960s as a sales manager for the firm's International Operations, then based in Bermuda. He moved back to his native Australia, where he established and managed Mack branches in Darwin, Melbourne and Sydney. He became general manager of the subsidiary in 1981.

Gurnitz, Roudebush appointed Rockwell VPs

Robert N. Gurnitz has been named vice president and general manager of Rockwell International's On Highway Axle Division. He had been president of the Body Components Division.

Ronald L. Roudebush has been appointed vice president and general manager of the Highway Brake & Trailer Axle Division. He joined the firm in 1973 and previously headed the Service Parts & Electronics Division.

Richard A. Banfield has been named vice president of operations support and service parts. Previously vice president of operations, he joined Rockwell in 1974 as manufacturing manager of the firm's Newark, (O.) truck axle plant.

Larry D. Maisch has been appointed chief engineer of the Government Products Division. He had been engineering manager for the division.

Arthur J. Rhodes has been named manager of the Newark, (O.) truck axle plant, and **David B. Rayburn** is the new manager of the Winchester (Ky.) truck axle plant.

IVECO names Moore to top marketing post

Jerry W. Moore has been named senior vice president of marketing for IVECO Trucks of North America, Inc.

Moore joins IVECO from Howard Swink, Inc., where he was vice president/director of client services for the marketing communications firm.

John Dreibelbis has been appointed director of marketing plans and strategies, responsible for analysis of competitive products and markets, as well as forming plans to develop existing and new business. He formerly was in marketing communications with Certainteed Corp.

Continued on Page 38, Col. 1

Ford gets award for magnesium use in compact trucks

DEARBORN. — Ford Truck Operations has received an award from the International Magnesium Assn. for "leadership and innovation" in the design and application of magnesium parts in Ford Ranger, Bronco II and soon-to-be-introduced Aerostar vehicles.

The award was presented at the association's world conference in London, England.

In accepting the award, Henry W. Potoczak, Ford light-truck design and development chief engineer, noted that Ford's first application of magnesium in light trucks was a brake and clutch-pedal support bracket for Ranger and Bronco II. The second was a clutch housing for Ranger, Bronco II and the Aerostar compact van.

"The clutch housing presented a special challenge," he said, "because it lives in a corrosion-prone environment, exposed to road dust, moisture and salt. The magnesium housing is doing its job without the aid of any special coating."

Potoczak added that Ford is looking at many other possible magnesium applications that hold substantial promise.

truck industry news

Count tops '78 by almost 90,000 units

5-month registrations hit a record 1,597,405

Five-month registrations of new trucks of all types in the U.S. were the highest ever, with impressive gains in all three market segments and each of the eight weight classifications.

R. L. Polk & Co. reported 1,597,405 units were registered in

Table on Page 38.

the January-May period, an increase of 46.5 percent over last year's 1,090,052 and almost 90,000 more than the previous five-month high of 1,510,024 established in 1978.

During the month, there were a record 348,273 tallies, up 37.1 percent from the year ago 253,943. The previous May high of 342,144 registrations also was achieved in 1978.

Through May, light-truck registrations totaled 1,506,474 units, up 46.7 percent over last year's 1,026,947 and 9.4 percent higher than the 1,376,432 vehicles tallied in the same period six years ago.

Medium trucks were up 18.6 percent over a year ago, 18,521 versus 15,613, but they were 69.4 percent below the 60,609 tallies through May in 1978.

Heavy-truck registrations through May totaled 72,410, up 52.5 percent over the year-earlier 47,492 and less than 600 units fewer that the 72,983 tallies in 1978.

Five-month registrations of Group 1 trucks were up 49.5 percent to 852,997 units, compared with 570,423 a year ago. The Group 2 count was 40.7 percent higher, 637,116 versus 452,750. Group 3 tallies more than quadrupled, from 3,774 last year to 16,361.

In Group 4, there were 244 tallies through May, more than

Continued on Page 38, Col. 2

May HD surge boosts '84 tallies to four-year high

Registrations of new heavy trucks in May were the highest for the month in five years, boosting the January-May total to its best mark since 1980.

During the month, according to R. L. Polk & Co. statistics, 17,491 new Groups 7 and 8 vehicles were registered, an increase of 72.2 percent over last year's 10,155 units.

The alltime high for May occurred in 1979, when 20,817 trucks were tallied.

Through May, registrations totaled 72,410 units, up 52.5 percent from last year's 47,492. In the comparable period in 1980, Polk reported 85,213 big-truck tallies.

Although registrations of International and Ford heavies were up substantially over last

Continued on Page 38, Col. 1

U. S. TRUCK REGISTRATIONS

FIVE MONTHS, 1984 VS. 1983★

Make	5 mos., 1984	Percent Share of '84 market	5 mos., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
Ford	465,407	29.13	347,323	31.86	− 2.73
Chevrolet	444,596	27.83	330,981	30.36	− 2.53
Dodge	165,482	10.36	99,786	9.16	+ 1.20
GMC	118,981	7.45	93,569	8.59	− 1.14
Jeep	55,210	3.46	26,664	2.45	+ 1.01
Plymouth	31,795	1.99	3,855	0.35	+ 1.64
International	22,690	1.42	17,785	1.63	− 0.21
Mack	8,553	0.54	5,804	0.53	+ 0.01
Freightliner	6,149	0.38	3,710	0.34	+ 0.04
Kenworth	5,711	0.36	2,612	0.24	+ 0.12
Peterbilt	4,921	0.31	2,685	0.25	+ 0.06
White	2,970	0.19	883	0.08	+ 0.11
Mercedes-Benz	796	0.05	1,002	0.09	− 0.04
Volvo	695	0.04	537	0.05	− 0.01
Autocar	452	0.03	314	0.03	.....
Western Star	213	0.01	123	0.01	.....
Miscellaneous**	262,784	16.45	152,419	13.98	+ 2.47
TOTALS	1,597,405	100.00	1,090,052	100.00	.....

★—No registrations for Oklahoma, 1983, New York and Oklahoma for 1984 compiled from manufacturers' sales records.
*Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY-DUTY REGISTRATIONS

FIVE MONTHS, 1984 VS. 1983★

Make	5 mos., 1984	Percent Share of '84 market	5 mos., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
International	16,417	22.67	11,721	24.68	− 2.01
Ford	14,081	19.45	10,362	21.82	− 2.37
GMC	9,492	13.11	6,122	12.89	+ 0.22
Mack	7,268	10.04	5,055	10.64	− 0.60
Freightliner	6,149	8.49	3,710	7.82	+ 0.67
Kenworth	5,711	7.89	2,612	5.50	+ 2.39
Peterbilt	4,921	6.80	2,685	5.65	+ 1.15
Chevrolet	3,312	4.57	2,640	5.56	− 0.99
White	2,970	4.10	883	1.86	+ 2.24
Volvo	695	0.96	537	1.13	− 0.17
Autocar	452	0.62	314	0.66	− 0.04
Mercedes-Benz	266	0.37	307	0.64	− 0.27
Western Star	213	0.29	123	0.26	+ 0.03
Miscellaneous	463	0.64	421	0.89	− 0.25
TOTALS	72,410	100.00	47,492	100.00	.....

★—Groups 7 and 8 trucks only; New York and Oklahoma for 1984 compiled from manufacturers' sales records; no registrations for Oklahoma, 1983.

Automotive News

EXTRA

July 23, 1984

SERVICE PROFITS

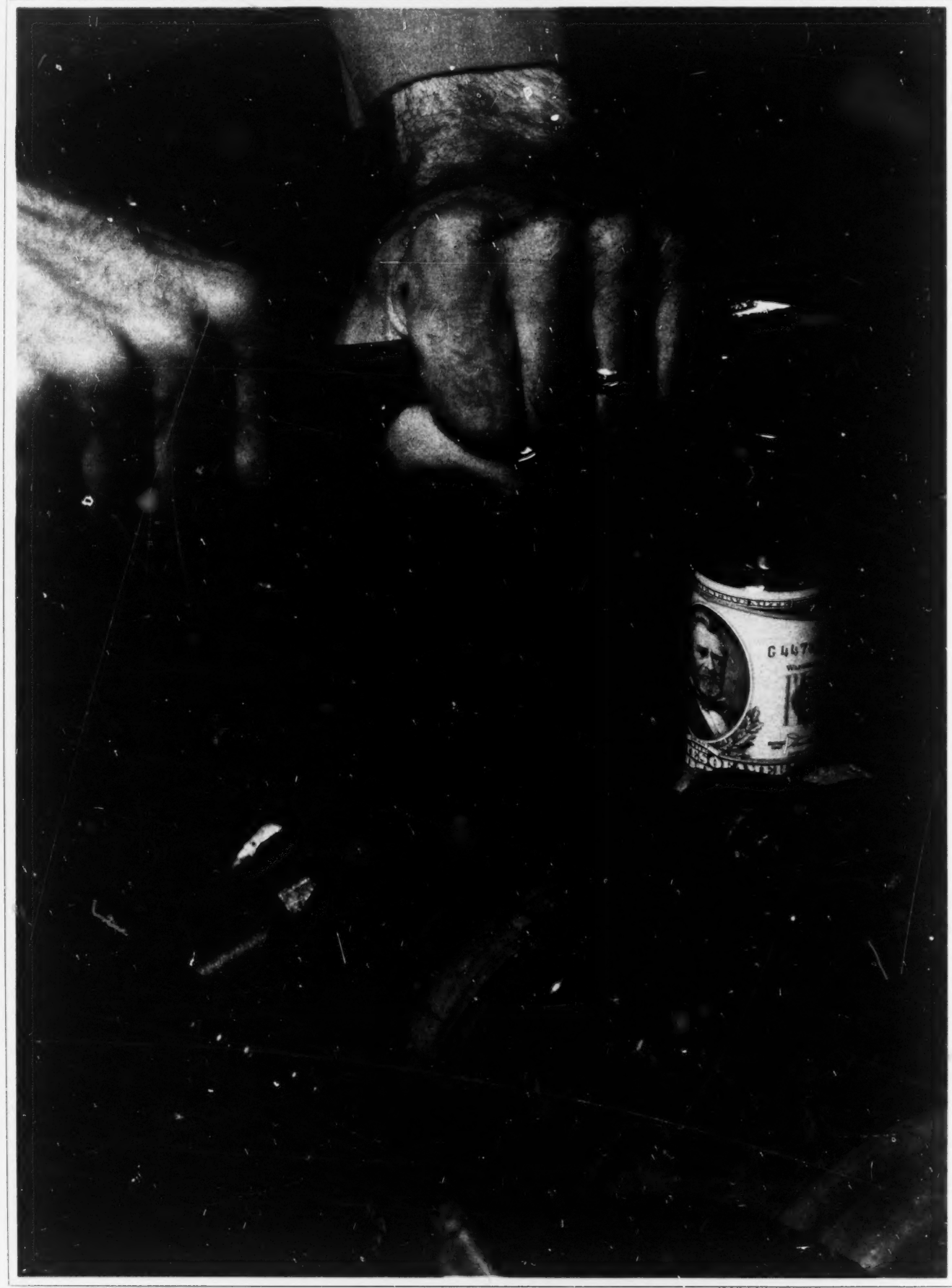

Photo by Joe Wilssens

Service mood is upbeat at dealerships

Service chiefs say future looks bright

By Al Fleming
Industry Editor

Day after day the cars stream into auto dealerships for service and maintenance.

Standing in the midst of the stream are dealership service managers, the buttress of the industry's service operation, who in most cases are more invisible than visible to car buyers and car makers.

Yet they are among the key trackers of the nation's automotive fleet, and play a serious role in the serious business of buying, selling and servicing automobiles.

For a view of these skippers of the service bays, AUTOMOTIVE NEWS conducted its second annual survey of service managers at domestic and import new-car dealerships.

The in-depth look at this special automotive group was taken via a questionnaire sent to service managers throughout the U. S. It indicates that those who are in charge of departments that service and maintain America's huge fleet of automobiles typically are:

- More optimistic about the automobile business and their dealerships' growth in that business than they were a year ago.
- More confident of reaping greater profits in their service operations in coming years.
- Of the opinion that their dealerships will purchase new service equipment during 1984, and that most of it will be for tuneup and wheel alignment/balance work.
- Strongly of the belief that new cars are becoming less lucrative to service, but that a growing population of old cars will nourish the profitability of dealer service activities.
- Saying that tuneups are adding overwhelmingly to service income, while engine and transmission repair are becoming duds on the profit ledger.

Continued on Page E-2

Survey

Continued from Page E-1

• Suggesting that new-car warranties are contributing increasingly to the income of their companies, but extended service contracts are not.

• On a more personal level, the AUTOMOTIVE NEWS survey shows that service managers at new-car dealerships in the U.S.: May be giving up some of their service decision-making powers to dealership management; may be maturing slightly in age and experience; are spurred by bonuses paid by their employers; and are becoming somewhat more satisfied with their incomes.

Moreover, the survey indicates that for the second straight year the nation's new-car dealership service managers are bubbling with optimism over the future of the automobile business and their own operations. As in 1983, nearly 90 percent of those surveyed say they expect the car market in the U.S. will improve in the next two years, and this year more than nine out of 10 believe their dealerships' business will continue on the upswing. Less than three percent think things will get worse.

As a Chrysler-Plymouth dealership service manager in Louisville points out, "The state of the economy continues to be impressive, and there are lots of old cars on the road."

A Ford dealer in North Suburban, Ill., notes that "the average car is seven years old, and that means more sales and service in the years ahead."

On the other hand, a service manager at a Chrysler-Plymouth outlet in Mankato, Minn., anticipates a worsening business climate because of a "weak agricultural situation in the Midwest farm belt."

• Among those surveyed, the Chevrolet nameplate continued to be the No. 1 seller in about 16 percent of the dealerships, with Toyota the top import brand. Some 37 percent of those surveyed work for single-franchise dealers in 1984, down from 44 percent a year ago. Cadillac continues as the top dual franchise among domestic brands, Nissan among imports.

The survey indicates a major sales comeback has been achieved by small dealerships during the past year. Of service managers that responded, exactly 50 percent work at dealerships that sold fewer than 400 new cars in the past 12 months; that compares to 39 percent a year ago. A sales step-up is also being realized at dealerships with annual volumes of 1,300 to 1,999 new cars; those outlets accounted for 15.6 percent of the responses this year compared to 10.9 percent last year.

Of those surveyed, 63.7 percent worked for dealerships located in cities or towns of less than 250,000 population, while 27.2 percent were in areas of more than 500,000 population.

All in all, the vast majority of service managers expect service profits at their dealerships offer prospects for increasing in the future. Some 97 percent said so in this year's survey compared to 96 percent last year.

In Nashville, Tenn., a service manager for sporty, high-luxury import makes points out that "we've upgraded our facility and personnel to fulfill current demand, and added a second shift.

At a General Motors dealer-

Continued on Page E-4

Automotive News Survey of Dealer Service Managers

Question 1: What do you consider the business outlook to be for the automobile market in general and your dealership specifically for the next two years?

	Automobile Market		Dealership	
	% Responses, 1984	% Responses, 1983	% Responses, 1984	% Responses, 1983
Improve	89.7%	89.1%	92.1%	86.6%
Same	7.6%	8.6%	5.3%	10.5%
Worse	2.7%	2.3%	2.6%	2.9%

Question 2. Which make of car is your dealership's biggest seller?

Franchise	% Responses, 1984	% Responses, 1983
Chevrolet	15.8%	16.3%
Ford	12.6%	11.3%
Oldsmobile	11.4%	11.6%
Buick	9.1%	8.5%
Pontiac	6.6%	4.7%
Toyota	5.9%	6.0%
Mercury	5.2%	5.9%
Nissan	4.8%	6.5%
Honda	4.7%	4.6%
Dodge	4.2%	4.1%
Plymouth	3.2%	3.9%
Cadillac	2.9%	3.8%
Chrysler/Imperial	2.9%	2.8%
VW/Audi/Porsche	2.5%	2.6%
AMC/Renault	2.1%	2.0%
Mazda	1.5%	1.8%
Lincoln	1.4%	0.7%
Subaru	1.4%	1.1%
Mercedes-Benz	0.6%	0.6%
BMW	0.5%	0.6%
Mitsubishi	0.3%	0.1%
Saab	0.3%	0.1%
Others	0.3%	0.4%

Question 3: What other makes of cars (domestic or import) are you dualed with?

Car Make	% Responses, 1984	% Responses, 1983
None	37.9%	44.9%
Cadillac	9.1%	8.7%
AMC/Renault	6.4%	6.0%
Buick	6.1%	6.3%
Oldsmobile	5.3%	5.2%
Pontiac	4.9%	4.7%
Nissan	4.2%	4.7%
Dodge	4.2%	1.5%
Chrysler-Plymouth	3.7%	2.4%
Toyota	3.3%	2.4%
Ford	3.0%	2.2%
Chevrolet	2.6%	3.7%
Subaru	2.6%	3.9%
VW/Audi/Porsche	2.1%	3.9%
Lincoln-Mercury	1.9%	2.0%
BMW	1.6%	0.8%
Honda	1.6%	2.7%
Mercedes-Benz	1.6%	1.1%
Saab	1.3%	1.7%
Volvo	1.0%	0.8%
Mazda	1.0%	2.4%
Mitsubishi	1.0%	0.2%
Isuzu	1.0%	3.6%
Others	2.1%	0.8%

Question 4: How many new cars did your dealership sell in the past 12 months?

Number of Cars	% Responses, 1984	% Responses, 1983
1 to 199	21.9%	15.8%
200 to 399	28.1%	23.6%
400 to 799	12.5%	22.6%
800 to 1,299	25.0%	26.9%
1,300 to 1,999	15.6%	10.9%
2,000 or more	3.1%	4.1%

Question 5: What is the population of your city, town or metropolitan area?

Population	% Responses, 1984	% Responses, 1983
Under 5,000	36.4%	42.1%
50,000 to 249,000	27.3%	22.4%
250,000 to 499,999	9.1%	9.6%
500,000 to 999,000	15.2%	13.3%
1 million or more	12.0%	12.6%

Question 6: Do you, as service manager, feel that your service department offers a potential for increased profits in the future?

	% Responses, 1984	% Responses, 1983
Yes	97.2%	96.1%
No	2.8%	3.9%

Question 7: Do you feel that your dealership management believes the service department offers the potential for increased profits in the future?

	% Responses, 1984	% Responses, 1983
Yes	94.4%	95.2%
No	5.6%	4.8%

Question 8: Do you, as service manager, believe your dealership is spending enough on advertising and promotion to improve your service business?

	% Responses, 1984	% Responses, 1983
Yes	74.3%	66.4%
No	25.7%	33.6%

Question 9: Who hires the mechanics in your service department?

	% Responses, 1984	% Responses, 1983
Dealership owner	17.8%	12.3%
Dealership manager	6.7%	6.2%
Service manager	75.5%	81.5%

Question 10: When your dealership buys new service equipment are you involved?

	% Responses, 1984	% Responses, 1983
Yes	97.2%	98.4%
No	2.8%	1.6%

Question 10: Which statement below best describes your involvement in buying new service equipment?

	% Responses, 1984	% Responses, 1983
Originate purchase request	39.9%	38.1%
Approve make(s) selected	24.3%	24.0%
Negotiate terms	3.7%	5.4%
Give advice on needs	53.5%	57.7%

Question 11: Does your dealership plan to buy new service equipment this year?

	% Responses, 1984
Yes	69.6%
No	30.4%

(Note—question not asked in 1983 survey.)

Question 12: What type of service equipment does your dealership plan to buy this year?

	% Responses, 1984
Tuneup	27.7%
Wheel alignment	21.3%
Wheel balance	14.9%
Collision repair	12.8%
Brake	10.6%
Transmission	4.3%
Engine overhaul	2.1%
Other	6.3%

(Note—question not asked in 1983 survey.)

Question 13: Are new model cars more profitable to service than those of previous years?

	% Responses, 1984	% Responses, 1983
Yes	11.8%	14.6%
No	52.9%	67.4%
Same	35.3%	18.0%

Question 14: How many hours per week is your service department open?

Number of Hours	% Responses, 1984	% Responses, 1983
Less than 45 hours	11.1%	23.5%
45 to 50 hours	47.2%	40.7%
51 to 55 hours	19.4%	19.5%
56 to 60 hours	8.3%	9.3%
More than 60 hours	14.0%	7.0%

Question 15: How many employes are there in your service department (including parts and service personnel)?

Number of Employes	% Responses, 1984	% Responses, 1983
1 to 10	33.3%	27.4%
11 to 20	27.8%	25.7%
21 to 30	13.9%	19.5%
31 to 40	11.1%	13.3%
More than 40	13.9%	14.1%

Question 16: What is your most profitable service operation?

	% Responses, 1984	% Responses, 1983
Tuneups	48.5%	28.1%
Brakes	34.3%	26.5%
Wheel alignment	20.0%	15.6%
Transmissions	17.1%	23.4%
Collision repair	16.4%	13.0%
Wheel balance	11.4%	12.5%
Engine overhaul	10.5%	25.5%
Other	11.4%	12.5%

Continued on Page E-4

Automotive News Survey Of Dealer Service Managers

Continued from Page E-2

Question 17: What is your least profitable service operation?

	% Responses, 1984	% Responses, 1983
Engine overhaul	40.0%	33.5%
Transmissions	25.7%	17.1%
Wheel balance	14.3%	15.6%
Tuneups	11.4%	18.7%
Wheel alignment	8.5%	8.5%
Collision repair	5.7%	5.4%
Brakes	2.9%	9.3%
Other	8.5%	7.0%

Question 18: How much do the following contribute to your service profits?

	% Responses, 1984			% Responses, 1983		
	Significantly	Some	None	Significantly	Some	None
New car warranty work	48.8%	43.9%	7.3%	38.2%	52.3%	9.5%
Extended service contracts	8.6%	74.3%	17.1%	23.4%	60.9%	15.7%

Question 19: What is your age?

	% Responses, 1984	% Responses, 1983
18 to 24	—	0.7%
25 to 29	9.8%	8.5%
30 to 34	19.5%	13.3%
35 to 39	29.3%	22.8%
40 to 44	7.3%	19.6%
45 to 49	4.9%	10.9%
50 to 54	12.2%	14.1%
55 to 59	14.6%	7.8%
60 to 64	2.4%	2.3%

Question 20: Before becoming a service manager at your present or at any other dealership, what type of job did you have?

	% Responses, 1984	% Responses, 1983
Write-up man	24.4%	16.9%
Mechanic	44.1%	38.1%
Parts Manager	9.8%	12.2%
Other	21.7%	32.8%

Question 21: How many years have you been a service manager (including time as service manager at previous dealerships)?

Number of Dealers	% Responses, 1984	% Responses, 1983
1 to 3	22.9%	20.3%
4 to 7	42.9%	21.6%
8 to 11	11.4%	15.6%
12 to 15	5.7%	14.1%
16 to 19	2.9%	10.1%
20 or more	14.2%	18.3%

Question 22: What is your total compensation last year for being a service manager?

	% Responses, 1984	% Responses, 1983
Less than $15,000	2.7%	3.1%
$15,000 to $19,999	16.2%	14.0%
$20,000 to $24,999	8.1%	15.6%
$25,000 to $29,999	27.0%	22.1%
$30,000 to $34,999	13.5%	12.5%
$35,000 to $39,999	10.8%	14.8%
$40,000 to $44,999	6.8%	3.9%
$45,000 to $49,999	9.5%	5.5%
$50,000 or more	5.4%	8.5%

Question 23: What was your total compensation for being a service manager based on

	% Responses, 1984	% Responses, 1983
Salary only	11.8%	14.1%
Salary + overtime	2.9%	2.3%
Salary + bonus	41.2%	29.7%
Salary + incentive	35.3%	42.2%
Salary + other	8.8%	11.7%

Question 24: Do you believe your salary and benefits are commensurate with your experience?

	% Responses, 1984	% Responses, 1983
Yes	63.6%	59.7%
No	36.4%	40.3%

Note: In some cases totals add to more than 100% because of multiple responses.

Survey

Continued from Page E-2

ship in Salt Lake City, a service manager calls service "a necessary evil, and to get your share is easy if you hustle."

A Chevrolet dealership head-of-service in Oakland, Calif., points out that automobiles have "changed so much in the past few years that independent service facilities cannot keep up with technology, and that means more business for us."

In Rock Island, Ill., a Porsche-Audi service manager says, "The number of cars in our market area is increasing to the point that we have to add more (service) technicians to keep up."

Service managers are just as confident that their dealership owners share their optimism about future service profits. Well over 90 percent expressed that point of view in the survey.

At a GM multi-brand shop in Key West, Fla., a service manager notes that dealerships are getting a "greater percent of service because of complex automotive systems," and that dealership management, as a result, is showing a willingness "to spend for salaries, space and tools."

An Atlanta, Ga., service manager for Chrysler-Plymouth and Dodge products says he has his management's "support all the way, and his staff is "more technically competent than ever because of Chrysler Corp. training."

As he and his dealership owners see it, says a service manager at an Oldsmobile-Cadillac-Honda franchise in Ardmore, Okla., "High tech and electronics will force customers to come out from under the do-it-yourself shade tree and return to the dealer for service."

To support that theory, dealerships apparently are stepping up their spending on service advertising and promotion. In this year's survey, 74 percent of the respondents believe their dealerships are spending amply on advertising aimed at boosting service traffic; that compares to 66 percent a year ago.

A Pontiac-Cadillac dealership service manager in Milwaukee notes that "we're spending more today than in previous years. The (Mr.) Goodwrench program has helped."

A Ford dealer service manager in New Orleans says he is in charge of advertising budgets, he is spending for newspaper and radio advertising, and is "getting all the work we can do."

"We have numerous mailing programs," says a Volkswagen-Mazda dealership service manager in Worcester, Mass. "Target advertising—local cards and flyers—brings in much additional traffic."

Although most service managers (75 percent) participating in the survey say they are in charge of hiring mechanics in their departments, 17 percent say that dealership owners do such hiring; that contrasts to only 12 percent last year.

"The dealer is very much involved in the service department, but as service director I feel I am most qualified to make those (hiring) decisions," declares a respondent at a Chevrolet-Oldsmobile-Cadillac franchise in Green Bay, Wis.

A multi-brand import service manager in Paterson, N. J., hires his mechanics because "due to my own experience and technical background."

Blazer goes to school

Bud Gadwa, left, automotive instructor, Green River Community College, Auburn, Wash., accepts the keys to a Chevrolet Blazer 4x4 from Richard M. Adams, right, Chevrolet Seattle assistant zone service manager. Also on hand for the presentation were Curt Geise, second from left, service manager, Bothell Bros. Chevrolet, Auburn, and Howard Shaw, second from right, Chevrolet assistant service manager-customer assistance.

"It's my responsibility (to hire mechanics)," declares a Ford-AMC service manager in Alabama. "The technicians work under my jurisdiction."

In Minneapolis, the service manager at an AMC-Renault dealership says, "Group leaders and department managers take part in interviews (of prospective hirees). "We find the more people involved, the better people we get."

As was the case last year, this year's survey indicates that well over 90 percent of service managers participate in buying new service equipment at their dealerships, although only a few (less than five percent) actually negotiate terms of purchase.

More than 69 percent of those surveyed say their dealerships plan to buy new service equipment in 1984. More than a fourth of those purchases (27.7 percent) will be tuneup equipment and more than a fifth (21.3 percent) will be for wheel alignment work. Notes a BMW service manager in Jamaica, N. Y.: "We are having a general updating of equipment." A Honda-Isuzu service manager in Akron adds: "We will buy new special tools as directed by the (auto) manufacturer."

It is the feeling of service managers surveyed that new-model automobiles offer less service-profit potential than those of past years. Only 11.8 percent say they expect '84 cars to be bigger profit generators than their predecessors. For the most part, the reason is that less and less routine maintenance is being required by auto makers.

"Today's state-of-the-art cars require less maintenance, and warranties cover more repairs," says a Nissan service manager in Rocky Mount, N. C.

A Cadillac-Avanti service manager in St. Paul, Minn., notes that "the newer the car, the more difficult it is becoming to diagnose problems. It's increasingly complex."

Maybe that difficulty is part of the reason why service operations are working longer hours than a year ago. Of those surveyed, only 11 percent are open fewer than 45 hours a week, down from 23 percent last year, while 14 percent are running more than 60 hours compared to seven percent last year.

As was the case last year when over half (53 percent) of those surveyed directed service departments with fewer than 20 employes, this year the count is 61 percent.

Also like last year, tuneups are proving to be the most profitable service operation at most dealerships (48 percent), although that is up considerably from 1983 (28 percent).

The least profitable—the same as it was last year—is engine overhaul work, 40 percent of service managers listing that compared to 33 percent in 1983. As a Pontiac-Buick-Subaru dealership service manager in Buffalo notes, "Because we're small (less than 200 new-car sales annually), it is difficult to put a technician on a big job like an engine overhaul, and leave him on it until the work is done. We have to work 'quickies' in with big jobs. We don't specialize in just one operation because we 'menu' items—such as tuneups, brakes, wheel balance and alignment—in order to be competitive with gas stations and service centers."

According to those surveyed this year, nearly half (48 percent) indicate that new-car warranty work contributes "significantly" to their profits; that's up from 38 percent last year. Only eight percent this year, however, say that extended service contracts are significant contributors to profits, down from 23 percent last year.

The age of the typical service manager who responded to the 1984 survey is in the 35 to 39 age group, the same as last year. However, the biggest percentage climb of any age group was in the 55 to 59 bracket which accounted for 14 percent of responses this year compared to seven percent last year.

Being a mechanic is the most direct line to the job of service manager. That's the position 44 percent of those service manager's surveyed say they had before getting the top job.

Like those surveyed last year, this year's respondents typically have been service managers for four to seven years. The average compensation for a service manager this year falls into the same bracket as last year — $25,000 to $29,999. However, whereas last year 17 percent said they were making more than $40,000 a year, this year 21 percent claim that.

In most cases (41 percent) the total compensation for service managers comes from salary and bonus.

Asked if they believe their salary and benefits are commensurate with their professional experience, 63 percent this year responded "yes" compared to 59 percent a year ago.

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Service business booming

Yearly increase headed for new record

By Francis J. Gawronski
Service Editor

If the first four months of the year are any kind of a barometer, service and parts business in new-car dealerships in 1984 could register the biggest increase over the year-earlier volume in the 23-year history of the Automotive News Service Index.

Shop business in the four-month period is running at a clip that, if it continues, would eclipse the previous record established in 1978 when volume topped 1977's service-parts volume by 12 percent.

Shop business in the dealerships continued to bounce back with the nation's economy in April as the rate of growth topped 15 percent for the fourth consecutive month this year.

According to the Service Index, shop volume in April amounted to 115.1 percent of the business registered in the same month of 1983.

In January, parts and service business opened the year at 118.5 percent of the year-earlier volume and jumped to a Service Index monthly record of 126.2 of 1983's business in February. In March, shop business was 115.3 percent of the volume in the same month the year before.

As a result of the strong showing in the first four months of 1984, the year-to-date volume for the dealers' service and parts business is running 118.6 percent of the business for the same period in 1983.

As a comparison, shop business for the first four months in the record year of 1978 was 110.1 percent ahead of the same period the year before.

In January, 1978, service and parts business amounted to 107.4 percent ahead of the year earlier month. February was up 9.0 percent, March increased 13.6 percent, and April jumped 10.5 percent.

The previous yearly high level occurred in 1976 when service and parts business in new-car dealerships increased 10.6 percent over year-before volume.

Service and parts business as regularly measured by the Service Index since it was established by AUTOMOTIVE NEWS in 1961, has registered increases over volume recorded the previous year in all but two years.

The two declines occurred in 1974 when service and parts business recorded by dealers was 99.7 percent of the volume achieved the year before, and in 1980 when shop business amounted to 98.3 percent of the total achieved in 1979. (See accompanying table.)

The dip in 1974 was attributed to the downturn in the nation's economy and the rippling effects of the energy crisis that started in 1973. Car dealers contended that motorists "are just not spending for repairs because of concern over short supply of gasoline and the long waiting line at gasoline stations."

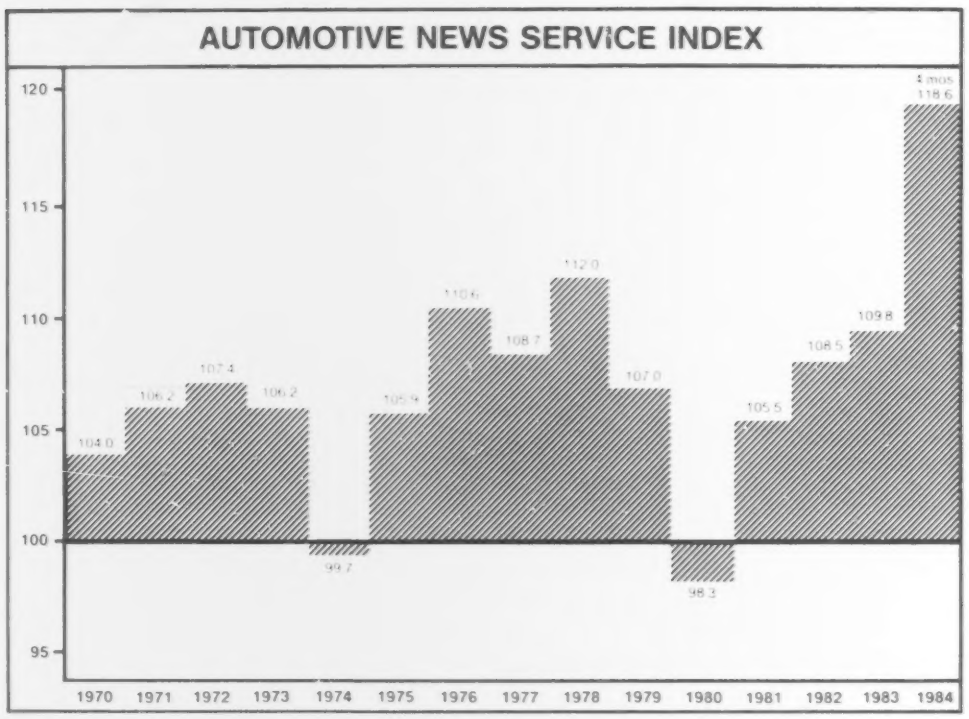
Dealers blamed the general economic downturn and the resultant high employment for the motorists' apathy toward car maintenance and repairs in 1980.

During the 1980 downturn, shop volume recorded the second and third worst showings in history in March at 86.7 percent of the year-earlier business, and in November at 89.7 percent of the November, 1979, volume.

Dealers' shop volume bounced back in 1981 to 105.5 percent and has been on the positive side ever since.

Dealers' shop business, as tracked by the Service Index as it measures all facets of service operation, is currently on a 13-month string in which service and parts business has registered an increase over that of the year-earlier month.

Figures used in the Service Index are compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.



PartsFinder

No hide and seek

COLUMBUS, O. — Finding hard-to-locate parts has just been made easier for General Motors dealers using Management Computer Service Inc.'s (MCS), auto-parts data base, PartsFinder.

According to Don Turner, MCS president, a toll-free 800 number has been added to the program so that participating dealers in the U.S. can reach PartsFinder quicker and easier.

PartsFinder is an interactive, on-line data base that links all participating dealerships, regardless of the inventory control system each uses.

Designed to make finding parts easier, PartsFinder was launched with 18 dealerships in the Columbus area in 1982. Late in 1983, MCS began marketing the system in other cities until today it is operational in more than 200 dealerships with over 150,000 parts.

In addition to Columbus, the system is being used by dealers in Cleveland, Akron and Youngstown, O.; Detroit, Lansing and Grand Rapids, Mich.; Pittsburgh; St. Louis; Milwaukee, and Atlanta.

According to Turner, both local and regional data bases are available to every participating dealer. The system normally checks the stocking status of local dealerships. If the part needed is unavailable locally, the clerk can inquire about dealers in other nearby cities. If he's still unable to find the part, he can make one toll-free phone call to MCS to check national data base—all 200 dealers.

During the next year or so, Turner said MCS will continue to market the on-line service in the nation's major markets.

A companion project, just getting under way, will link the dealers who are too small or too remote for the on-line service. These dealers will be able to participate in the PartsFinder through microfiche, he said.

GM Parts has graduated its first 1,000 parts managers from the GM Parts College of the General Motors University of Automotive Management. On hand for the ceremony at Texas Christian University, Fort Worth, were Evelyn Green, dealer development and services manager, GM Parts; Gerald Smith, parts manager of Tom Bell Chevrolet, Memphis; Wade McMillan, parts manager, Ken Pruitt Buick, Garland, Tex. and Ed Schreitmueller, sales manager-west, GM Parts.

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Dealers reap $25 billion

They get 30% of service and parts dollars

By Francis J. Gawronski
Service Editor

New-car dealers accounted for the biggest share of the $83.2 billion automotive service and parts business sales in 1983.

According to NADA figures, last year's total service and parts volume eclipsed the $76.8 billion market recorded in 1982 by 9.2 percent and 1981's service and parts volume by 14.3 percent.

According to NADA, the nation's 24,725 dealerships, accounting for only 8.3 percent of the 299,025 automotive repair facilities in the U.S., did $25.1 billion, or 30.8 percent, of the total service and parts business.

Auto repair shops, including independent and franchised shops, did $23.1 billion worth of business in 1983. This group numbers 180,000 and accounts for 60.2 percent of the total outlets.

Tire, battery and accessory dealers, according to NADA, who number 20,000 for 6.7 percent of the total outlets, accounted for $17.6 billion, or 21.1 percent of the market.

The service-station category, totaling 70,000 for 23.4 percent of outlets, recorded $7.8 billion, or 9.4 percent of 1983's market.

The service-station category, NADA said, includes only those outlets that perform "significant repair work" (i.e., those that perform work beyond simple oil changes or lube jobs and/or those outlets that receive at least 2 percent of total dollar revenue from service labor).

The 2,800 mass merchandisers, 0.9 percent of the total, amassed $7.6 billion, or 9.1 percent, of the service-parts revenue.

All other service outlets (includes non-franchised dealers, farm equipment dealers and fleet shops), numbering 1,500 outlets for 0.5 percent of the total, accounted for $2.0 billion, or 2.4 percent, of the market.

According to NADA, franchised new-car dealers' disproportionate market share — 30.8 percent of the total service and parts sales in 1983, even though they accounted for only 8.3 percent of the total automotive repair facilities — reflects their "propensity to do more difficult and more expensive repairs, as well as the fact that new-car dealerships have larger facilities on average."

Contrary to 1982, NADA said, most of the increase in dealership service and parts sales in 1983 resulted from increased work and not increased prices.

"The average dealer in 1983 had a 4 percent increase in dollar sales per repair order and an 8 percent increase in the number of repair orders written," NADA said.

"Because of the decline in the average number of dealerships in operation in 1983," NADA said, "the total number of repair orders written by all dealers showed a smaller increase—5.5 percent."

According to NADA, total service labor sales in 1983 amounted to $10,409 million, up 9.4 percent over 1982's volume of $9,515 million, while parts sales for 1983 were $14,733 million, up 9.8 percent over the volume of $13,413 million the year before.

Total service and parts sales for 1982 were $25,142 million, an increase of 9.7 percent over 1982's volume of $22,928 million.

A breakdown of service labor sales, for 1983, compared with 1982, as compiled by NADA, are as follows:

Customer mechanical, $4,101 million, up 8.0 percent over 1982's volume of $3,796 million; customer body, $1,801 million, compared with $1,713, up 5.1 percent; warranty, $1,395 million, compared with $1,180, up 18.2 percent.

Sublet, $894 million, compared with $790 million, up 10.6 percent; internal, $1,447 million, compared with $1,304 million, up 11.0 percent, and other,

Continued on Page E-22

Total Service and Parts Market
(Billions of Dollars)

	1978	1979	1980	1981	1982	1983
Franchised New Car Dealerships	$20.2	$22.6	$21.8	$21.9	$22.9	$25.1
Auto Repair Shops*	15.2	17.7	18.8	19.9	21.0	23.1
Tire, Battery and Accessory Dealers	11.4	13.0	14.3	15.4	16.1	17.6
Gasoline Service Stations	5.5	5.9	6.5	6.9	7.2	7.8
Mass Merchandisers	5.6	6.0	6.2	6.8	7.0	7.6
All Others**	1.7	1.8	1.8	1.9	2.0	2.0
TOTAL	59.6	67.0	69.4	72.8	76.2	83.2

*Includes independent and franchised repair shops.
**Includes non-franchised dealers, farm equipment dealers, and fleet shops.
Note: Revenue for each type of repair facility includes tire sales.
Source: NADA Industry Analysis Department and U.S. Bureau of Census.

Number of Auto Repair Facilities—1983

Franchised New Car Dealerships	24,725
Auto Repair Shops*	180,000
TBA Dealers	20,000
Service Stations†	70,000
Mass Merchandisers	2,800
All Other	1,500
TOTAL	299,025

*Includes independent and franchised repair shops.
† Includes only those outlets that perform "significant" repair work, (i.e., those establishments that perform work beyond simple oil changes or lube jobs and/or those establishments that receive at least 2% of total dollar revenue from service labor.
Source: NADA Industry Analysis Department.

Franchised New Car Dealer Service and Parts
(Millions of Dollars)

	1982	1983	Percent Change
SERVICE LABOR SALES			
Customer Mechanical	$ 3,796	$ 4,101	8.0
Customer Body	1,713	1,801	5.1
Warranty	1,180	1,395	18.2
Sublet	790	874	10.6
Internal	1,304	1,447	11.0
Other	732	791	8.1
Total Service Labor	9,515	10,409	9.4
PARTS SALES			
Customer Mechanical	2,736	2,998	9.6
Customer Body	1,703	1,849	8.6
Wholesale	4,507	4,773	5.9
Counter	1,100	1,223	11.2
Warranty	1,288	1,591	23.5
Internal	1,288	1,473	14.4
Other	791	825	4.3
Total Parts	13,413	14,733	9.8
TOTAL SERVICE & PARTS	$22,928	$25,142	9.7

Source: NADA Industry Analysis Department

The Goal: Profitable Service*

"We have been a dealer since 1940. I heard about NADA Service Systems in Automotive Executive magazine. Mechanics' production went from an average of 80% to 130% in one week. It is the greatest system and made believers out of our service manager, service dispatcher, and service writers."

Ross Johnson, President
Johnson Ford — Kingston, New York

"Our system at this time is working great. We are dedicated to making sure it does work. The benefits are already self-evident. I would be glad to recommend Service Systems and Charlie Gates to anyone that would want to call me."

Gordon Rountree, Jr., President
Rountree Olds-Cadillac — Waco, Texas

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Factories

Continued from Page E-16

elements designed to increase customer satisfaction with sales and service experiences. The program includes such features as Lifetime Service Guarantee, Technical Hotline, the Ford Consumer Appeals Board and extensive customer feedback programs.

Barion said the company's dealers also are dedicated to the Quality Care concept — to the extent that established committees in the Ford and Lincoln-Mercury dealer councils oversee the program and make suggestions at the dealer level.

To keep up with the increased demand for service as well as advances in automotive technology, dealership personnel are requiring more training, Barion said. "In 1978, the average dealership service technician received eight and a half hours of service training during the year," he explained. "By 1983, the yearly average was 22 hours. We don't foresee quite as dramatic a growth in training in the next five years, but we do expect further growth."

Advanced automotive technology also will require advanced diagnostic equipment, Barion said.

"The extensive use of computer technology in vehicles during the next decade and beyond will require that we achieve a new plateau of vehicle system diagnosis and repair," he said.

Diagnostic equipment, some of which is already in development, will identify the problem, instruct the service technician regarding the proper repair, and, with computerized equipment show him or her how to do it.

"Equipment that has this degree of sophistication will not be inexpensive. However, the efficiencies will quickly offset the acquisition cost and provide the potential for highly profitable operations and improved customer satisfaction," Barion added.

One innovation designed to help dealers keep ahead of a changing market is the Dealership Retail Parts Store, launched earlier this year. A new concept in dealership automotive parts merchandising, these stores represent a supermarket-type retail auto parts store within a new car dealership.

"The new Dealership Parts Store is aimed at helping our dealers capture an increased share of the growing do-it-yourself market," Barion said.

"These stores will feature products an automotive do-it-yourselfer might need for working on his or her vehicle — genuine Ford and Motorcraft replacement parts and accessories, waxes, oil, lubricants, and tools. They'll also have rally jackets, caps, T-shirts and other merchandise attractive to the automotive parts buyer.

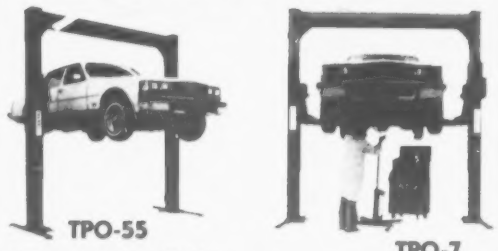
The development of the store concept has come at a particularly good time, since the aftermarket parts industry has reached the $50 billion sales level and is expected to go higher.

"We expect a steady improvement in sales over the next few years," Barion said. "Continued economic health and demand for new vehicles should cause the aftermarket to exceed $70 billion in the next five years. We also expect our Motorcraft sales will keep pace or exceed the market average, primarily because of such innovations as Quality Care, Retail Parts Stores and other aggressive merchandising programs.

"One thing we can all count on, competition will remain stiff. History has shown that the parts and service market is extremely aggressive and capable of responding to fundamental changes in business. It is not at all reluctant to add resources or expand hours, or do whatever it takes to be competitive.

"At Ford, we are dedicated to 'continuous improvement' in all aspects of our business, a philosophy we believe will assure continued growth in the future and will enable our dealers to remain in an extremely competitive position."

Benwil. The only twin-posts with no floor obstructions.



- Two models available
  - TPO-7–7,000-lb. capacity
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- Clear floor for trans jacks, tool cabinets, muffler stands
- Rugged and dependable
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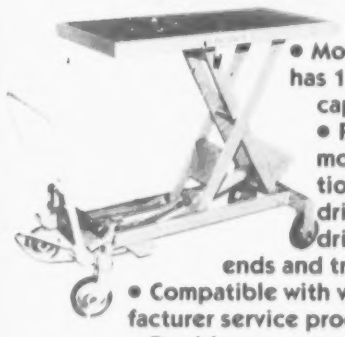
Benwil offers a complete range of automotive and heavy duty above-ground lifts, with capacities ranging from 4,500 to 96,000 pounds. Our lifts feature premium-quality hydraulics and the kind of rugged construction that has made us the leader in our industry. Individual lift brochures and full-line catalog available upon request.

BENWIL

New Benwil Portable Engine Removal and Installation Lift

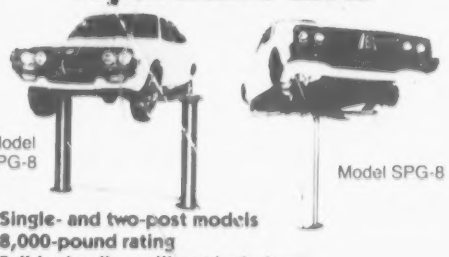


- Model MEL-1650 has 1,650-lb. capacity
- Perfect for removal/installation of front-drive engine/drivetrains, rear ends and transmissions
- Compatible with vehicle manufacturer service procedure
- Doubles as a portable work bench

Fully hydraulic and equipped with a safety two-wheel brake system, Benwil's MEL-1650 was designed for the removal and installation of front-wheel-drive engine/drivetrain units. Also ideal for removing and installing transmissions and rear ends, the unit doubles as a work bench that's hydraulic-adjustable to any height to 38¼ inches. Table measures 39¾ × 20½".

BENWIL

New Benwil In-Ground Hydraulic Lifts



- Single- and two-post models
- 8,000-pound rating
- Full-hydraulic – will not leak down
- Exclusive hard-chrome piston increases seal service life up to 1000%
- Rugged – arms machined from solid steel
- Two-post has gear-synchronized columns
- Available with fiberglass-coated cylinder and tank for max corrosion resistance

Benwil raises the state of the art in in-ground lifts with two rugged full-hydraulic designs. The two-post model is a drive-through design which provides greater under-vehicle access, and the unit locks at any height. All units are factory tested, including the hydraulic system, and are backed by Benwil's 2-year parts, 1-year labor warranty. The two-post has 57½" centers for easy adaptation to major-supplier wheel alignment racks.

BENWIL

Industries, Inc.
20526 Gramercy Place
Torrance, CA 90501
Toll-Free: 800-421-2943
In Calif: 213-533-5085

Building service profits

Case study: Maximizing computer systems

By Marc Stern
Staff Correspondent

GRAND RAPIDS, Mich. — To say that Tom Kilmer, general manager of Harvey Cadillac here, is enthusiastic about his dealership's new computer system is putting it mildly.

Why is he such a supporter? It's because of what he perceives the new system will mean for his dealership, improved productivity and performance.

"I'm just tickled with the new system," he said recently in a phone interview, because of all the potentials it provides him.

Not only will it be a productivity increasing tool for the entire dealership, but it will also be a prime management tool for Kilmer and his crew of managers, which will help them all run the dealership more effectively and will help increase profitability.

Just look at the results so far. According to Kilmer, since the dealership began implementing the Oakleaf computer system, it has realized savings in the general business office and increased business from the finance and insurance office, two of the areas where it was implemented first.

"The productivity increased so much in the general office that we were able to do the same work with one less person and, though I really don't know how much the computer contributed to FI, I do know we have had a 25 percent increase from that office," Kilmer said.

And, he expects like increases in the service department, the last one to go on line. (Oakleaf is one of several major automotive computer suppliers, including Reynolds and Reynolds, CARS, ADP and others.)

What will it handle? It will provide detailed information on any customer's vehicles and will provide a list of suggested service recommendations that is custom tailored to the mileage of the vehicle. It will also provide a solid backup for the service manager and service writers.

For example, with the system, which has been operational in Harvey Cadillac's shop for more than a year, when a customer drives through the service entrance, the service greeter or writer will take a code and enter it into the computer terminal at the desk.

Automatically, the Oakleaf system searches its memory and points out a complete repair order, which includes the name, address, telephone number and service history of the car.

At the same time, it prints out recommendations of the service which should be done at the mileage on the odometer. Rather than relying on mileage averages, the system relies on the real-world mileage the car has accumulated.

Not only does it provide this information, it also reminds the service writer of various things they might forget to ask. The system, whose computer is actually housed in the business manager's office, also automatically remembers anything that is done to the car.

Harvey Cadillac's computerized service operation increases productivity, suggests service jobs and provides a solid backup for the service manager and service writers.

Not only is the system a service reminder, but it is also a potential service sales tool—by making its mileage-based service recommendations to the service writer who then can use this information when he talks with the customer, telling the customer the extra service his car needs.

This would be in addition to the years of experience the service personnel have had with customers.

"We have professional service writers at the desk who know their customers and who are sales and safety conscious," Kilmer said. Even before the computer came in, they were advising them of problems found during repairs and they were keeping on top of things back there," Kilmer says.

Not only is the computer a key service and sales aide, but it is also a key management aide at this Cadillac Master Dealer, according to Kilmer.

"I feel it's one of the two successful service systems. It's geared toward professional service people who understand the workings of service and dispatching and want to use it (the computer) as a tool to improve efficiency," Kilmer said.

As an efficiency improving management tool, the system generates a variety of reports and information that will help the dealership track wherever a problem may lie. For example, the computer system will show exactly what is happening at any point in the dealership on a daily, weekly or monthly basis. It will also provide readouts of what is going on in the dealership on an hourly basis.

"We can then analyze, with these reports, everything that's happening," Kilmer said.

"We can measure a mechanic's efficiency in a ratio of flagged hours to actual time and tie it with his percentage of comebacks. In this way, we can pinpoint effectiveness.

"For instance, let's say there's a guy in the shop who's turning [illegible] flagged hours during 40 actual hours. It might be great, but not if his comeback percentage is out of line," Kilmer emphasized.

The computer keeps track of the work records of the 18 people in the backshop.

Further, it can track repair orders by hour of day and can find if there are peaks in the service day. On average, 35 cars per day move through the 15 bays of the service shop.

Kilmer said the computer system doesn't impinge on human flexibility. For instance, rather than telling a service manager that a job should be done in X hours and then telling the manager that a mechanic should be done at that time, it gives the manager guidelines to follow as to when the job should be done and it alerts him if the job is falling behind.

"However, it doesn't generate a new job for a mechanic. It waits patiently until the mechanic is finished before assigning a new job," he said.

The system doesn't take away human flexibility from dispatching.

"We feel we have very professional people back there and, while we want them to do more, we also want them to provide high-quality service, which emphasizes timeliness and completeness for the customer," Kilmer said.

Just about everyone in this dealership is enthusiastic about the computer system, which now is in place throughout the store. Kilmer implemented it in stages beginning with the accounting and payroll departments and then moving it through the general office, showroom, business office, finance and insurance office, used-car sales and parts and service.

Yet, even though it was implemented in stages, when the decision was made to purchase the system, Harvey bought the whole nine yards all at once. The investment was $75,000, but Kilmer expects productivity increases and business increases to return his investment in a year or so.

Even at a 10 percent increase in the $1.5 million yearly parts and service sales, the system pays for itself, not to mention increases in other areas such as finance and insurance and car sales.

The investment in the system brought Harvey Cadillac nine computer display terminals, which are scattered through the dealership, and three printers. The system currently uses about half the capacity available, with the rest available for future expansion.

The software handles every dealership department, touches on every aspect of the dealership and impacts on just about everyone of the dealership's 55 employes, Kilmer said.

Interestingly, not only has Kilmer noted an increase in productivity, but also an increase in cooperation. For instance, as the system has been phased in, he said, those employes with experience on it have shared their experience with other personnel who are new to it.

"They point out how to handle certain functions and shortcuts and other methods of doing things," Kilmer said. "Each department has been helpful to the others in teaching the others various quirks and commands. It's been kind of a fun thing."

Now that the system is up and running, the computer search is over for Harvey Cadillac and its general manager.

Dealers

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$791 million, compared with $732 million, up 8.1 percent.

Parts and sales comparisons are as follows: Customer mechanical, $2,998 million, compared with $2,736, up 9.6 percent; customer body, $1,849 million, compared with $1,703 million, up 8.6 percent; wholesale, $4,773 million, compared with $4,507 million, up 5.9 percent; counter, $1,223 million, compared with $1,100 million, up 11.2 percent.

Warranty, $1,591 million, compared with $1,288 million, up 23.5 percent; internal, $1,473 million, compared with $1,288 million, up 14.4 percent, and other, $825 million, compared with $791 million, up 4.3 percent.

truck personnel

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Dwight L. Lawton has been named retail development manager for the Atlantic Region, responsible for assisting dealers in the development of retail business and in sales training, merchandising and total business counseling.

Lawton previously was with Transportation Leasing Services and Geico Truck Leasing.

Allen joins Isuzu Truck as general manager

Steven M. Allen has been named general manager of Isuzu Truck of America, based in Los Angeles.

Allen joined Isuzu from Volvo White Truck Corp., where he was manager of product marketing and training. He began his truck industry career in 1967 as a district sales trainee with International Harvester.

Moran heads sales, marketing at Warn

James F. Moran has been named general marketing and sales manager for Warn Industries, manufacturer of vehicle winches and light-truck accessories.

Moran joins Warn from Sentrol, Inc., where he was vice president of sales and marketing for the electronics manufacturing firm.

Fruehauf names Kendall sales administration VP

Richard D. Kendall has been named to the newly created position of vice president-sales administration for the Fruehauf Division, Fruehauf Corp.

Kendall, who joined the firm 15 years ago, had been director marketing accounting since 1982.

Downsized '86 Jeep pickup will be called the Comanche

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best overall name in terms of appropriateness and memorability, and conveyed a rugged, off-road image," Cappy said. "And it ties in very well with Cherokee — a name we introduced 10 years ago."

He noted that the first two runnersup were names that already had an association with Jeep.

"Renegade finished second in the competition," he said. "We offered a limited-edition Renegade model in the Jeep CJ line in 1971 and it has been a regular in the CJ lineup since 1974.

"Commanche, another name we introduced shortly after American Motors acquired Jeep in 1970, was third in the evaluation."

The fourth and fifth place finishers, respectively, were Wrangler and Honcho.

"We think Comanche was a wise choice," Cappy said. "The Comanches were great hunters and warriors. They were expert horsemen—very agile and highly mobile. They traveled great distances over all types of terrain and in all kinds of weather. The Jeep Comanche pickup for 1986 will do exactly the same."

May HD surge boosts '84 tallies to four-year high

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year, both suffered losses of two percentage points in market penetration.

International's five-month count was 16,417, which accounted for 22.67 percent of the industry total. A year ago, it had 24.68 percent of the market with 11,721 tallies.

• No. 2 Ford accounted for 19.45 percent of the January-May total with 14,081 registrations. Its share was down 2.37 points from last year, when its 10,362 tallies represented 21.82 percent of the industry total.

Kenworth and White chalked up the biggest penetration gains over the five-month span.

Kenworth's share was up 2.39 points to 7.89 percent on 5,711 tallies, compared with 5.50 percent a year ago with 2,612.

White had 2,970 registrations through May, good for 4.10 percent of the total and 2.24 points higher than last year. In 1980, it took 1.86 percent with 883 tallies.

Registrations were up sharply in both Groups 7 and 8 through May. There were 24,472 tallies, 29.6 percent higher than last year's 18,883. Group 8 was up 67.6 percent, from 28,609 a year ago to 47,938.

Registrations hit 1,597,405, set 5-month record

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double the year-earlier 115 units. The Group 5 total was more than three times greater than last year, from 242 to 860. Group 6 was up 14.2 percent to 17.41, compared with 15,256 in 1978.

There were 24,472 Group 7 registrations through May, an increase of 29.6 percent over the year-ago 18,883 units. Group 8 tallies soared 67.6 percent, from 28,609 units in 1983 to 47,938.

Since 1978, there has been a dramatic shift in registrations in a number of weight groups, due mainly to the vast growth in sales of compact trucks and the trend from gasoline power to diesel in the mediums.

Group 2 was No. 1 six years ago with 937,652 registrations, more than double the Group 1 total of 423,773. This year, Group 1 was the leader by more than 200,000 units over the Group 2 tallies, 852,997 versus 637,116.

Gasoline was the popular engine in Group 6 six years ago, when 54,057 units were registered in the first five months.

Today, many more similar-sized trucks are powered by diesel, and the added weight of this engine package has moved them into Group 7, which had 24,472 tallies through May. The 1978 count was only 13,763 units.

NEW TRUCK SALES BY MAKE AND GVW CLASS

FIVE MONTHS, 1984 VS. 1983★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,000-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**May '84**								**79**	**79**
	May '83								78	78
	Year to Date '84								**452**	**452**
	Year to Date '83								314	314
CHEVROLET	**May '84**	**49,981**	**43,004**	**3,655**		**15**	**523**	**769**	**53**	**98,005**
	May '83	42,521	33,791	1,581		27	501	536	24	78,981
	Year to Date '84	**224,624**	**198,709**	**15,787**		**94**	**2,070**	**3,111**	**201**	**444,596**
	Year to Date '83	179,682	143,081	3,684		106	1,788	2,441	199	330,981
(Memo Units) #	**May '84**	**35,087**	**17,925**							**53,012**
	May '83	28,480	14,336							42,816
	Year to Date '84	**154,148**	**79,860**							**234,008**
	Year to Date '83	123,030	58,108							181,138
DODGE	**May '84**	**24,091**	**12,583**							**36,674**
	May '83	13,783	9,505							23,288
	Year to Date '84	**109,589**	**55,893**							**165,482**
	Year to Date '83	60,706	39,080							99,786
(Memo Units) #	**May '84**	**17,942**	**7,866**							**25,808**
	May '83	8,173	6,881							15,054
	Year to Date '84	**77,388**	**34,775**							**112,163**
	Year to Date '83	36,886	27,459							64,345
FORD	**May '84**	**29,225**	**67,755**				**1,054**	**2,436**	**1,083**	**101,553**
	May '83	29,423	48,653							81,034
	Year to Date '84	**130,050**	**316,140**				**5,136**	**9,731**	**4,350**	**465,407**
	Year to Date '83	123,245	209,999							347,323
(Memo Units) #	**May '84**	**29,050**	**22,349**							**51,399**
	May '83	22,732	18,750							41,482
	Year to Date '84	**126,582**	**104,640**							**231,222**
	Year to Date '83	92,834	81,289							174,123
FREIGHTLINER	**May '84**								**1,639**	**1,639**
	May '83								832	832
	Year to Date '84								**6,149**	**6,149**
	Year to Date '83								3,710	3,710
GMC	**May '84**	**11,186**	**11,651**	**109**		**117**	**434**	**1,140**	**1,140**	**25,777**
	May '83	9,703	10,849	40		33	497	697	569	22,388
	Year to Date '84	**51,610**	**54,513**	**498**		**766**	**2,102**	**5,090**	**4,402**	**118,981**
	Year to Date '83	39,814	45,169	90		131	2,243	3,696	2,426	93,569
(Memo Units) #	**May '84**	**7,207**	**4,349**							**11,556**
	May '83	6,005	4,782							10,787
	Year to Date '84	**32,066**	**19,742**							**51,808**
	Year to Date '83	24,001	17,583							41,584
INTERNATIONAL	**May '84**						**1,509**	**1,369**	**2,707**	**5,585**
	May '83						1,483	913	1,630	4,026
	Year to Date '84						**6,273**	**5,543**	**10,874**	**22 690**
	Year to Date '83						6,064	4,243	7,478	17,785
JEEP	**May '84**	**10,454**	**1,547**							**12,001**
	May '83	3,734	2,282							6,016
	Year to Date '84	**46,291**	**8,919**							**55,210**
	Year to Date '83	15,811	10,853							26,664
(Memo Units) #	**May '84**	**10,454**	**1,221**							**11,675**
	May '83	3,734	1,942							5,676
	Year to Date '84	**46,291**	**7,343**							**53,634**
	Year to Date '83	15,811	8,933							24,744
KENWORTH	**May '84**								**1,124**	**1,124**
	May '83								574	574
	Year to Date '84								**5,711**	**5,711**
	Year to Date '83								2,612	2,612
MACK	**May '84**						**264**	**74**	**1,873**	**2,211**
	May '83						159	114	923	1,196
	Year to Date '84						**1,285**	**200**	**7,068**	**8,553**
	Year to Date '83						749	388	4,667	5,804
MERCEDES-BENZ	**May '84**						**89**	**64**		**153**
	May '83						141	69		210
	Year to Date '84						**530**	**266**		**796**
	Year to Date '83						695	307		1,002
PETERBILT	**May '84**								**1,132**	**1,132**
	May '83								581	581
	Year to Date '84								**4,921**	**4,921**
	Year to Date '83								2,685	2,685
PLYMOUTH	**May '84**	**7,497**	**10**							**7,507**
	May '83	447	401							848
	Year to Date '84	**31,708**	**87**							**31,795**
	Year to Date '83	2,158	1,697							3,855
VOLVO	**May '84**							**92**	**52**	**144**
	May '83							60	75	135
	Year to Date '84							**497**	**198**	**695**
	Year to Date '83							298	239	537
WESTERN STAR	**May '84**								**64**	**64**
	May '83								28	28
	Year to Date '84								**213**	**213**
	Year to Date '83								123	123
WHITE	**May '84**								**437**	**437**
	May '83								127	127
	Year to Date '84								**2,970**	**2,970**
	Year to Date '83								883	883
MISCELLANEOUS*	**May '84**	**53,279**	**666**	**24**	**51**		**9**	**6**	**153**	**54,188**
	May '83	32,859	621		24			34	63	33,601
	Year to Date '84	**259,125**	**2,855**	**76**	**244**		**21**	**34**	**429**	**262,784**
	Year to Date '83	149,007	2,871		115	5		106	315	152,419
TOTALS	**May '84**	**185,713**	**137,216**	**3,788**	**51**	**132**	**3,882**	**5,950**	**11,541**	**348,273**
	May '83	132,470	106,102	1,621	24	60	3,511	4,066	6,089	253,943
	Year to Date '84	**852,997**	**637,116**	**16,361**	**244**	**860**	**17,417**	**24,472**	**47,938**	**1,597,405**
	Year to Date '83	570,423	452,750	3774	115	242	15,256	18,883	28,609	1,090,052

★—New York and Oklahoma for 1984 compiled from manufacturers' sales reports; no Oklahoma registrations for 1983.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Garage inventor may offer kit for Mercedes 500

EPA certifies 3-way catalyst system

DENVER. — The era of the garage inventor was thought to be long dead in this age of conglomerates and multi-million-dollar R&D centers.

But the ingenuity and curiosity of a one man corporation may spell a breakthrough for compliance shops throughout the nation.

Larry Kenyon, of Denver, has received EPA certification for a three-way catalyst system for the Mercedes-Benz 500, a gray-market standby in recent years, and he hopes to be able to offer the system in essentially an out-of-the-box, bolt-on kit. (Mercedes-Benz of North America began importing the 500 for the 1984 model year.)

What makes Kenyon's system different is that it is done without an air pump and retains much of the power of the European version of the 500 series Mercedes.

Kenyon's system also gets better mileage and has been rated at 19 MPG versus the 17 MPG on the U. S. version cars.

In an interview with AUTOMOTIVE NEWS, Kenyon said that his concept started in 1981 when he tried to bring a Porsche 930 Turbo into compliance for his own use.

Without benefit of an engineering background, Kenyon began his work and it was trial and error on the Porsche which essentially did not pass EPA testing.

• Kenyon's system recently passed the EPA testing. He now wants to make it available in kit form to several compliance shops. The advantage, he said, is that each car does not have to be certified individually using his system.

It essentially can be adapted to any Bosch K-Jetronic system, though Kenyon has not done development work on other makes. Now, he is sticking with the 500 series Mercedes which is the only car his system is currently certified for.

Kenyon Corp. is considered a manufacturer by the EPA, and Kenyon said that the agency has been cooperative with him.

Kenyon is not stopping with this. Within a few weeks, he will begin work on the Mercedes 280 GE, the German auto maker's 4x4 vehicle.

As for his bolt-on system, Kenyon hopes to have it in franchised compliance shops shortly.

factories list auction dates

American Motors

July 24 — D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

July 25—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

July 26 — Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

July 31—Aptco Auto Auction, Taylor, Mich.

Chrysler Corp.

July 24—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa., and Florida Auto Auction of Orlando, Ocoee, Fla.

July 25—Columbus Fair Auto Auction, Obetz, O.

July 26—Indianapolis Auto Auction, Indianapolis, Ind.

Ford Motor Co.

July 25 — Southwest Auto Auction, Phoenix, Ariz., and Golden Gate Auto Auction, Fremont, Calif.

July 26 — Skyline Auto Exchange, Inc., Fairfield, N. J., and Aptco Auto Auction, Taylor, Mich.

August 1—Concord Auto Auction, Acton, Mass., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

August 2 — Nashville Auto Auction, Nashville, Tenn.

General Motors

July 25—Clanton's Auto Auction, Inc., Darlington, S. C.

July 26—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago, Ill.; Dallas Auto Auction, Grand Prairie, Tex.

July 31—South Seattle Auto Auction, Kent, Wash.

Used Car Sales
Auction Averages

July to date	$5,560
Month ago	$5,571
Year ago	$5,158

Model breakdown
Auction Averages

	JULY	JUNE	MAY
1984	$11,772	$10,601	$11,393
1983	7,793	8,284	9,040
1982	6,759	6,185	6,165
1981	5,681	5,091	5,193
1980	4,222	4,358	4,345
1979	4,100	3,963	3,671
1978	2,644	2,432	2,431
1977	2,114	1,830	1,893
Overall Average	$ 5,560	$ 5,436	$ 5,372

Auction directory

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon 371-7800. Northeast's Finest — Every Thursday 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call Area 614-497-2000.

PENNSYLVANIA

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Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday—11 A.M. Pickup service.

PENNSYLVANIA

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SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

SOUTH CAROLINA

Rawls Auto Auction—Since 1938. Pick-up, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111, or 657-7244, Leesville, South Carolina.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas. 806-372-2206.

WASHINGTON

So. Seattle Auto Auction. The Lease & Fleet Specialists. Bob McConkey, Jr., 1-800-872-6800. P.O. Box 5189, Kent, WA 98064.

Peruzzi, Pontiac sign

Fred Peruzzi, Peruzzi Pontiac-GMC, Inc., signs a new dealer agreement in Fairless Hills, Pa. Standing, from left, are: Peg Dilworth, Pontiac district sales manager; Cathy Peruzzi, the dealer's wife, and Joe B. Briscoe, Philadelphia zone manager.

Triex U. C. network offers consumer finance program

By Matt DeLorenzo
Los Angeles Reporter

SANTA ANA, Calif. — Triex, a national used-car dealer network that sells privately owned cars on consignment, is offering its dealers a consumer finance program that features simple interest.

Beginning July 1 and continuing for three months, the finance program will allow dealers to write 48-month contracts on dealer-owned or privately owned used cars with interest rates ranging from 14.5 to 20 percent.

Between 125 and 130 dealers throughout the country are expected to participate in the program, which is being offered by Security Pacific Credit Corp.

A Triex spokesman said the program will not be offered in California The program was tested for 90 days earlier this year here and a new finance program will be test-marketed in the state sometime this summer.

The Triex Consumer Finance Program is available only on 1980-model-year or newer cars with a minimum selling price of $6,000.

The simple interest program starts with a dealer buy rate of 14.5 percent which slides upward to 16.5 percent. A dealer buying the financing at the lower rate must write the contract at 14.5 percent, while funds purchased at the higher rate may be written as high as 20 percent.

The spokesman said that in addition to offering financing to consumers on consignment cars, the program gives the dealer another source of funds for financing dealer-inventoried used cars.

Although the program is expected to expire in 90 days, the spokesman added that Triex is committed to offering consumer financing programs as an ongoing feature of the franchise.

AWC appoints Krawisz marketing vice president

LINCOLNWOOD, Ill. — Robert E. Krawisz has been named marketing vice president of American Warranty Corp., with the responsibility of developing new marketing programs.

Krawisz formerly was marketing and pricing director of the Transportation Division, I.C. Industries.

Mazda reports 6-month records in sales, income

LOS ANGELES.—Mazda Motor Co. reported its best six-month period for sales and ordinary income in the first half of this fiscal year.

For the period ended April 30, sales totaled $3.1 billion, up 6.6 percent. Ordinary income, before taxes and extraordinary items, amounted to $105.9 million, up 8.2 percent from $97.9 million. After-tax income was $52.7 million, up 9 percent from $48.4 million.

Mazda said domestic factory unit sales totaled 188,836, down 7.8 percent with passenger car sales showing the biggest drop. Exports, meanwhile, showed a 3.5-percent increase.

VWoA confirms German name for next Rabbit

TROY, Mich.—Volkswagen of America has made it official: Its Rabbit successor will indeed be called the Golf.

VWoA said the name change reflects the fact that the car is virtually identical to Golfs made in Germany and six other countries.

The name alludes to the Gulf Stream, which in German is Golf-Strom, a company spokesman said.

Production of two-door and four-door models is to begin in August at Westmoreland, Pa. Sales will start in mid-November. A German-built Jetta derivative also is due this fall.

Rabbit successor moves along line

Production supervisors and assemblers check written job procedures and assembly techniques on Volkswagen's all-new successor to the Rabbit. The car will be called the Golf and will be built in Westmoreland, Pa. It goes on sale in mid-November.

Promises product improvements, new models through 1989

Peugeot to capitalize on sales hike

By John A. Russell
New York Staff Writer

LYNDHURST, N. J. — Peugeot Motors of America is promising continued product improvements and new models through 1989 as the company gears to capitalize on its increasing sales.

Pierre Lemaire, president of the company, said there will be some type of "product event" every year. He said that it would not only be new models, but also new engines, transmissions and other improvements. He would not go into detail on any of the company's new-model plans, however.

This year, Peugeot is enjoying the most successful year in its history in the U. S. For the first six months, Peugeot sales were up 30 percent.

According to both Lemaire and Jim Fitzhenry, general sales manager, the company anticipates ending this year above the 20,000 mark which will mean a 35 to 36 percent increase over 1983.

Fitzhenry views this as critical since it would be the first time the company has broken that barrier and will set the stage for further sales increases. Peugeot is targeting 25,000 sales for 1985 and in excess of 30,000 for 1986 and 1987.

The sales surge has continued since the '84 introduction last fall when the 505 station wagon debuted. Wagon sales have jumped from 3 percent of the total to 23 percent and, Fitzhenry added, "we may have only scratched the surface" with the wagons.

• This year, the 505 turbo gas model will be introduced and according to Lemaire, this model "makes a clear statement we're here to stay."

Also slated for '85 introduction is a larger diesel power plant. Lemaire said the 2.5 liter turbodiesel would replace the 2.3 liter that was used in the past.

Fitzhenry said this increased capacity would give better performance and make the models more appealing to the diesel buyer.

While diesel sales are holding at the 20 percent mark for Peugeot, both men believe in future years it will be a 15 to 18 percent share. Neither thinks there will be a surge in diesel sales in the future such as that which occurred a few years ago, however Peugeot will offer diesels.

The Peugeot sales increases have been accompanied by internal changes to strengthen the organization.

Recently, the technical and service departments were brought under one manager. George Blinn, formerly with BMW, was appointed national service and technical manager. Both departments will report to him.

Lemaire said this is a reinforcement of service and more effort will be placed in this area. The service organization was revamped to strengthen the service support functions to the dealers and customers.

In addition, several changes have been made in the marketing division of the company.

Edward Blunt, formerly with Volvo of America, was appointed national marketing manager responsible for distribution, dealer development, business management, market planning, manpower development and overseas delivery.

Richard A. Smiley was appointed market development manager. He had been a district sales manager for the Eastern zone of Peugeot and later was business management manager.

Rodger Doran was named business management manager after holding the position of training coordinator in Peugeot's manpower development department.

Fitzhenry said the changes were made to make the organization more responsible to dealers.

Both Lemaire and Fitzhenry had praise for the dealer organization. Dealers are aware that Peugeot is on the move, they said, and they agreed that dealers generally are making the necessary commitments to the marque.

Both men feel the management is showing dealers the company is making the commitment. The field staffs have been strengthened in addition to headquarters positions.

Beaman dealership adds Rolls-Royce

NASHVILLE. — Beaman Pontiac-Toyota-Isuzu here has been awarded a Rolls-Royce franchise.

Paul Gurley has been named executive director for the franchise and will be responsible for marketing and customer satisfaction programs.

Bus barn becomes body shop

The Tucson Transit System's old bus barn has been put back in service under new management. Don Mackey Oldsmobile-Cadillac, Inc., has acquired the site — three blocks from the dealership — and reopened it as its body shop. The four-acre facility, built in 1947, has been refurbished to provide 15,000 square feet of working space for a crew of nine workers. The shop handles all makes, including imports. Above, Joe Villasenor, painter, prepares an Oldsmobile front header panel for painting.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
MAY '84 VS. MAY '83

	1984 Month	1984 Year	1983 Month	1983 Year
AMC Alliance FWD	7,930	38,702	11,216	55,919
Encore FWD	5,421	27,992		
Spirit			697	3,412
Concord			1,418	6,579
Concord SW			605	3,096
Eagle 4WD	370	1,809	863	4,679
Eagle 4WD SW	1,150	7,187	1,728	8,868
TOTAL AMC	14,871	75,690	16,527	82,553
Chrysler Laser FWD	4,780	21,184		
LeBaron FWD	8,020	33,129	6,780	28,438
LeBaron SW FWD	861	4,139	861	3,986
E-Class/New Yorker FWD	7,039	33,565	6,523	25,989
Cordoba			1,390	6,514
New Yorker Fifth Ave./Newport	6,203	27,955	7,425	32,848
Imperial			148	921
Total	26,903	119,972	23,127	98,696
Plymouth Horizon FWD	6,423	32,118	5,008	18,936
Turismo FWD	4,350	18,220	3,698	13,250
Reliant FWD	10,140	43,576	13,834	53,131
Reliant SW FWD	3,280	16,371	4,521	19,907
Gran Fury	1,386	5,720	1,673	7,530
Total	25,579	116,005	28,743	112,754
Dodge Omni FWD	5,959	27,162	4,608	17,247
Charger FWD	4,741	20,609	4,375	15,322
Daytona FWD	3,963	18,011		
Aries FWD	7,894	33,175	8,110	35,955
Aries SW FWD	2,885	13,586	3,879	15,786
600 '84/400 '83	2,193	9,011	3,272	13,940
Diplomat	2,274	8,059	2,391	10,267
Mirada			509	2,381
600 FWD	3,619	14,654	2,419	11,596
Total	33,528	144,267	29,563	122,484
TOTAL CHRYSLER CORP.	86,010	380,244	81,424	333,934
Ford Escort FWD	22,779	106,475	24,619	101,414
Escort SW FWD	7,151	34,637	8,150	35,552
EXP FWD	2,664	10,166	2,442	9,646
Fairmont			3,853	38,046
Tempo FWD	19,342	102,216	840	842
LTD	13,024	57,952	9,914	46,193
LTD SW	4,724	22,773	4,225	18,456
LTD Crown Victoria	12,578	53,675	9,795	43,126
LTD Crown Victoria SW	2,835	12,870	1,782	9,862
Mustang	10,819	53,431	10,162	46,854
Thunderbird	12,244	64,723	10,819	30,192
Total	108,160	518,918	86,601	308,183
Lincoln Town Car	7,348	29,818	4,104	19,468
Mark VII	2,022	14,144	2,346	11,068
Continental	2,601	9,109	1,055	6,873
Total	11,971	53,071	7,505	37,409
Mercury Lynx FWD	4,407	21,350	5,934	24,465
Lynx SW FWD	1,288	5,871	1,580	7,264
LN7 FWD			648	2,917
Capri	1,474	8,169	1,616	9,457
Zephyr			940	11,226
Topaz FWD	6,236	30,907	225	225
Marquis	8,022	33,409	4,073	18,728
Marquis SW	1,024	5,333	1,757	6,280
Grand Marquis	11,286	48,858	7,806	37,740
Grand Marquis SW	1,394	6,214	1,113	5,402
Cougar	9,781	46,218	7,326	17,865
Total	44,912	206,329	33,018	141,569
Lincoln-Mercury Division Total	56,883	259,400	40,523	178,978
TOTAL FORD MOTOR CO.	165,043	778,318	127,124	559,161
Buick Skylark FWD	9,662	41,602	9,563	40,622
Skyhawk FWD	11,501	41,019	6,370	25,064
Skyhawk SW FWD	1,012	4,051	1,147	4,345
Century FWD	17,705	71,492	10,497	46,856
Century SW FWD	2,936	11,479		
Regal	17,424	80,186	18,832	84,804
Regal SW			1,407	5,967
LeSabre	11,342	57,132	11,422	47,123
Electra	4,442	27,099	7,114	27,512
Electra FWD	3,327	5,259		
Buick SW	1,308	5,857	1,727	7,335
Riviera FWD	4,446	21,892	3,895	17,977
Total	8,105	367,068	71,974	307,605
Cadillac DeVille	9,062	48,928	11,916	49,379
DeVille FWD	2,486	3,888		
Cimarron	1,456	7,382	1,824	8,071
Fleetwood and chassis	3,358	19,017	3,729	17,443
Fleetwood FWD	1,130	1,725		
Eldorado FWD	5,603	27,095	5,553	24,997
Seville FWD	3,025	14,182	2,521	11,354
Total	26,120	122,217	25,553	111,244
Chevrolet Chevette	15,945	77,916	16,073	71,385
Camaro	18,796	79,222	15,712	65,705
Cavalier FWD	26,819	109,738	15,992	57,763
Cavalier SW FWD	8,270	35,554	5,965	20,437
Citation FWD	8,014	43,379	8,617	43,601
Malibu			4,584	21,498
Malibu SW			4,538	20,963
Celebrity FWD	20,995	95,841	12,150	52,492
Celebrity SW FWD	9,203	36,670		
Monte Carlo	12,367	57,281	7,932	36,938
Impala	4,626	21,091	4,488	17,523
Caprice	13,056	59,745	10,806	46,891
Chevrolet SW	5,614	23,368	5,283	21,054
Corvette	2,374	11,935	3,201	8,275
Total	146,079	651,740	115,341	484,525
Oldsmobile Omega FWD	4,579	19,304	5,297	21,355
Firenza FWD	4,308	17,450	3,038	12,295
Firenza SW FWD	1,289	5,530	1,305	4,542
Cutlass Ciera FWD	19,598	86,738	14,057	58,392
Cutlass Ciera SW FWD	4,685	16,628		
Cutlass Supreme/Calais	32,126	150,284	26,524	115,596
Cutlass SW			2,069	8,883
Delta 88	21,191	93,942	18,906	78,941
98	2,410	33,251	9,575	42,522
98 FWD	3,334	5,279		
Oldsmobile SW	2,691	12,845	2,365	10,110
Toronado FWD	3,364	16,202	3,214	14,226
Total	99,575	457,453	86,350	366,862
Pontiac 1000	2,330	11,093	3,047	13,586
Firebird	9,602	40,804	7,709	35,924
2000 Sunbird FWD	11,066	42,983	7,510	26,945
2000 Sunbird SW FWD	1,053	4,862	1,093	4,347
Phoenix FWD	1,256	5,616	2,388	11,973
Bonneville	6,505	29,614	5,531	24,034
Bonneville SW			1,368	5,547
6000 FWD	9,553	41,947	6,980	29,077
6000 SW FWD	1,880	7,834		
Grand Prix	7,263	31,623	7,583	32,503
Parisienne	3,255	14,764	1,045	1,119
Pontiac SW	1,504	6,271	194	208
Fiero	9,078	42,831		
Total	64,345	280,242	44,448	185,263
TOTAL GM CORP.	421,224	1,878,720	343,666	1,455,499
Checker			12	226
Miscellaneous Domestic	30	108	39	341
Domestic Station Wagon Total	68,037	299,930	58,662	248,197
Domestic Grand Total	687,178	3,113,080	568,780	2,431,488
Import Total	198,796	974,480	204,062	958,631
Grand Total All Registrations	885,974	4,087,560	772,842	3,390,119

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available. Current Alaska registrations delayed.

Savage explains his method

New approacn offered to train salespersons

By Jenny L. King
Staff Writer

Tough management doesn't work.

This is the premise of the new sales training approach developed by Brian Savage for Tom Williams & Associates, a one-year-old consulting company affiliated with Tom Williams, a Buick, Cadillac and Dodge dealer in Birmingham, Ala.

"Our program is radical, it's novel," said Savage, a 19-year auto industry veteran who is responsible for this approach to sales training.

"People now are buying cars, they are not being sold to as they were in the past," he said. "Our two major points are that today's new car buyer is smarter than past buyers and that the salesperson should not be subjugated by the archaic tough management system that prevented him/her from developing a good relationship with the customer."

Savage claimed that the selling technique which puts the dealership hierarchy in control of customers is no longer valid. He even went so far as to declare that buyers will pay $100 to $150 more for a car to deal with a company that treats them well before, during and after the sale.

Not only are the old selling methods obsolete, said Savage, but dealership recruiting practices must be changed. "Most companies look for persons who will be assets — dealerships should, too," he said.

He discourages the use of help wanted ads, especially those that invite applicants with no prior sales experience. A dealer should look for the best available talent, he insisted.

• Savage's idea is for dealership management to train its salespeople in all facets of sales, service and finance of a new car. He will instruct dealers in a two-day seminar that covers the products inside and out, plus provide information on service, parts ordering, finance and insurance.

"We attempt to de-program the dealer: We demonstrate the rights and wrongs as we see them. And we think the sales staff should be trained by its own management — eventually they all must work together, so this is logical," Savage said. He also said members of his staff could come into a dealership and handle the training.

"We want to make the dealership a better place in which to work," he said. "We have ideas for changes in many areas. In addition, we offer a three-hour workshop for dealership department heads who can then do more training of salespeople on the job."

Savage is pitching his money-back guarantee training program to the car makers themselves. He said he has talked with General Motors research and development and marketing people. They showed considerable interest, he said. Starting at the top is a more efficient approach than approaching individual dealers, he said.

The old sales methods just don't work today, according to Savage. Both the customer and salesperson must be seen as individuals who need to express themselves.

Savage's method includes at least three follow-up telephone calls from sales professional to new car buyer. The first contact is made three days after delivery, the second and third in one-week intervals. The primary purpose is to find out if the new car is performing well.

A secondary, but important, reason is to seek referrals from the customer. This, said Savage, is never done before the third conversation.

"The methods work so well that our (Wiliams) dealerships advertise less than the average," he said. Repeat customers and referrals make the difference, he said.

Chrysler assigns ad accounts to Ross Roy agency

DETROIT. — Joseph A. Campana, Chrysler Corp. marketing vice president, announced today that several corporate advertising accounts are being assigned to Ross Roy, Inc.

Included are Chrysler Marine, Chrysler Service and Parts Operations, Chrysler Fleet Operations, the Chrysler Institute and Chrysler Diversified Operations.

The latter includes Trenton Chemical, Amplex, Sandusky Vinyl Products and Huntsville Electronics. Billings are estimated at $2 million to $3 million annually.

Ross Roy has worked with Chrysler on a variety of accounts since 1927.

Chevy, Pontiac plan series of showroom dates

Continued from Page 1

is looking at a Sept. 27 introduction, though that may change.

Ford has no inclination to alter its intro date, but there is a possibility it may do so if it turns out to be the strike target, according to a company source.

Chrysler will introduce all its products on Oct. 4, except for Lancer and LeBaron GTS which will come later. The first production of Lancer/LeBaron is slated for Sept. 17.

American Motors is introducing all cars and Jeeps Oct. 1.

And Volkswagen is introducing in early November. It has no definite date yet.

Car registrations reach five-year high during May

Continued from Page 8

dropped to 10.42 percent from 13.83 percent of the market, and the imports dropped to 22.44 percent from 26.40 percent.

Excluding imports, subcompacts accounted for 15.89 percent of the May market, compacts had 24.72 percent, intermediates had 35.69 percent, standards had 13.44 percent and luxuries had 10.26 percent.

Registrations for the first five months of 1984 were up 20.57 percent from the preceding year and were 33.55 percent atop 1982 figures. New-car registrations through May reached 4,087,560 this year compared with 3,390,119 in '83 and 3,060,751 in '82.

Domestic registrations were up 28.03 percent for the period, to 3,113,080 from 2,431,488. It was a climb of 42.34 percent from 2,187,094 two years ago.

• Through May of this year, the import share of the total market was down 4.44 percentage points, to 23.84 percent from 28.28 percent.

As was the case for May, Ford and GM made inroads into the market for the five months. Ford was up 2.55 percentage points, to 19.04 percent from 16.49 percent. GM gained 3.03 percentage points, claiming 45.96 percent of the total compared with 42.93 percent in 1983.

Chrysler was down 0.54 percentage points, to 9.31 percent from 9.85 percent; AMC was down 0.59 percentage points, to 1.85 percent from 2.44 percent, and miscellaneous domestics dropped to 0.00 percent from 0.01 percent.

Excluding imports, GM held 60.35 percent of the five-month market, up from 59.86 percent in 1983. Ford was up to an even 25.00 percent from an even 23.00 percent. Chrysler slipped to 12.22 percent from 13.74 percent. American Motors dropped to 2.43 percent from 3.39 percent, and miscellaneous domestics (108 vs. 341) were gone, down from a miniscule 0.01 percent.

Chrysler earns $802.9 million, alltime record

Continued from Page 2

over, we were $3.5 billion in the soup."

The other three U. S. auto makers are expected to announce their second quarter earnings late this week.

Analysts predict General Motors will report earnings of $1.3 to $1.6 billion. Ford's will be $900 million to $950 million, and American Motors will show only a slight profit at best.

Meanwhile, Iacocca refused to reveal how much of a bonus he was awarded. Chrysler shareholders in June approved $51.6 million for bonuses, and the board of directors recently approved bonuses for 1,440 Chrysler executives.

"The board decided they would take a substantial chunk cut of the $51.6 million . . . They literally took millions out of the pie and put it in escrow for other things," Iacocca said. "They came up with a sensible, sane plan for executive compensation."

Details of the plan will be revealed in the 1984 proxy statement, which comes out next spring.

Vermont import dealer wins AIADA award

WASHINGTON. — Kurt Gerrish, owner of Gerrish Motors, Inc., Woodstock, Vt., has been named winner of the 1984 AIADA-Sports Illustrated Dealer of Distinction Award.

The American International Automobile Dealers Assn. presented the award. Gerrish handles Mercedes-Benz, Honda, Porsche, Audi and Volkswagen. He has been in the imported automobile business for 20 years.

Smith signs with Pontiac

Steve Smith, seated, signs a new dealer agreement with Pontiac. Standing, from left, are: Dwight W. Logie, Washington zone manager; Donald R. Wilson, zone business manager, and Edward L. Mahone, district sales manager. Smith will operate Steve Smith Pontiac, Fairfax, Va.

AIA asks court to review passive-restraint ruling

Continued from Page 1

6 when the rule would be "issued," the government failed to respond.

Therefore, State Farm and NAII made its series of filings to cover what it calls "relevant" acts: A morning period when Secretary Dole signed the standard; distribution to the press shortly before the noon press conference; Dole's statements, including reading of the release to the press, and the posting at the office of the Federal Register before 12:30 p.m.

• The question of jurisdiction will not be decided until either the government decides where to file its record or one of the courts decides which one is to get the government record. But only one court will handle the issues.

AIA counsel Milton D. Andrews, of Schnader, Harrison, Segal and Lewis, in a brief filed July 17, said that two years is a very short time to redesign a vehicle and retool a plant.

Moreover, he said, the time will actually be less because the test procedure is not yet entirely final. Thus, the importers cannot complete their redesign and cannot be sure of compliance without final test procedures.

But, the brief continued, even if the importers could comply in time, it is doubtful that the court will decide the issue on its merits in time to allow the companies to avoid the "enormous monetary burdens of compliance."

That burden is "especially severe" because of limited lines of models, "sometimes only one or two."

Thus, they cannot easily designate a separate model line representing only 10 percent for passive restraints. "Once they begin to equip some cars with these devices, they will necessarily have had to redesign a major part or even all of their fleet," the brief said.

AIA suggested a specific schedule for the court's expedited action: Aug. 6, NHTSA files the record with the court; Aug. 27, petitioners' brief due; Sept. 12, respondents' brief due, and Sept. 21, petitioners' reply brief due. Oral argument would be "as soon as possible thereafter."

The "final" Standard 208 — which has already weathered court tests in the Sixth and D.C. circuits — would require front-seat passive-restraint protection for 10 percent of all new cars built for sale in the U.S. after Sept. 1, 1986; for 25 percent after Sept. 1, 1987; for 40 percent after Sept. 1, 1988, and for all built after Sept. 1, 1989.

But the standard would be rescinded if states accounting for two-thirds or more of the U.S. population have enacted mandatory seat-belt-use laws, meeting certain federal criteria, by April 1, 1989, and in force by September, 1989. Automatic belts, air bags, or forgiving interior could meet performance requirements.

The import companies in court in the Ninth Circuit sell the following makes: Alfa Romeo, Honda, BMW, Fiat, Isuzu, Jaguar, Lotus, Mazda, Mitsubishi, Nissan, Peugeot, Rolls-Royce, Saab, Subaru, Toyota and Volvo.

Consumer group can't enter suit on GM-Toyota

WASHINGTON. — U. S. District Judge Thomas Hogan has ruled that Consumer Federation of America (CFA) will not be allowed to intervene in the Chrysler Corp. suit against General Motors and Toyota.

An October court date is possible for the suit, which challenges the legality of the GM-Toyota joint venture. CFA, which has charged that this action will result in higher car prices for consumers, may still file friend-of-the court briefs.

Since last May, when Hogan ruled that Chrysler had standing to sue, Chrysler has been in the midst of extensive discovery.

Chrysler claims it is threatened by such joint action between the world's largest and the third-largest auto companies and that the deal is illegal under the antitrust laws because of the potential for price-fixing.

Makers assemble 139,153 cars for week

Ford's return boosts auto output

By Joe Wilssens
Staff Writer

U.S. auto production was back at normal summer levels last week as Ford Motor Co. workers returned to their jobs following two weeks of vacation.

Domestic auto makers slated assembly of 139,153 cars last week, 19.96 percent greater than 115,996 completed the previous week and 11.44 percent better than the year-ago week's 124,870.

Year-to-date, 4,611,962 cars have been built in the U.S., 26.62 percent ahead of 3,642,483 finished at this time last year.

Of last week's estimated car production, General Motors accounted for 60.11 percent of the U.S. output followed by Ford, 22.10 percent; Chrysler Corp., 12.18 percent; American Motors, 3.45 percent, and Honda, 2.16 percent. Volkswagen of America remained idle last week for model changeover.

Four auto assembly plants were down last week for model changeover and six facilities reported Saturday overtime.

Idle assembly plants were Ford Lorain (O.), Chrysler Jefferson (Detroit), Volkswagen Westmoreland (Pa.) and GM Janesville (Wis.).

GM led the overtime list with five plants reporting extra hours. The company's Doraville (Ga.), Flint B and G lines, Lordstown (O.) and Van Nuys (Calif.) plants worked Saturday (July 21).

Ford's Wixom facility was the only other plant scheduling Saturday overtime.

Ford expanding Lima plant for '86 Taurus V-6 engine

Ford Motor Co. is nearing completion of a new structure at its Lima (O.) engine plant that will house production of a 3.0-liter, V-6 engine to be used on the 1986 front-wheel-drive Taurus.

The addition is due to be completed in September, according to a Ford spokeswoman. Tooling will follow and production of the V-6 is expected to begin in mid-1985. Construction of the Lima addition started in July, 1983.

The one-story addition is located adjacent to the existing plant. The new structure was designed in a way that has permitted uninterrupted operation of such main plant services as steam, compressed air and primary electric during construction.

Lima currently turns out a 2.3-liter, four-cylinder overhead-cam engine used in the LTD, Marquis, Mustang, Capri and Ranger truck models, and the 2.3-liter, four-cylinder high-swirl carburetion engine for Tempo and Topaz. The plant also builds engines for light, medium and heavy-duty trucks.

The new V-6 reportedly embodies advanced technology, design and manufacturing processes. It is Ford's first V-6 for front-drive application.

Earlier this year, Ford announced plans to spend $336 million to modernize, expand and retool its Chicago and Atlanta assembly plants for Taurus production. Work is due to be finished by June, 1985, and assembly of the new car is slated to begin in late summer, 1985.

The 106-inch wheelbase front-drive car is expected to be marketed in its first year as a four-door sedan and four-door station wagon.

California cattlemen may 'brand' vehicles

SACRAMENTO.—The California Assembly has approved and sent to the Senate a bill which would permit cattle ranchers throughout the state to brand their automobiles and trucks.

The bill would authorize the owner of a registered cattle brand to have that brand inscribed on vehicle license plates for a fee of $75 to $85. The special brand would be printed in red and be placed to the right of a five-digit license plate number.

Truck production rises as 3 firms finish vacations

Domestic truck production rebounded last week as vacationing workers at Ford Motor Co., Jeep and International Harvester returned to assembly lines.

U.S. makers projected completion of 62,439 trucks last week, 67.69 percent greater than the previous week's 37,235 and 30.95 percent better than 47,682 completed during the year-ago week.

So far this year, 1,750,207 trucks have been built in the U.S., 39.81 percent ahead of 1,251,816 finished during the comparable 1983 period.

Five truck assembly facilities worked extra Saturday (July 21) hours last week.

General Motors topped the overtime list with four plants scheduling extra hours. GM's truck facilities at Detroit, Lordstown (O.) and Pontiac plants No. 5 and No. 6 worked Saturday overtime.

Ford's Kansas City plant was the only other facility reporting Saturday overtime.

Car-truck output falls in Canada: summer to blame

The dog days of summer have hit the Canadian auto and truck producers. Summer vacations and model changeovers kept assembly totals well below normal levels last week.

Canadian makers projected assembly of 12,610 cars last week, down 4.46 percent from the previous week's 13,198 and 2.93 percent below the year-ago week's 12,991. Vacations at Ford Motor Co. and changeover at American Motors contributed to the meager build.

Year-to-date, 630,014 cars have been built in Canada, 10.20 percent greater than 571,720 finished during the same 1983 period.

Canadian truck manufacturers scheduled 5,680 units last week, 53.84 percent below the prior week's 12,306. Last week's build was 52.24 percent above the year-ago week's 3,731.

So far this year, 464,077 trucks have been assembled in Canada, 57.08 percent greater than 295,434 assembled during the same 1983 period.

Ford's Oakville (Ont.) and St. Thomas (Ont.) plants were idle last week for the second of two weeks of summer vacation.

Chrysler Corp.'s Windsor (Ont.) T-115 assembly plant also was idle for the first of two weeks of vacation.

General Motors was the only company reporting overtime last week. The company's Oshawa (Ont.) plants No. 1 and No. 2 worked Saturday (July 21).

CANADIAN CAR PRODUCTION

	Week Ended July 21 1984	Week Ended July 23 1983	Week Ended July 14 1984	July to Date	Jan. 1 to July 23 1983	Jan. 1 to July 21 1984
AMERICAN MOTORS		448			15,974	12,250
CHRYSLER CORP.					103,857	
FORD MOTOR		275		3,377	120,908	237,736
GENERAL MOTORS	12,385	12,268	12,973	35,292	324,781	373,771
VOLVO	225		225	606	6,200	6,257
Total Cars, Canada	12,610	12,991	13,198	39,275	571,720	630,014

TRUCK PRODUCTION IN U.S.†

	Week Ended July 21 1984	Week Ended July 23 1983	Week Ended July 14 1984	July to Date	Jan. 1 to July 23 1983	Jan. 1 to July 21 1984
CHEVROLET	19,890	15,828	21,561	57,956	446,937	565,808
DODGE	3,400	2,262	3,740	10,203	76,719	116,837
FORD	24,736	21,160	1,453	26,189	482,804	653,472
GMC	6,713	4,809	7,201	18,634	145,222	184,199
INTERNATIONAL	1,500*	945		1,500	27,260	40,639
VOLKSWAGEN					2,079	
JEEP	2,900	1,628		2,900	41,815	103,109
NISSAN	2,250		2,229	6,194		55,473
AM GENERAL	50*	50*	50*	140*	1,380*	1,470*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,800*	27,600*	29,200*
Total Trucks, U.S.	62,439	47,682	37,235	126,516	1,251,816	1,750,207

CANADIAN TRUCK PRODUCTION

	Week Ended July 21 1984	Week Ended July 23 1983	Week Ended July 14 1984	July to Date	Jan. 1 to July 23 1983	Jan. 1 to July 21 1984
CHRYSLER CORP.			6,350	12,716	72,803	201,210
FORD MOTOR		205			73,847	86,442
GENERAL MOTORS	5,680	3,526	5,956	16,429	145,568	174,512
INTERNATIONAL					3,216	3,913
Total Trucks, Canada	5,680	3,731	12,306	29,145	295,434	464,077
N. American Trucks	68,119	51,413	49,541	155,661	1,547,250	2,214,284

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U.S. CAR PRODUCTION

	Week Ended July 21 1984	Week Ended July 23 1983	Week Ended July 14 1984	July to Date	Jan. 1 to July 23 1983	Jan. 1 to July 21 1984
AMERICAN MOTORS	4,800	3,009	4,505	12,837	95,876	108,906
AMC Total					4,071	
Eagle					4,071	
Renault Total	4,800	3,009	4,505	12,837	91,805	108,906
Alliance	2,600	2,131	2,475	7,045	91,805	58,472
Encore	2,200	878	2,030	5,792		50,434
CHRYSLER CORP.	16,950	14,077	23,822	61,092	482,093	751,800
Plymouth Total	6,050	6,025	7,201	19,244	172,712	220,759
Horizon	2,700	2,364	3,261	8,559	61,315	91,674
Reliant	2,500	3,661	3,084	8,286	108,463	111,030
Caravelle†	150		285	670	2,934	5,585
Gran Fury	700		571	1,729		12,470
Chrysler Total	5,000	1,705	8,035	20,006	114,147	253,096
LeBaron	2,300	373	2,734	7,308	51,800	77,841
Laser	1,000		1,201	3,395		45,651
Chrysler E-Class		1,332	1,902	3,722	62,347	63,070
Fifth Avenue	1,700		2,198	5,581		66,534
Dodge Total	5,900	6,347	8,586	21,842	195,234	277,945
Omni	2,500	2,846	2,959	7,837	70,402	86,343
Aries	1,600	2,917	2,227	6,012	80,547	87,086
Daytona	1,100		1,075	3,086		34,651
Dodge 400		271			18,607	
Dodge 600	100	313	1,515	2,869	25,678	47,933
Diplomat	600		810	2,038		21,932
FORD MOTOR	30,759	32,869		30,759	802,216	957,084
Ford Division	19,698	19,512		19,698	513,456	622,032
Escort	6,615	5,428		6,615	142,497	192,859
Fairmont					23,728	
Mustang	3,051	3,534		3,051	67,386	74,398
LTD	3,466	3,196		3,466	95,447	119,142
Thunderbird	200	1,634		200	108,592	83,621
Crown Victoria	1,713	2,272		1,713	50,432	42,063
EXP	1,077			1,077	1,184	18,954
Tempo	3,576	3,448		3,576	24,189	90,995
L-M Division	11,061	13,437		11,061	288,760	335,052
Mercury Total	7,022	10,879		7,022	228,014	241,168
Lynx	1,488	2,840		1,488	38,689	37,479
Capri	268	557		268	12,957	9,658
Zephyr					8,601	
Marquis	2,411	1,543		2,411	41,054	62,726
Cougar	197	3,382		197	63,946	56,054
Grand Marquis	1,860	1,358		1,860	55,240	52,126
LN7					290	
Topaz	798	1,199		798	7,237	23,125
Lincoln Total	4,039	2,558		4,039	60,746	93,884
Continental	1,062	277		1,062	8,764	20,994
Lincoln	2,520	1,483		2,520	31,830	55,496
Mark VI/VII	457	798		457	20,152	17,394
GENERAL MOTORS	83,644	73,554	84,987	239,797	2,191,733	2,666,607
Buick Division	21,597	12,950	20,754	60,463	509,553	589,725
Skylark	2,190		2,095	5,827	61,382	57,532
Skyhawk	2,786	1,609	3,030	8,140	41,607	91,101
Somerset Regal	390		163	689		763
Century	4,694	3,527	5,268	14,344	92,128	130,519
Regal	3,960	4,070	3,525	11,469	141,782	127,596
Buick	4,617	2,561	4,107	12,435	146,213	126,114
Riviera	1,040	1,183	1,075	2,949	26,441	29,941
Electra (fwd)	1,920		1,491	4,610		26,162
Cadillac Division	6,899	2,194	6,433	18,462	181,857	190,827
Cimarron		338	264	472	11,653	9,741
Seville	665	560	675	1,885	19,586	23,507
Eldorado	1,490	1,296	1,515	4,211	43,123	45,599
Cadillac	2,004		1,743	5,434	107,495	82,989
DeVille (fwd)	2,740		2,236	6,460		28,991
Chevrolet Division	25,178	29,850	27,693	76,767	709,631	904,471
Chevette	2,635	3,737	2,858	7,516	105,636	110,949
Cavalier	4,387	8,097	8,898	19,918	162,235	235,999
Celebrity	5,711	5,119	6,340	17,265	75,431	173,115
Camaro	5,244	4,750	2,914	12,711	114,714	149,671
Citation	3,288	1,184	2,742	8,263	60,960	65,774
Malibu/El Camino		3,123			89,192	16,346
Monte Carlo	1,500	1,872	1,504	4,199	52,948	67,777
Chevrolet	1,663	1,350	1,622	4,774	35,398	65,812
Corvette	750	618	816	2,212	13,117	19,028
Oldsmobile Division	20,376	19,735	20,109	56,269	569,695	665,524
Omega	692		1,001	2,551	36,269	29,320
Firenza	1,154	859	1,196	3,223	27,537	43,167
Cutlass Supreme	3,540	6,308	3,514	9,842	164,194	164,591
Cutlass Ciera	5,140	3,839	5,178	14,409	113,536	161,902
Oldsmobile	6,420	7,894	6,176	17,436	205,268	209,016
Olds 98 (fwd)	2,400		2,118	6,066		29,978
Calais	225		113	473		547
Toronado	805	835	813	2,269	22,897	27,003
Pontiac Division	9,594	8,825	9,998	27,836	220,997	316,060
Acadian†	175	310	164	481	9,954	9,655
2000 Sunbird	3,433	2,170	3,552	9,292	58,598	87,976
1000	440	1,354	442	1,531	24,319	23,109
Firebird	2,720	2,374	2,543	7,781	54,427	67,409
Phoenix		573	427	804	16,287	14,116
Grand Prix/Bonneville		2,044			57,412	29,733
Parisienne	426		432	1,193		15,956
Fiero	2,400		2,438	6,754		68,106
HONDA	3,000	1,361	2,682	5,682	21,228	72,134
VOLKSWAGEN					49,337	55,431
Total Cars, U.S.	139,153	124,870	115,996	350,167	3,642,483	4,611,962
Total Cars, Canada	12,610	12,991	13,198	39,275	571,720	630,014
N. American Cars	151,763	137,861	129,194	389,442	4,214,203	5,241,976
N. American Trucks	68,119	51,413	49,541	155,661	1,547,250	2,214,284
North American Cars and Trucks	219,882	189,274	178,735	545,103	5,761,453	7,456,260

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

July 30, 1984

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Hello, Eldo

Jim Dunne

Cadillac's personal luxury car reworked

The all-new Cadillac Eldorado, due as an '86 model, will abandon today's notchback styling and shed 600 pounds. Wheelbase will shrink from 114 to 108 inches, length from 204 inches to about 184. Engine placement will be switched to east-west. Choices: 4.1-liter aluminum V-8 offered in the new Coupe DeVille or a V-6 diesel.

July 1 count is 10,880, highest in 2 years

Import-dealer total rises

By Kathleen Hamilton
Assistant Managing Editor

The number of import-car dealers in the U. S. rose during the first half of the year to 10,880, the highest total in two years.

The increase mainly was the result of the addition of the Japanese-built Suzuki Sprint to Chevrolet's lineup at Western dealerships.

Increases in the Plymouth and Dodge dealer networks also expanded the import-dealer total because all are eligible to sell the Mitsubishi-built captive imports.

The only other significant numerical increase this year came from International Automobile Importers' growing network for its Pininfarina and Bertone-built Italian sports cars. But they added few new dealers to the bottom line because most are dualed with existing dealerships.

Newcomer to this year's census is Lamborghini, with its factory-authorized importer-distributor in Carson City, Calif. For years, the $100,000 Italian performance cars were imported through the so-called gray market, with independents bringing them up to federal emissions and safety regulations.

Some other low-volume importers of exotics also beefed up their dealer numbers in early 1984: Lotus, Maserati and Alfa Romeo. In fact, 13 importers increased their dealership totals, compared with six that lost dealers and six that saw no change.

• The July 1 import dealership total of 10,880 was up 784, or 8 percent, from 10,096 at the start of the year, the latest Automotive News dealerships census showed.

The only category in which there was a decline was in the number of import-only duals. There were 1,041 at midyear—89 fewer than when the year began. As a result, the number of dealers carrying only imports fell by seven to 3,873.

The decreases in import duals were widespread and small.

On the other side of the coin, single-line import dealers increased by 82, to 2,832. It was the largest number of exclusives since the census of July, 1981.

Honda, which has been steadily increasing its portion of exclusives for several years, increased its number of exclusives by 28 since the start of the year. Honda exclusives were up by 10, Mercedes-Benz, by seven, and BMW, by six.

The 10 import lines with the most exclusives were Toyota, 662 exclusives, representing 61 percent of its dealer network; Nissan, 637, for 58 percent; Honda, 472, for 57 percent; Subaru, 305, for 38 percent; Volvo, 120, for 30 percent; BMW, 116, for 28 percent; Mazda, 110, for 14 percent.

Also, Mercedes-Benz, 102, for 25 percent; Mitsubishi, 82, for

Continued on Page 50, Col. 1

IMPORT FRANCHISES

	July 1, 1984	Jan. 1, 1984
JAPAN	11,159	10,434
Plymouth	2,929	2,831
Dodge	2,844	2,744
Nissan	1,105	1,101
Toyota	1,081	1,081
Honda	831	822
Subaru	803	798
Mazda	761	757
Chevrolet Sprint	506	0
Isuzu	217	217
Mitsubishi	82	83
WEST GERMANY	1,569	1,573
Mercedes-Benz	416	416
BMW	414	414
Audi	414	414
Porsche	329	330
SWEDEN	735	730
Volvo	405	405
Saab	330	325
ITALY	474	334
Bertone/Pininfarina	250	141
Alfa Romeo	119	106
Ferrari	48	46
Maserati	48	41
Lamborghini	9	0
UNITED KINGDOM	316	305
Jaguar	186	189
Rolls-Royce	64	65
Lotus	35	25
TVR	17	12
Aston Martin Lagonda	14	14
FRANCE	315	316
Peugeot	315	316
MISCELLANEOUS	15	15
TOTAL	14,583	13,707

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UAW presents stiff demands as talks begin at GM, Ford

By Marjorie Sorge
Labor Editor

Contract talks between the UAW and Ford Motor Co. and General Motors began in Detroit last week on a cooperative note even though the union asked GM for substantially more input into its decision making process and prior approval on outsourcing.

The UAW asked both Ford and GM for seats on their boards of directors when talks opened Monday (July 23) at GM and Tuesday (July 24) at Ford.

The union has also indicated previously it would like seats on Ford's Operations Committee and GM Administration Committee. Those committees make major operating decisions and a seat there would give the UAW more input into the everyday operations of the companies.

Job security is also a major issue. The UAW wants GM to have its suppliers provide reciprocal preferential hiring rights for workers laid off from the company or its other suppliers. It also wants GM to institute a program of "conversion planning" to create non-auto jobs to replace auto jobs which may be permanently lost.

• Other initial UAW demands at GM include substantial wage gains, health care increases, more paid time off and pension increases. GM's chief negotiator, Alfred S. Warren Jr., industrial relations vice president, said those demands would hurt GM's competitiveness.

"If we gave all those things, it would be beyond our ability to be competitive," Warren said.

"I don't know at this time if they (the demands) are unrealistic. But if somebody said to me 'Will you grant all of those demands?' it would seem that that would be an expensive package."

Peter J. Pestillo, Ford's chief negotiator, said the average Ford production worker had a payroll W-2 of more than $34,000 for 1983.

"You have expressed a need for job protection, and we understand and accept the challenge," he told the UAW on opening day. "We have repeatedly recited the need to be competitive and you understand. The two are inextricably intertwined. The only secure company or job is a competitive one."

Position papers were also presented to Ford last week but they were not made available to the media.

UAW Vice President Stephen P. Yokich, director of the Ford department, said the union presented demands to restrict overtime, control outsourcing, increase wages, improve cost-of-living adjustments (COLA) and improve pensions, among others. He would not say whether the union's Ford proposals were similar to those put on the table at GM.

Talks at Ford began on a cor-

Continued on Page 8, Col. 1

Anti-subsidy measure clears its first hurdle

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—NADA has guided its revised fleet/lease anti-subsidy bill through its first step forward.

A House subcommittee chaired by Rep. James J. Florio, New Jersey Democrat, reported the somewhat amended substitute (akin to the Senate version) to the full House Energy and Commerce Committee where it awaits further questions from the chairman, Rep. John Dingell, Michigan Democrat.

But since no Senate action can be expected this year, it apparently will die at the end of this Congress — only to be resurrected at the start of the 99th Congress.

NADA President James P. Jennings said, "The legislation has been studied very carefully and refined to accommodate changes suggested by congressmen. We now have an excellent product for consideration by the Energy and Commerce Committee."

During markup, Rep. Wayne Dowdy, Mississippi Democrat, offered the latest version which attempts to cure defects which surfaced during hearings on an earlier revised House version fathered by Rep. Gene Taylor, Missouri Republican, who is a former Ford dealer.

The intention is to "protect consumers and franchised automobile dealers from unfair price discrimination in the sale by the manufacturer of new

Continued on Page 49, Col. 4

breaking news

VWoA plans half capacity for another year

LEXINGTON, O. — Volkswagen of America will run its Westmoreland (Pa.) assembly plant at half capacity for another year and may eventually produce the new Golf's upscale relative, Jetta, there, according to VWoA President Noel Phillips. Phillips, speaking to reporters following previews of the new cars, said new automation at the plant would also eliminate the need for approximately 300 hourly workers. The Westmoreland facility has operated at half capacity or less since the middle of 1981.

GM profit a second-quarter record

DETROIT.—General Motors set second-quarter records with net income of $1,609 million and sales of $21.6 billion. Profit was up 54.3 percent from last year's $1,043 million, and sales rose 11.3 percent from last year's $19.4 billion. It wasn't quite GM's best any-quarter profit; that laurel belongs to the first three months of this year when net income was $1,614 million. GM did set a first-half record with net income of $3,223 million on sales of $44.5 billion. The former first-half records were set in 1979 when net income was $2,445 million and sales were $36.9 billion.

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Automotive News Week is set for Aug. 26-30

Program is completed for World Congress

Automotive News Week in Detroit will begin Aug. 26 when Paul Tippett, chairman of American Motors, delivers keynote remarks at the ninth annual Automotive News World Congress.

Automotive News Week will be observed Aug. 26-30, with the World Congress in session Aug. 26-29 at the Westin Hotel and the third annual Automotive News World Expo open Aug. 28-30 at nearby Cobo Hall.

Following Tippett on the speaker's dais during the four-day industry seminar are 33 other top-level decision makers from inside and outside the industry. (See accompanying box.)

At World Expo, suppliers and would-be suppliers from around the world will show and sell automotive components, materials and services, while many of the world's leading vehicle makers will staff buying offices on the show floor.

Visitors to World Expo will be eligible to win a free trip to Hawaii.

Registration fee for World Congress attendees is $490, the same as last year. The fee includes: Access to 34 sessions, early morning coffee and rolls; two luncheons, three dinners, including a Tuesday Gala; a detailed workbook; hosted cocktail receptions, and entry to the World Expo.

If a registrant's plans change, the name of another individual may be substituted at any time prior to the opening. Full cancellation will be charged $100.

Automotive News is offering World Congress attendees a full refund of the $490 registration fee if they are not entirely satisfied.

World Congress doors will be open Aug. 28 for the Tuesday Evening Gala, at which non-registrants will join seminar attendees for an industry extravaganza.

The event includes two top-flight speakers, a cocktail reception and a three-course dinner.

Tickets to the Gala for non-registrants are available in advance only, on a first-come, first-served basis. To receive tickets for the Gala, mail in the accompanying coupon.

For further information on World Congress and World Expo, mail in the accompanying coupon or contact Automotive News Week: Telephone — (313) 567-9520; cable address — TWX 810 221 5122 AUTNEW.

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Opel honored

RUSSELSHEIM, West Germany. — Adam Opel AG, General Motors' German subsidiary, has received the Windshield Installers Group Safety Award for fitting Securiflex anti-lacerative windshields to the Opel Senator. Securiflex windshields were developed by Saint Gobain of France.

World Congress Faculty

J. Michael H. Aikin, principal, Martec (Australia) Pty., Ltd.

Bennett E. Bidwell, executive vice president, Chrysler Corp.

Owen Bieber, president, UAW.

Stephen J. Cabot, senior partner, Pechner, Dorfman, Wolffe, Rounick & Cabot.

Scott Chapman, president, Bivouac Industries.

John A. Cook, president and chief executive officer, Porsche Cars North America, Inc.

Robert C. Daly, executive director, communications and industry relations, NADA.

Richard E. Dauch, executive vice president, Stamping, Assembly & Diversified Operations Group, Chrysler Corp.

John D. Dingell, U.S. congressman, Michigan.

Herbert Greenberg, president, Personality Dynamics, Inc.

John O. Grettenberger, general manager, Cadillac.

Martha W. Griffiths, lieutenant governor, Michigan.

William House, department chairman, Industry Design Center for Creative Studies.

Richard Howell, executive vice president, Spotlight Presents, Inc.

Georg Karnsund, president, Saab-Scania AB.

Maryann Keller, director, Vilas-Fischer Associates.

Michael Kranefuss, director, Special Vehicle Operations, Ford Motor Co.

Patrick J. Lavelle, president, Automotive Parts Manufacturers' Assn. of Canada.

James A. Mateyka, vice president, Booz-Allen & Hamilton, Inc.

Robert D. McBride, president, National Steel Corp.

Ronald E. McGuire chairman and president, Automotive Industry Action Group.

Robert T. McMahan, executive vice president, Hess & Eisenhardt Co.

Todd E. Petzel, chief economist, Coffee, Sugar & Cocoa Exchange, Inc.

Ronald F. Pink, manager, vehicle fleet business, Xerox Corp.

Dean F. Poeth, projects manager, Engineering and Manufacturing Technology Dept., Batelle Memorial Institute.

J. D. Power, president, J. D. Power & Associates.

Kjell Qvale, chairman, British Motor Car Distributors, Ltd.

Marvin T. Runyon, president and chief executive officer, Nissan Motor Mfg. Corp., USA.

Barbara Sanders, director, Advance Product and Manufacturing Engineering Staff, General Motors.

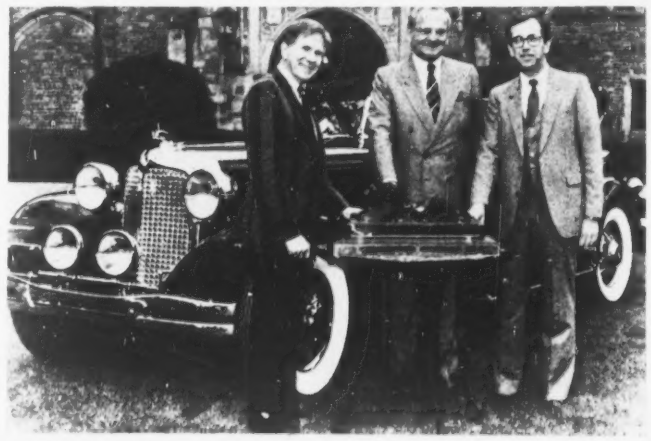
Diane K. Steed, administrator, NHTSA.

Morris Tanenbaum, chairman and chief executive officer, AT&T Communications.

Paul Tippett, chairman and chief executive officer, American Motors.

Tatsuro Toyoda, president and chief executive officer, New United Motor Mfg., Inc.

Edson P. Williams, general manager, Ford Truck Operations.



Two Chrysler classics

Chrysler Corp. Chairman Lee Iacocca, center, and a 1931 Imperial 8 Custom Phaeton are part of the 1984 Meadow Brook Concours d'Elegance to be held Aug. 5 in Rochester, Mich. Also shown are Robert E. Larivee Sr., left, president of Group Promotions, and Joseph Champagne, president of Oakland University, site of the annual event.

Jaguar valued at 400 million as sale of stock begins

LONDON.—Jaguar has been valued at just under $400 million for the purposes of its separation from state-owned BL and its own listing on the stock exchange here.

Nearly 178 million ordinary shares, with a value equivalent to $2.20 each, will be on offer from today (Monday) until Friday (Aug. 3). The relatively modest valuation is expected to lead to a full subscription by institutions and particularly private investors.

Jaguar is the first arm to be lopped from BL, but others will follow. The next most likely candidate is component maker Unipart, with a possible sale during 1985.

Details of the Jaguar sale, conceived by BL and its financial advisers, Hill Samuel, were revealed last week. Hamish Orr-Ewing, the new chairman of what is now Jaguar PLC, called the offer "extremely well balanced."

The issue price of 165 pence each capitalizes Jaguar at 297 million pounds ($395 million).

The terms of the sale prevent any shareholder buying more than 15 percent of the company over the next six years. In addition, the government has reserved a defensive shareholding to prevent unwelcome takeover bids until the end of 1980.

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59th year — No. 5033

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Vendors note auto makers' surging profits

GM pressures suppliers for price rollbacks

By Richard Johnson
Staff Writer

Some General Motors suppliers are apparently bowing to pressure from the auto maker to either lower or hold the line on 1985 model year prices, but not without some "gnashing of teeth," according to one parts company official.

Meanwhile, discussions with several vendors regarding 1985 sourcing contracts are said to be stalled on the question of price reductions.

Earlier this year, Buick and Chevrolet sent letters to many of their suppliers asking that component prices be reduced at least 3.3 percent annually during the next three years to reflect gains in productivity.

Three-year contracts were offered in some cases if suppliers agreed to drop prices by as much as 5 percent annually. Increases attributed to higher raw material costs are being absorbed by the manufacturer.

The pressure for rollbacks drew strong reaction from vendors, most of whom were forced to hold prices throughout the industry recession.

Critics also noted surging GM profits and said their ability to cut prices depends in part on how the corporation handles contract negotiations with the UAW this summer. The auto pact will likely set a pattern for parts industry labor contracts, according to suppliers.

• A survey of industry suppliers suggests that parts makers are going along with the reduc-

Continued on Page 21, Col. 1

As talks open at GM and Ford

UAW presents strong 'want' list

Continued from Page 1

dial note when Chairman Philip Caldwell met with the bargaining teams at the opening session. GM Chairman Roger B. Smith did not make an appearance at the table.

UAW's Yokich said it was "nice" of Caldwell to stop by and that that kind of approach will help the two sides reach an agreement without a strike.

UAW President Owen Bieber said Caldwell addressed the need to work together and the need for the union to be in on the decision-making processes at Ford.

• One of the UAW's major demands at both companies involves limiting outsourcing. One of the initial demands is for no outsourcing without prior approval of the union.

The union also asked for an annual ceiling on the number of cars GM can import in relation to domestic sales with separate limits on the number of components imported. It wants this arrangement extended beyond the length of the agreement.

Other job security demands at GM include:

1. No layoffs because of outsourcing.

2. Extending the Pilot Employment Guarantee Project to all plants. That plan assures 80 percent of a plant's workforce guaranteed employment.

3. An assurance that new technology would not result in the erosion of a bargaining unit.

4. Long-term commitments from GM to modernize and upgrade plants and equipment in the U. S. and Canada.

5. The newest angles on job security are the conversion planning proposal and reciprocal hiring rights with suppliers.

Conversion planning, which would require GM to create non-auto jobs to replace lost auto jobs, seems to be in direct line with GM's plans to diversify into non-auto business.

GM is planning to put about 10 percent of its business in non-auto fields over the next few years.

Getting suppliers to hire laid-off GM workers does present some problems. Most supplier companies pay less than the $12.67 an hour (including $3.04 COLA) that workers currently make at GM. The UAW has long been opposed to multi-tier wage systems.

The preferential hiring plan is an "interesting concept," Warren said, and "it deserves consideration."

Regardless of the issues and demands, both the companies and the union agree that the 1984 talks probably will be the toughest ever.

"I don't think there's any question that they'll be very, very tough negotiations, probably the toughest negotiations that our union has ever faced," Bieber said.

"We look at these negotiations in the same way," Warren said. "When (Bieber) says tough, the toughness is not the attitude of the participants but the toughness of the problems. We both need solutions relating to job security, job security in relation to wages, competitiveness in relation to wages."

Joe Wilssens

GM and UAW open negotiations

General Motors and the UAW opened contract talks last week with the traditional handshake across the main bargaining table. UAW President Owen Bieber, left, shakes hands with GM's chief negotiator Alfred S. Warren, industrial relations vice president. The UAW is expected to ask for significant wage gains. The union's major demands also include job security and limiting outsourcing.

New era in labor relations: Pattern bargaining waning

By Marjorie Sorge
Labor Editor

The auto industry is on the threshold of a new era of labor relations, an era that could mark the end of traditional pattern bargaining.

Contract talks between the UAW and the Big Two, Ford Motor Co. and General Motors, opened last week with the usual pomp and circumstance. But beyond all that, both sides must realize that bargaining cannot follow the old rituals.

The union will face off against two auto makers with different approaches to achieving the same goal of world auto market dominance. While the two contracts could still expire at the same time, the result could well be the death of traditional pattern settlements and the birth of a new tactic of tailor-made settlements to fit the individual company.

News Analysis

Since the days of Walter Reuther, the UAW has approached negotiations in a simple way: The union picks a "target" company as the contract expiration date nears, concentrates its bargaining with the target and, if negotiations fail, strikes only the target company.

It attempts to whipsaw that company into accepting a tough contract under the duress of seeing its competitors still building and selling cars while the target's plants are idle.

Once the union has the settlement, it then goes to each of the other car makers in turn with a "pattern," expecting — and getting — a similar settlement.

The pattern settlement has been strained for some time as first American Motors and then Chrysler Corp. were excused due to delicate financial health. Although the union may refuse to admit it, 1984 could permanently mark the end of the current method of pattern bargaining.

• The UAW is now trying to get Chrysler back on the pattern, at least hoping to get the contract to expire at the same time as the Big Two. In light of Chrysler's record profits, UAW President Owen Bieber

Continued on Page 49, Col. 1

Car sales climb 13 pct. to 233,826 for mid-July

By Jenny L. King
Staff Writer

U. S. auto makers made it four periods of sales gains in a row with their 13.03 percent increase in mid-July, and year-to-date sales continued to stretch up from 1983, growing 26.29 percent to 4,659,195 compared with 3,677,507.

July 11-20 new-car sales of 233,826 were up 30.61 percent from 179,026 in the preceding period and were up 13.03 percent from 206,875 in the corresponding period a year earlier.

With nine selling days this year and last, the daily rate likewise was up 13.03 percent, to 25,981 from 22,986.

Ford Motor Co. reported the largest sales increase of the Big Three. Ford was up 21.73 percent, to 53,219 from 43,718 a year ago. General Motors was up 10.58 percent, to 139,587 from 128,390, and Chrysler was up 9.04 percent, to 28,791 from 26,403.

For the period, American Motors was up 63.60 percent, to estimated sales of 7,280 from 4,450. Volkswagen reported sales of 2,216 Rabbit sedans, up 5.62 percent from 2,098, while Honda sales grew 50.50 percent to 2,733 from 1,816.

GM's share of the domestic market dropped to 59.70 percent from 62.06 percent in mid-July last year. Ford was up to 22.76 percent from 21.13 percent. Chrysler had 12.31 percent, down from 12.76 percent. AMC claimed 3.11 percent, up from 2.15 percent, VW was off to 0.95 percent from 1.02 percent and Honda held 1.17 percent, up from 0.88 percent a year earlier.

At Chrysler Corp., Plymouth was off 9.28 percent for the period, while Chrysler was up 37.44 percent and Dodge was up 3.45 percent.

Ford was up 17.84 percent, Mercury was up 23.50 percent and Lincoln was up 57.19 percent.

All GM divisions reported gains. Chevrolet was up 18.86 percent in mid-July, Pontiac was up 11.44 percent, Cadillac was up 6.06 percent, Oldsmobile was up 1.13 percent and Buick was up 0.67 percent.

AMC's Eagle sales were down an estimated 62.96 percent and Renault Alliance/Encore totals were up an estimated 118.71 percent.

July 11-20 sales were moving at a rate capable of producing a 7,896,000 domestic total for the 1984 calendar year.

DOMESTIC SALES

	July 11-20, 1984	July 11-20, 1983
Renault Alliance/Encore	6,780†	3,100†
AMC	500†	1,350†
AMERICAN MOTORS	7,280†	4,450†
Chrysler	10,447	7,601
Imperial	.....	17
Plymouth	7,765	8,559
Dodge	10,579	10,226
CHRYSLER CORP.	28,791	26,403
Ford	34,411	29,202
Mercury	14,699	11,902
Lincoln	4,109	2,614
FORD MOTOR CO.	53,219	43,718
Buick	28,031	27,845
Cadillac	9,437	8,898
Chevrolet	50,286	42,306
Oldsmobile	30,927	30,581
Pontiac	20,806	18,760
GENERAL MOTORS	139,587	128,390
VOLKSWAGEN	2,216	2,098
HONDA	2,733	1,816
U. S. INDUSTRY TOTAL	233,826	206,875

†--Estimate

UAW demands at GM

Job security

• GM to create non-auto jobs to replace auto jobs which may be permanently lost.

• GM to arrange with its suppliers to provide reciprocal preferential hiring rights for workers laid off from GM or its other suppliers.

• Expanding the Pilot Employment Guarantee Project to all plants. That plan, which provides 80 percent of a plant's workforce with guaranteed jobs, was negotiated in 1982 and was to begin at four pilot plants. None were ever developed.

• Improvements in the Guaranteed Income Stream program which provides high-seniority laid-off workers with a portion of their income until they retire or find new jobs.

Outsourcing

• No outsourcing without prior union approval.

• An annual ceiling on GM's imports in ratio to its domestic sales, with separate limits on importing components.

• No layoffs because of outsourcing.

Decision-making

• Right to internal corporate financial data and other pertinent information.

• Adequate advance notice of any corporate plan or change of operations which could impact members. This would include plant closings, sale of operations and sourcing decisions. There would be no implementation of these decisions without prior union approval.

Suppliers

• When the union identifies suppliers producing parts or services during a strike or lockout or while contesting a National Labor Relations Board election, a joint Supplier Stability Committee will investigate the charge and, if necessary, notify the purchasing department which will consider finding a more stable supplier.

Health care

• Both sides agree the cost has to be cut. GM spent $2.2 billion in 1983 for health care while Ford spent $743.3 million. Ford has indicated it will look at introducing co-pays and deductibles. GM has said it has not decided what the correct steps would be. The UAW has asked GM to support National Health Insurance.

Other demands

• Child care facilities.

• Elimination of the Irregular Attendance program which penalizes chronically absent workers.

• Increases in the group legal services program negotiated in 1982.

• Restricting overtime in areas where laid-off workers could perform the work involved.

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Exhibitors

Accurcast Die Casting Ltd.
Air International Pty Ltd.
American Biltrite Inc.
ANSA Marmitte
Applied Color Systems Inc.
ARA Manufacturing Co.
Artos Engineering
ASC, Inc.
A. Schulman Inc.
Associated Tube Industries, Ltd.
AT&T Communications
Automotive Tec Associates Ltd.
Brazaco Mapri
Brazilian Government Trade Bureau
British Columbia Ministry of Industry
Buick Motor Division, GMC
Burlington Northern Air Freight
CAE Montupet Diecast Ltd.
Camcar-Textron
Camoplast
Cars & Concepts, Inc.
Centra Leichtmetall-Rader, GmbH
Chevrolet Motor Division, GMC
CINPAL
Cofap
Crown Group
Daewoo Corporation
DBM Reflexes Enterprises Inc.
Delco Moraine Division, GMC
Delco Products Division, GMC
Delco Remy Division, GMC
Detroit Economic Growth Corp.
DHL Airways, Inc.
Diemakers, Inc.
Dominion Auto Accessories
DSMA Group
Dukane
Duplex
EDC of Wayne County
E/M Lubricants, Inc.
Equip Auto of 1985
Essex Specialty Products, Inc.
Export Scovill Ltee
FAG Bearings
Five Star Manufacturing Co.
Flint-Genesee Corporation
Florida Production Engineering Co.
The Gates Rubber Co.
GEL, Inc.
Gemetec Industries, Inc.
Ger Bong Engineering Company
Government of Quebec — Dept. of External Trade
G.S. Woolley 1978 Ltd.
GTE Products Corp. — Sylvania Miniature Lighting
GTE Valeron Corporation
Han Kook Automatic Machinery Company Ltd.
Hanover Marketing & Trade Corporation
Harrison Radiator Division, GMC
Herman Schwabe, Inc.
Hess & Eisenhardt Co.
Heuliez-DEA
Hudson Machinery Corp.
Inalfa-Hollandia Sunroofs Inc.
Inland Tool & Manufacturing, Inc.
International Precision Industries, Inc.
ITT Automotive Worldwide
Jack Bott Sales, Inc.
JEMS Manufacturing Inc.
Kansas City Area Development Council
Kay Screen Printing
Kia Industrial Company
Korea Trade Center
Krupp
Lees Enterprises
LeRoy Industries, Inc.
Le Sueur Foundry Company
Louis A. Wright & Assoc. Inc.
Lucky-Goldstar International Corporation
The Lutravil Company
Lyster Die Castings Ltd.
Magna International Inc.
Maremont Corp.
Marvel Equipment Corp.
McGard, Inc.
McRobert Springs
Metal Forming & Coining Corp.
Metal Kotings
Metcor Inc.
The Mettaloy Corp.
Michigan Bell
Michigan Steel Spring Company
Microphoto Inc.
Milwaukee Wire Products
Mnemos, Inc.
Modern Industries Melbourne Inc.
Monroe County Industrial Development Corp.
Nakata S.A.
Nissan Trading Co.
OEM Comercio Exterior
Olympus Corp., Industrial Fiberoptics Dept.
Ontario Center for Automotive Parts Technology
Ontario Government — Ministry of Industry & Trade
Ozite Canada (1981) Inc.
Panax
Perfect Fit Industries
Pontiac Motor Division, GMC
Prokote
R.B. Stamping
R.J. Stampings Co., Inc.
Racemark International, Inc.
Rene Fiberglass and Rene RIM
Ryder P.I.E.
Sachs Automotive Components, Inc.
St. Louis Economic Development
Sam Mok Kang Up Co. Ltd.
Samsung Company
Sam Sung Radiator Industries Company
Sanden International (USA) Inc.
Schmelzer Corp.
SECOA Technologies, Inc.
Southern Aluminum Castings Co.
Southland Industries, Inc.
State of Michigan — Department of Commerce
State of Missouri
SU-Butec Automotive Components
Techmire Ltd.
3M/Transportation Equipment Industry Products Dept.
Tudor Safety Glass
TVR of America, Inc.
Unipart Group Ltd.
Univel Industria E Comercia Ltd.
Universal Die Castings
Valeron
Varga North America
Varta Batteries Ltd.
Vittforge Inc.
Volkswagen of America, Inc. — Fort Worth Mfg. Plant
Wagner Castings Co.
Waller Motors
Ward's Communications/ Ward's Research
Webasto North America
Weber
Webster Manufacturing (London) Ltd.
Western Union
Windsor-Essex County Development Commission
Wohlert Corp.

Vehicle Manufacturers

American Motors Corporation
Avanti Motor Corporation
Bayerische Motoren Werke A.G. (BMW)
Buick Motor Division
Cadillac Motor Division
Chevrolet Motor Division
Chrysler Corporation
Chrysler Interparts
Fisher Body Division
Ford Europe
Ford Latin America
Ford Motor Company
Fuji Heavy Industries Ltd.
General Motors Corp.
GMC Truck & Bus Group
IDP Renault
Isuzu Motors Ltd.
Mazda Motor Corporation
Mitsubishi Motors Corporation
Nissan Motor Manufacturing Corp. U.S.A.
Oldsmobile Motor Division
Pontiac Motor Division
Saab-Scania AB
Volkswagen of America
Volkswagenwerk A.G.
Volvo White Truck Corporation

IMPORT SALES BY MODEL

	June, 1984	June, 1983	6 Mos., 1984	6 Mos., 1983
Alfa Romeo	360	546	1,731	1,784
Audi	7,814	5,981	39,823	22,391
4000	1,129	1,081	8,313	5,860
4000d	.....	72	.....	788
4000S LE	763	.....	905	.....
4000S Quattro	506	.....	2,199	.....
5000S	4,322	3,078	22,715	8,326
5000S turbo gas	643	1,211	3,731	2,356
5000d/td	.....	197	.....	3,050
Quattro	14	4	42	216
Coupe	437	338	2,028	1,658
BMW	6,655	6,033	36,945	26,680
318/320	2,677	3,416	18,028	14,981
325	1,630	.....	5,838	.....
528/533	1,366	1,769	6,650	7,680
633CSI	249	234	1,510	1,252
733	733	614	4,020	2,767
Chevrolet Sprint	2,346	.....	3,078	.....
Chrysler/Mitsubishi	6,425	10,432	39,719	48,225
Colt (Dodge/Plymouth)	4,662	6,986	29,431	32,913
Conquest/Sapporo/Challenger	581	3,446	4,214	15,312
Vista (Dodge/Plymouth)	1,182	.....	6,074	.....
Fiat	.....	878	.....	4,108
Honda	29,882	32,613	195,873	181,963
Civic	11,425	11,755	66,289	71,560
Civic CRX	4,018	.....	21,219	.....
Accord	9,308	16,636	71,643	97,684
Prelude	5,131	4,222	36,722	12,719
Isuzu	1,651	2,083	7,993	9,838
I-Mark	330	737	1,967	8,492
Impulse	1,321	1,346	6,026	1,346
Jaguar	1,829	1,581	8,874	7,733
XJ6	1,415	1,319	7,363	6,379
XJS	378	262	1,511	1,354
Lancia	.....	66	.....	465
Maserati	240	.....	240	.....
Mazda	14,223	15,286	82,030	89,101
GLC	3,997	5,254	21,798	26,754
626	5,886	5,894	33,804	34,733
RX-7	4,340	4,138	26,428	27,614
Mercedes-Benz	5,926	6,828	40,526	35,780
190D	436	.....	3,421	.....
190E	1,393	.....	7,307	.....
240D	.....	1,354	21	6,999
300D	1,184	1,721	8,663	9,272
300CD	143	187	845	924
300TD	203	247	1,306	1,363
300SD	911	1,863	7,977	9,014
380SE	561	.....	3,226	.....
500SEL	270	449	2,039	2,581
380SL/SLC	701	856	4,782	4,719
500SEC	124	151	939	908
Mitsubishi	3,106	2,742	19,593	13,991
Starion	418	603	3,841	2,907
Cordia	1,450	1,039	8,039	5,430
Tredia	1,238	1,100	7,713	5,654
Nissan	46,398	54,389	244,245	275,854
Sentra	19,489	21,437	97,459	111,130
Pulsar	3,225	7,117	18,160	32,853
Stanza	3,591	7,527	22,405	33,429
Maxima	6,401	7,855	32,642	36,590
200SX	5,960	2,546	30,846	20,457
300ZX	6,255	6,395	28,931	38,626
Hawaii	1,477	1,012	3,802	2,769
Peugeot	1,553	1,394	9,593	7,384
Porsche	1,713	2,245	12,458	11,168
944	1,132	1,558	7,700	6,407
911	350	491	2,828	3,121
928S	231	196	1,337	1,467
Renault	1,341	3,706	6,486	16,048
LeCar	.....	1,973	.....	8,152
18i	444	460	1,335	1,708
Fuego	897	1,273	5,151	6,188
Saab	3,436	3,153	18,143	13,947
900	779	874	4,517	3,694
900S	1,072	847	5,531	3,670
Turbo	1,491	1,352	7,714	6,342
Tourist	94	80	381	241
Subaru	14,306	14,230	78,549	79,319
Toyota	57,836	56,486	269,458	282,117
Starlet	.....	434	258	4,824
Corolla	16,754	14,346	76,268	72,961
Tercel	10,306	14,980	47,364	81,329
Celica	8,631	13,471	43,432	60,686
Supra	3,000	2,227	14,356	15,588
Camry/Corona	10,692	6,130	45,826	21,392
Cressida	3,166	3,761	16,503	20,018
Land Cruiser	308	387	1,398	2,510
VanWagon	3,159	.....	18,050	.....
4Runner SR5	946	.....	1,531	.....
Hawaii	874	750	4,472	2,809
Volkswagen	8,837	6,068	59,521	37,578
Rabbit Convertible	1,291	833	6,964	5,274
Jetta	2,860	1,837	22,963	10,122
Vanagon	1,918	1,453	11,050	7,145
Quantum	1,401	1,267	8,802	8,322
Scirocco	1,367	678	9,742	6,719
Volvo	9,206	8,490	57,014	48,020
DL	4,268	4,262	27,041	23,936
GL	2,386	1,377	15,252	8,803
GLT Turbo	874	1,306	5,461	6,785
GLE	.....	7	.....	194
DL/GL	419	410	2,147	2,792
Coupe	.....	.....	.....	9
760	239	888	2,610	3,403
760 TurboDiesel	255	202	1,724	1,134
760 GT	765	.....	1,667	.....
Tourist	.....	38	1,112	958
TOTAL	225,083	235,230	1,231,892	1,213,494

Idaho dealers elect Knudtsen president

BOISE. — Wayne Knudtsen, Knudtsen Chevrolet, Coeur d'Alene, was elected president of the Idaho Automobile Dealers Assn. at the group's 50th annual meeting.

Fred Rice, Bob Rice Ford-Chrysler-Plymouth, Boise, was elected vice president.

factories list auction dates

American Motors

July 31—Aptco Auto Auction, Taylor, Mich.

Chrysler Corp.

July 31 — Hatfield Auto Auction, Hatfield, Pa.; High Point Auto Auction, High Point, N. C., and Arena Auto Auction, Chicago, Ill.

Aug. 1—Butler Auto Auction, Gibsonia, Pa.

Aug. 2 — 166 Auto Auction, Springfield, Mo.

Aug. 3 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

Aug. 7—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 8 — Harrisonbug Auto Auction, Harrisonburg, Va., and Dallas Auto Auction, Grand Prairie, Tex.

Aug. 9 — Golden Gate Auto Auction, Fremont, Calif.

Ford Motor Co.

Aug. 8—Columbus Fair Auto Auction, Obetz, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Lakeland Auto Auction, Lakeland, Fla.

Aug. 15—Golden Gate Auto Auction, Fremont, Calif.

Aug. 16—Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Grand Prairie, Tex.

Aug. 21 — Harrisonburg Auto Auction, Harrisonburg, Va.

Aug. 23—Denver Auto Auction Ltd., Englewood, Colo.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N. J.

Aug. 29—Clanton's Auto Auction, Darlington, S. C., and Brasher's Southern California Auto Auction, Fontana, Calif.

Aug. 30—Aptco Auto Auction, Taylor, Mich.

General Motors

July 31—South Seattle Auto Auction, Kent, Wash.

Aug. 1—Salt Lake Auto Auction, Salt Lake City, Utah.

Aug. 2—Aptco Auto Auction, Taylor, Mich., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Aug. 7—166 Auto Auction, Springfield, Mo.

Aug. 8 — Brasher's Southern California Auto Auction, Fontana, Calif.; Hatfield Auto Auction, Hatfield, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 9—Nashville Auto Auction, Nashville, Tenn.

Aug. 14—Southern Auto Auction, Warehouse Point, Conn., and Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 15 — Metro Auto Auction of Kansas City Lee's Summit, Mo.

Aug. 16 — Indianapolis Auto Auction, Indianapolis, Ind.

Aug. 22—Clanton's Auto Auction, Darlington, S. C.

Aug. 23—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Grand Prairie, Tex.

Aug. 29—Golden Gate Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Used Car Sales

Auction Averages

July to date	$5,069
Month ago	$5,436
Year ago	$5,172

Model breakdown

Auction Averages

	JULY	JUNE	MAY
1984	$10,878	$10,601	$11,393
1983	7,274	8,284	9,040
1982	5,993	6,185	6,165
1981	5,198	5,091	5,193
1980	4,063	4,358	4,345
1979	3,603	3,963	3,671
1978	2,578	2,432	2,431
1977	1,946	1,830	1,893
Overall Average	$ 5,069	$ 5,436	$ 5,372

Chicago auction slates Collector Car sale

CHICAGO.—The Greater Chicago Auto Auction has slated its sixth annual Collector Car Auction for Aug. 25-26.

Auction officials expect more than 400 classic, antique, special interest, sports and muscle cars to be offered for sale.

50th anniversary for Albers

J. C. Albers, right, Joe Albers Chrysler-Plymouth, Cincinnati, receives a 50-year-dealer award from D. R. Krumboltz, Cincinnati zone manager.

Sports, specialty cars called worst in 1984 collision loss

WASHINGTON. — Sports and specialty automobiles for the 1984 model year have worse collision coverage loss results than other 1984 vehicles, according to recent data from the Highway Loss Data Institute (HLDI).

Station wagons have the best collision coverage experience, HLDI said.

The insurance - industry - supported institute said its findings are based on insurance collision coverage experience from October, 1983, through February, 1984, collected from 12 insurers.

Of the 200 car models contained in the HLDI data base, 65 models had accumulated enough data to provide reliable statistical rankings, HLDI said.

The institute said the four-door Mercury Grand Marquis had the lowest average loss payment per insured vehicle, followed by the four-door Chevrolet Caprice.

The BMW 318i had the worst average for collision claims per insured vehicle, followed by the Ford Mustang, HLDI said.

used-car auction directory

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Count is 10,880 on July 1

Import dealership total shows first-half rise

Continued from Page 1

160 percent, and Saab, 62, for 19 percent.

The Japanese makes had by far the most exclusives: 2,290. That was an increase of 54 since the beginning of the year. Single-line dealers represented 21 percent of all Japanese-car franchises.

There were 218 German-car single-line dealers on July 1, up 13 from Jan. 1. Exclusives were 14 percent of the German-car networks. Swedish-car single-line dealerships numbered 182, up by 10 and representing 25 percent of the network.

Italian-car single-line dealers numbered 53; French, 44, and British, 48.

The franchise total also rose to a two-year high: 14,583.

Because most import-car dealers handle more than one line, there are more franchises than dealerships. All the numbers in this article refer to net changes in networks, so if one dealer shuts down and another opens up in the same category and carrying the same lines, no change is recorded.

On Jan. 1, the franchise total stood at 13,707. The most recent census showed an improvement of 876 during 1984. By country of origin, increases were recorded for Japan, Sweden, Italy and the UK.

• The company-by-company ranking of the top 10 imports was unchanged with the exception of the new Chevrolet Sprint, which immediately took eighth place, pushing down Mercedes-Benz and BMW and taking Audi off the list altogether. It also meant that the top eight franchise spots went to Japanese lines.

The Top 10, in order, were Plymouth, Dodge, Nissan, Toyota, Honda, Subaru, Mazda, Chevrolet Sprint, Mercedes-Benz and BMW.

Ten makes set records for their dealer totals.

Plymouth had 2,929. Its former record of 2,831 was set Jan. 1. Dodge had 2,844. Its old record of 2,744 was set on Jan. 1. Honda's 831 was up from its Jan. 1 record total of 822. Subaru's 803 was up from its Jan. 1 record of 798.

Mercedes-Benz had 416 dealers, matching its Jan. 1 record total. BMW's 414 also matched its Jan. 1 record. Bertone-Pininfarina dealers numbered 250, up from its first census report of 141. Isuzu's 217 dealers tied its Jan. 1 total, as did Ferrari's 48. Maserati also had 48 dealers, breaking its Jan. 1 record of 41.

The 13 makes that gained franchises during the first half were Bertone-Pininfarina, up 109; Dodge, up 100; Plymouth, up 98; Alfa Romeo, up 13; Lotus, up 10; Honda, up 9; Maserati, up 7; Saab, Subaru and TVR, each up 5; Mazda and Nissan, each up 4, and Ferrari, up 2.

Six companies lost a total of 10 franchises—not many, especially considering that Jaguar and Porsche both want to reduce their networks. Jaguar and Audi each lost three. One each was lost by Mitsubishi, Porsche, Rolls-Royce and Peugeot.

Another six companies registered no change in the number of dealers: Toyota, Isuzu, Mercedes-Benz, BMW, Aston Martin and Volvo.

IMPORT OUTLETS

Number of dealerships in U.S. handling imported cars, 1957 to 1984

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,960
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	11,270**
Jan. 1, 1983	10,011***
Jan. 1, 1984	10,096
July 1, 1984	10,880

*—Alltime high
**—VW counted as domestic in 1982 and subsequent years
***—Renault counted as domestic in 1983 and subsequent years

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IMPORTED-CAR RETAIL OUTLETS

	July 1, 1984		Jan. 1, 1984	
Imported cars only				
Exclusives	2,832		2,750	
Duals	1,041		1,130	
		3,873		3,880
Import-domestic duals				
Domestics with captive imports	4,461		3,864	
Domestics with other imports	2,546		2,352	
		7,007		6,216
Total imported-car dealerships		10,880		10,096

Notes: Renault and Volkswagen are counted as domestics.
Captive imports are Chevrolet Sprint, Dodge Colt, Conquest and Vista; Plymouth Colt, Conquest and Vista.

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Historical highpoint: Profits at Ford reach $909 million

By Michelle Krebs
Financial Editor

Ford Motor Co. announced second-quarter profits of $909 million, the highest of any quarter in its history.

The second-quarter net income was 68 percent higher than the $542.2 million earned in the period last year. Per-share earnings were $4.95, compared with $1.95 a year ago.

Ford said the improved second quarter was due to higher sales in the U.S. and Canada, productivity improvements and higher car market shares.

Dollar sales for the quarter totaled a record $14.1 billion, up 20 percent from a year ago. Worldwide sales for the quarter amounted to more than 1.5 million units, up 14 percent from last year.

For the first six months of 1984, Ford's earnings totaled $1.81 billion on sales of $27.1 billion. Both were alltime peaks for the company.

Ford's after-tax profit in the U.S. amounted to $742 million in the second quarter, up 120.8 percent from the $336 million in the same period a year ago.

Ford said its market share in the U.S. was 18.1 percent, up 1.1 points from the same period last year and the highest second-quarter share since 1979.

The company attributed the higher market share to increased sales of its Ford Tempo and Mercury Topaz models as well as stronger sales for its large, luxury cars.

Ford's earnings outside of the U.S. also increased, to $167 million from $136 million last year. However, the company said foreign earnings continue to be affected by the strong dollar, high marketing costs in Europe, weak Latin American economies and a strike by German metalworkers.

AMC chalks up a profit for 3rd straight quarter

By Michelle Krebs
Financial Editor

SOUTHFIELD, Mich.—American Motors reported its third consecutive profitable quarter, with net income for the second quarter of 1984 totaling $4.7 million.

AMC's second-quarter profit was preceded by a first-quarter profit of $5.1 million and a profit of $7.4 million in the fourth quarter of 1983 following 14 consecutive quarters of red ink.

AMC's second-quarter profit compares with a loss of $78.9 million in the same quarter last year. Per-share earnings amounted to two cents compared with a loss of $1.06 in last year's second quarter.

Net sales for the quarter were $1.06 billion, up 39.4 percent from last year's $762 million.

For the first six months of 1984, AMC's earnings totaled $9.8 million, or five cents per share, compared with a loss of $145 million, or $2.24 per share in 1983. Sales for the six-month period totaled $2.144 billion, up 53.3 percent from last year's $1.399 billion.

Sales of the new Jeep Cherokee Wagoneer were credited with AMC's improved performance.

Worldwide passenger-car sales were down 16.8 percent for the quarter while worldwide Jeep sales were up 129.4 percent, bringing total worldwide sales to 113,414 units, up 19.5 percent over the same quarter the year before.

For the six-month period, worldwide passenger-car sales were off 6.5 percent and Jeep sales were up 160 percent. Combined Jeep and car sales were up 31.4 percent from the first six months of last year.

Misfueling charge filed by EPA

WASHINGTON — A private gas pump allegedly used to put leaded fuel in 25 of 56 company cars which needed unleaded gasoline may lead to a fine of $182,650 for an Oregon company, according to EPA.

The firm involved is Louisiana-Pacific Co., Portland, Ore., a pulp and paper producer. The violations were said to have occurred at a facility in Red Bluff, Calif.

EPA said its investigation confirmed a report from the San Francisco Bay chapter of the Sierra Club that illegal fuel was being used.

Obituaries

James J. Nance, 84, dies; tried to save Packard, Edsel

CLEVELAND. — James J. Nance, whose automotive career never matched the success he achieved in appliances and banking, was found dead in his summer home in Bellaire, Mich., July 23. He was 84.

Mr. Nance was best known in Detroit as the man who merged Packard with Studebaker and who inherited the job of ministering to a market-sick Edsel at Ford Motor Co.

He began his career at National Cash Register Co. in 1924 and moved to General Motors in 1928 in the marketing department of Frigidaire. He was vice president of Zenith Radio Corp. from 1940 to 1945 and became president of Hotpoint, Inc., in 1945.

He gained a reputation as a razzle-dazzle marketer at Hotpoint, and a terminally ill Packard Motor Car Co. called him to take over the reins there in 1952. He was president, chief executive officer and a director.

He was the architect of the Studebaker-Packard merger and it is believed he intended to extend the merger to include American Motors, but that never came to pass.

He joined Ford Motor Co. in 1956 and was named general manager of Lincoln-Mercury in 1957. That became Mercury-Edsel-Lincoln Division early in 1958, when it became apparent that Edsel was not doing well enough in the market to justify continuation of a separate Edsel Division.

Mr. Nance's job was to meld the three lines into one division. He later told a reporter that the job was "unpleasant and nasty."

Mr. Nance left Ford Motor later in 1958 and in 1960 he was named president of the Central National Bank in Cleveland. He was chairman and chief executive officer of the bank at the time of his retirement in 1967.

After that, he became chairman and chief executive officer of First Union Real Estate Investments Co. in Cleveland and served until 1978, when he formed his own consulting company.

He was active in civic affairs and received a number of prestigious awards over the years.

Edward C. Larson

TOLEDO.—Edward C. Larson, 80, retired chairman of Anderson Co., died July 12. Anderson, manufacturer of Anco windshield wiper products, is now part of Champion Spark Plug Co. Mr. Larson joined the company in 1928 as administrative assistant to Echo Will Anderson, the firm's founder.

Frederick M. Loop

PITTSBURGH.—Frederick M. Loop, 65, general manager of automotive original finishes for PPG Industries, Inc., and the inventor of cathodic electrodeposition, died of a heart attack near Barcelona, Spain, July 20 while on a business trip. He also held numerous patents on waterborne primers.

J. H. Manly

ABILENE, Tex.—J. H. Manly, 73, former owner of Manly Pontiac, Inc., died here. He entered the automobile business with his father and brothers in 1934 and retired in 1973. He had been president of the Abilene New Car Dealers Assn. and an area director of the Texas Automobile Dealers Assn.

Chrysler to recall 142,000 minivans for window fault

DETROIT. — Chrysler Corp. is having a window problem on '84 Plymouth Voyager and Dodge Caravan minivans.

It plans to recall 142,000 Voyagers and Caravans because the window on the siding door may break if the door is slammed.

The company issued a customer alert, advising owners to close the vent-style window before closing the door. It claims that breakage occurs only if the window is open when the door is being closed.

To solve the problem, a replacement latch for the windows, with higher stress absorption, will become available in dealerships in mid-September.

It will be installed free of charge. The company will also reimburse owners who have already paid to have the glass fixed.

Long rhubarb on U.C. rule is nearly over

Continued from Page 2

ed benefits and, in fact, that there is no difference between buyers in Wisconsin and those in other states with respect to awareness of mechanical problems before the sale.

The study found "14 percent of Wisconsin consumers were aware of mechanical problems at the time of sale, compared with 15 percent" of used-car buyers in states without the defect disclosure law. Fewer Wisconsin consumers (20 percent) than consumers in other states (24 percent) reported that dealers disclosed mechanical problems, despite the Wisconsin law.

Moreover, said the FTC staff, the study suggests the Wisconsin defect-disclosure law does not improve the buyer's ability to predict future repair costs. In fact, 65 percent of Wisconsin buyers, compared with 60 percent in other states, had post-sale repairs.

Comments on this survey and its implications for the rule are being requested by FTC before it takes any final action.

Final approval of the controversial rule — with perfecting amendments suggested by NADA — is expected by mid-September.

3 plants idle, week's build is 134,195 cars

Chrysler changeover cuts output

By Joe Wilssens
Staff Writer

Domestic auto production dipped last week as three Chrysler Corp. assembly plants joined Volkswagen in making model changeovers.

U. S. makers slated completion of 134,195 cars last week, down 4.31 percent from the prior week's 140,244. Last week's build was 16.79 percent above the year-ago week's 114,899.

Chrysler's Newark (Del.) and St. Louis assembly plant No. 1 joined the company's idle Jefferson (Detroit) facility in making model changes. About 11,000 workers have been idled by the changeover. Newark and St. Louis No. 1 are scheduled to resume production Aug. 6, while Jefferson is slated to return today (July 30).

Year to date, 4,747,248 cars have been built in the U. S., 26.35 percent more than the 3,757,099 finished during the same 1983 period.

Of last week's projected car output, General Motors accounted for 62.04 percent followed by Ford Motor Co., 26.34 percent; Chrysler Corp., 5.81 percent; American Motors, 3.58 percent, and Honda, 2.23 percent.

GM scheduled last week's only overtime. The company's Janesville (Wis.) and Flint B line worked two Saturday (July 28) shifts while the Bowling Green (Ky.) plant worked one Saturday shift.

GM's Lordstown (O.) and Willow Run (Mich.) facilities are down for model changeover but are expected to resume production Aug. 6. The company's Leeds (Mo.) and Wilmington (Del.) plants, also idle for model changes, will return Aug. 13.

Unhappy diesel owners cite first-year achievements

WASHINGTON — Citing its first-year achievements, the Disgruntled Diesel Owners Group (D-DOG), is urging other dissatisfied owners of General Motors diesel cars to establish or join similar groups.

The Virginia consumer group, headed by Joyce Arndt, said that under the major agreement D-DOG signed with GM:

1. 6,800 members who joined by Feb. 21, 1984, have so far received more than $3 million in cash or kind.

2. GM has offered cash compensation or paid for repairs on cars owned by more than 2,000 D-DOG members, averaging more than $1,500 per vehicle.

3. More than 500 D-DOG members have received new diesel engines from GM at reduced or no cost.

4. Another 2,000 claims are now under review by D-DOG and GM, and others will be processed as these are cleared.

Involved for this group and others across the nation are 350-CID diesel engines made by Oldsmobile and used in several lines starting in 1977.

• Early problems developed in fuel-injection pumps and fuel injectors, prompting an FTC investigation which, along with other problems, was settled by consent and resulted in an arbitration program handled by the Better Business Bureaus.

But diesel owners soon complained of other and more serious problems—blown head gaskets, cracked blocks, irreparable oil leaks, broken camshafts and crankshafts and bad transmissions—some of these not developing until 40,000 miles or so.

Arndt's report on the first year of operation under the D-DOG/GM agreement is intended to urge others to follow her group's success. She said that more than 700 diesel owners who joined D-DOG after the deadline are being treated in much the same way.

The July, 1983, agreement allows owners to use a special claim form and to include documentation of their losses, which can include towing, rental cars or airfare; lodging (if need is proved), and an owner's own labor on attempted repairs. Also very important, said Arndt, is the direct line of communication.

But, Arndt added, GM is still not willing to honor its written commitment to defray D-DOG expenses. She speculates that this is because GM is leery of what D-DOG may do about the diesels' "loss of resale value" or excess depreciation problems. GM denies any responsibility for this and D-DOG will not say what its plans are.

Canadian output rises as Ford and AMC return

Canadian auto and truck production climbed last week as American Motors and Ford Motor Co. resumed assembly following summer vacations. The improvement came despite a trimmed General Motors build and a vacationing Chrysler Corp.

Canadian manufacturers projected completion of 19,455 cars last week, 62.97 percent above the previous week's 11,938 and 27.83 percent greater than the year-ago week's 15,219. Returning Ford and AMC workers offset a slightly reduced General Motors build. Changeovers on Celebrity and 6000 models accounted for GM's low production.

Year to date, 648,797 cars have been completed in Canada, 10.70 percent above 586,080 finished during the same period last year.

The industry slated production of 7,355 trucks last week, 23.10 percent better than the prior week's 5,975 and 45.21 percent above the year-ago week's 5,065. Truck totals improved with Ford's return, but remained below normal due to vacations at Chrysler.

So far this year, 471,727 trucks have been built in Canada, an impressive 57.00 percent increase from 300,457 completed at this time last year.

GM's Oshawa (Ont.) plants were the only car facilities working Saturday (July 28) overtime. Truck output at Oshawa declined as only one shift worked last week.

Chrysler down; truck production declines in U.S.

Domestic truck production dipped slightly last week as Chrysler Corp. was down for model changeover.

The industry targeted assembly of 59,412 trucks last week, down 7.57 percent from the previous week's 64,277. Last week's tally was 29.29 percent above the year-ago week's 45,951.

Chrysler's Warren (Mich.) truck facility is scheduled to resume production today (July 30). About 3,500 hourly workers are idle during the model changeover which began July 23.

General Motors was the only company scheduling overtime last week. The company's Flint facility worked two Saturday (July 28) shifts while the Pontiac plant worked one additional Saturday shift.

U. S. CAR PRODUCTION

	Week Ended July 28, 1984	Week Ended July 30, 1983	Week Ended July 21, 1984	July to Date	Jan. 1 to July 30, 1983	Jan. 1 to July 28, 1984
AMERICAN MOTORS	4,800	3,334	4,852	17,689	99,335	113,758
AMC Total					4,071	
Eagle					4,071	
Renault Total	4,800	3,334	4,852	17,689	95,264	113,758
Alliance	2,750	2,337	2,800	9,995	92,986	61,422
Encore	2,050	997	2,052	7,694	2,278	52,336
CHRYSLER CORP.	7,800	8,680	17,028	68,970	492,610	759,678
Plymouth Total	3,300	4,482	5,607	22,101	179,037	223,616
Horizon	2,600	2,238	2,856	11,315	64,079	94,430
Reliant		2,232	1,804	7,590	112,024	110,334
Caravelle†		12	99	619	2,934	5,534
Gran Fury	700		848	2,577		13,318
Chrysler Total	1,700	392	4,889	21,595	113,692	254,685
LeBaron		392	1,684	6,692	51,913	77,225
Laser			1,413	3,808		46,064
Chrysler E-Class				3,722	61,779	63,070
Fifth Avenue	1,700		1,792	7,373		68,326
Dodge Total	2,800	3,806	6,532	25,274	199,881	281,377
Omni	2,400	2,281	2,674	10,411	73,648	88,917
Aries		1,385	2,157	6,569	82,464	87,643
Daytona			656	2,642		34,207
Dodge 400					18,578	
Dodge 600		140	447	3,216	25,391	48,280
Diplomat	400		598	2,436		22,330
FORD MOTOR	35,345	29,896	30,466	65,811	831,804	992,136
Ford Division	21,164	17,359	19,668	40,832	530,748	643,166
Escort	5,718	4,260	6,487	12,205	146,960	198,449
Fairmont					23,728	
Mustang	2,386		3,037	5,923	67,478	77,270
LTD	4,052	2,454	3,557	7,649	98,025	123,325
Thunderbird	2,532	3,673	198	2,730	112,282	86,151
Crown Victoria	1,813	2,716	1,709	3,522	52,751	43,872
EXP	876		1,081	1,957	1,184	19,834
Tempo	3,247	4,256	3,599	6,846	28,340	34,265
L-M Division	14,181	12,537	10,798	24,979	301,144	348,970
Mercury Total	10,584	10,043	6,896	17,480	237,785	251,626
Lynx	1,215	2,076	1,433	2,648	40,889	38,639
Capri	255		279	534	12,892	9,924
Zephyr					8,601	
Marquis	2,999	1,481	2,383	5,382	42,267	65,697
Cougar	3,113	3,279	204	3,317	67,344	59,174
Grand Marquis	1,799	1,526	1,822	3,621	56,548	53,887
LN7					290	
Topaz	1,203	1,681	775	1,978	8,954	24,305
Lincoln Total	3,597	2,494	3,902	7,499	63,359	97,344
Continental	958		1,024	1,982	8,793	21,914
Lincoln	2,243	2,494	2,441	4,684	34,375	57,660
Mark VI/VII	396		437	833	20,191	17,770
GENERAL MOTORS	83,250	71,566	84,911	324,314	2,261,324	2,751,124
Buick Division	19,101	12,695	22,180	80,147	521,799	609,409
Skylark	830		2,273	6,740	61,382	58,445
Skyhawk	2,790	1,576	2,856	11,000	43,221	93,961
Somerset Regal	500		152	951		1,025
Century	4,563	3,805	4,638	18,851	95,375	135,026
Regal	3,089	3,592	4,673	15,271	145,402	131,398
Buick	4,689	2,476	4,626	17,133	148,795	130,809
Riviera	1,043	1,246	1,111	4,063	27,624	31,055
Electra (fwd)	1,597		1,851	6,138		27,690
Cadillac Division	7,053	2,217	6,923	25,539	184,051	197,904
Cimarron	264	436		736	11,991	10,005
Seville	665	492	722	2,607	20,146	24,229
Eldorado	1,490	1,289	1,596	5,807	44,419	47,195
Cadillac	1,661		2,084	7,175	107,495	84,730
DeVille (fwd)	2,973		2,521	9,214		31,745
Chevrolet Division	22,065	27,569	25,466	105,120	735,671	932,824
Chevette	2,635	3,620	2,661	10,177	109,441	113,610
Cavalier	8,019	8,351	4,545	28,095	169,506	244,176
Celebrity	5,528	4,917	5,756	22,838	80,219	178,588
Camaro	5,007	2,765	4,996	17,470	117,566	154,430
Citation	2,590		3,316	10,881	60,950	68,392
Malibu/El Camino		3,661			92,783	16,346
Monte Carlo	1,500	2,209	1,454	5,653	54,724	69,231
Chevrolet	1,916	1,435	1,964	6,991	36,747	68,029
Corvette	870	611	774	3,015	13,735	19,922
Oldsmobile Division	19,362	20,872	20,545	75,800	588,913	685,055
Omega			661	2,520	36,269	29,289
Firenza	1,150	867	1,299	4,518	28,385	44,462
Cutlass Supreme	3,540	6,407	3,508	13,350	170,502	168,099
Cutlass Ciera	5,182	4,451	5,181	19,632	116,982	167,125
Oldsmobile	5,924	8,235	6,667	23,607	213,043	215,187
Olds 98 (fwd)	2,514		2,231	8,411		32,323
Calais	250		137	635		709
Toronado	802	912	861	3,127	23,732	27,861
Pontiac Division	9,669	8,213	9,797	37,708	230,440	325,932
Acadian†	250	189	254	810	10,264	9,984
2000 Sunbird	3,433	2,958	3,387	12,679	60,404	95,363
1000	440	1,460	724	2,255	25,750	23,833
Firebird	2,720	1,597	2,642	10,423	56,801	70,051
Phoenix				804	16,265	14,116
Grand Prix/Bonneville		2,009			59,456	29,733
Parisienne	426		405	1,598		16,361
Fiero	2,400		2,385	9,139		70,491
HONDA	3,000	1,423	2,987	8,669	22,689	75,121
VOLKSWAGEN					49,337	55,431
Total Cars, U. S.	134,195	114,899	140,244	485,453	3,757,099	4,747,248
Total Cars, Canada	19,455	15,219	11,938	58,058	586,080	648,797
N. American Cars	153,650	130,118	152,182	543,511	4,343,179	5,396,045
N. American Trucks	66,767	51,016	70,252	224,561	1,596,808	2,283,184
North American Cars and Trucks	220,417	181,134	222,434	768,072	5,939,987	7,679,229

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended July 28, 1984	Week Ended July 30, 1983	Week Ended July 21, 1984	July to Date	Jan. 1 to July 30, 1983	Jan. 1 to July 28, 1984
AMERICAN MOTORS	600	577		600	16,557	12,850
CHRYSLER CORP.					103,857	
FORD MOTOR	9,950	9,928		13,327	129,770	247,686
GENERAL MOTORS	8,680	4,714	11,713	43,300	329,961	381,779
VOLVO	225		225	831	5,935	6,482
Total Cars, Canada	19,455	15,219	11,938	58,058	586,080	648,797

TRUCK PRODUCTION IN U. S.†

	Week Ended July 28, 1984	Week Ended July 30, 1983	Week Ended July 21, 1984	July to Date	Jan. 1 to July 30, 1983	Jan. 1 to July 28, 1984
CHEVROLET	20,027	14,213	21,158	79,251	460,622	587,103
DODGE		1,917	3,198	10,001	78,781	116,635
FORD	24,463	21,122	24,793	50,709	503,940	677,992
GMC	6,415	3,669	6,920	25,246	149,151	190,821
INTERNATIONAL	1,627	928	1,752	3,379	28,205	42,518
VOLKSWAGEN					2,079	
JEEP	3,830	3,052	3,210	7,040	43,543	107,249
NISSAN	2,000		2,196	8,140		57,419
AM GENERAL	50*	50*	50*	190*	1,430*	1,520*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,800*	28,600*	30,200*
Total Trucks, U. S.	59,412	45,951	64,277	187,766	1,296,351	1,811,457

CANADIAN TRUCK PRODUCTION

	Week Ended July 28, 1984	Week Ended July 30, 1983	Week Ended July 21, 1984	July to Date	Jan. 1 to July 30, 1983	Jan. 1 to July 28, 1984
CHRYSLER CORP.				12,716	72,803	201,210
FORD MOTOR	3,400	3,238		3,400	77,134	87,842
GENERAL MOTORS	3,740	1,827	5,798	20,287	147,294	178,370
INTERNATIONAL	215	73	177	392	3,226	4,305
Total Trucks, Canada	7,355	5,065	5,975	36,795	300,457	471,727
N. American Trucks	66,767	51,016	70,252	224,561	1,596,808	2,283,184

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

C2700-1

Automotive News

August 6, 1984

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Domestic dealership total increases 54 in first half

By John K. Teahen Jr.
Managing Editor

Sunny days continued for the domestic dealer population in the first half of this year. The number of outlets handling U. S.-made passenger cars continued the upturn that began 12 months ago.

The latest AUTOMOTIVE NEWS census found 20,895 domestic dealerships on July 1, up 54 from the 20,841 counted on Jan. 1.

There was a gain of seven establishments in the first quarter and 47 in the second. The total has risen in each of the last four quarters.

The first-half upturn was the first in the 23 years that AUTOMOTIVE NEWS has been compiling quarterly and semiannual dealer totals. The rise of 54 establishments compared with a loss of 76 in the same period last year.

During the auto depression of the early 1980s, the first-half losses were severe—556 in 1982, 325 in 1981 and a horrendous 930 in 1980.

Chrysler Corp. made the difference in the first six months of this year with a gain of 91 outlets, and Ford Motor Co. also was on the plus side with a rise of 11.

There were dips of 20 dealerships for General Motors, 28 for American Motors - Renault and 10 for Volkswagen. A change in the number of intercorporate duals brought the industry's upsurge to 54 establishments.

All figures in this article and in the accompanying tables refer to the net change in the dealer population, both for the individual corporations and car lines and for domestic industry as a whole.

In the first half, franchise totals rose for every Big Three make except Chevrolet. AMC, Renault and VW also were down.

Biggest franchise jumps were made by the three Chrysler Corp. car lines. Dodge was up 100, Plymouth was up 98 and Chrysler was up 92.

Mercury recorded an advance of 26 franchises, and there were gains of 16 for Ford and nine for Lincoln.

At GM, Buick and Pontiac

Continued on Page 57, Col. 3

U. S. CAR OUTLETS

	July 1, 1984	Jan. 1, 1984
American Motors-Renault	1,498	1,526
Chrysler Corp.	3,955	3,864
Ford Motor Co.	5,519	5,508
General Motors	10,020	10,040
Volkswagen	896	906
TOTALS	21,888	21,844
Minus Intercorporate Duals	993	1,003
NET OUTLETS	20,895	20,841

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Soft-top Celica

ASC converts Toyota model

A convertible version of Toyota's Celica GT-S is set to go on sale in mid-August. Conversion of the hardtop is being handled through Toyota Motor Sales U.S.A and ASC, Inc. It is estimated that the price will be in the $15,000 range. Story, other photos on Page 30.

GM proposes policy change; could create 'super-dealers'

By Jake Kelderman
Washington Reporter

WASHINGTON. — In a move that could change the evolution of the franchised car and truck business, General Motors has proposed guidelines that would permit a dealer to take as much as 49-percent interest in as many as 10 GM dealerships.

The current policy is to allow a dealer to hold no more than three GM dealerships.

The proposal could pave the way for creation of a line of GM "super-dealers" in major population centers, giving GM substantial distribution efficiencies and significantly enhanced dealer operations, analysts agreed.

GM announced the proposed changes in a letter to dealers concerning its GM Franchise Policy, which is to be renewed in 1985. The changes would become effective with the renewal.

The company also proposed to make it easier to get into one of its dealerships and by increasing the length of time, from eight to 10 years, in which to acquire voting control and a minimum of 51-percent ownership interest in a new dealership.

The franchised dealer business, like everything else, has suffered from inflation. It now typically takes $2 million to $3 million to get into a new facil-

Continued on Page 57, Col. 1

breaking news

Ford and U. S. Steel form joint venture

DEARBORN.—Ford Motor Co.'s Rouge Steel and U. S. Steel Corp. are forming a joint venture to build and operate an electrolytic galvanizing plant here. The project will cost between $130 million and $150 million. The galvanizing line will be ready for the '87 model year.

GM settles diesel engine suits for $22.5 million

NEW YORK. — General Motors has settled in federal court here for $22.5 million three class-action suits on behalf of 450,000 original-owner plaintiffs who bought 1978-1980 GM cars and light trucks with 260 and 350-cubic-inch diesel engines. In a settlement offered the court for approval, GM said it will pay for engine repairs for 5 years or 50,000 miles. Owners with documented proof of repairs will be reimbursed

See BREAKING NEWS, Page 8, Col. 1

Air-bagged Mercedes misses limit in crash

By Helen Kahn
Washington Bureau Chief

WASHINGTON—An air-bag - equipped Mercedes - Benz 300-SD edged past the allowable chest deceleration figure for the driver-side dummy in NHTSA's latest round of high-speed crashes.

The barrier crashes are at 35 MPH, producing forces of about one-third more than the 30-MPH barrier crashes required for compliance with safety standards.

Also crashed in the latest round was a Nissan 200-SX two-door hardtop that turned in head injury criteria (HIC) number above the allowable 1000 HIC for the driver.

The Toyota Van Wagon came in under all NHTSA criteria for head and chest injuries for both driver and passenger.

The Mercedes-Benz 300-SD four-door sedan with $880 driver-side-only air bag came in under the HIC limit for both pas-

Continued on Page 58, Col. 1

U.S. auto execs' compensation soars 40 pct. in 1983

By Michelle Krebs
Financial Editor

What a difference a year makes.

While the U. S. auto industry struggled to survive in 1982, executives' salaries held steady or rose only slightly. In many cases, bonuses were eliminated.

However, in the boom year of 1983, only a handful received no increase in pay, and the average increase in combined salary and bonus for the industry's highest-paid executives was about 40 percent.

In 1982, only one executive in the U. S. auto industry made more than $1 million in salary and bonus. In 1983, half a dozen broke the $1 million mark, and the number would be much higher if stock options and stock bonuses were included.

In 1982, compensation for executives of supplier companies far outpaced the pay of the auto makers' executives. In 1983, General Motors and Ford Motor Co. executives held those top spots.

Ten GM and Ford executives were among the 35 highest-paid executives in the U. S. auto industry in 1983, based on combined salary and bonus only, according to AUTOMOTIVE NEWS' second annual executive compensation survey.

In 1982, executives of supplier companies clinched the top 18 spots, and GM was the only auto maker to have any executives listed among the top 35. GM had two—Chairman Roger B. Smith and President F. James McDonald.

• The latest survey of publicly traded companies showed 172 industry executives made more than $300,000 in salary and bonus for 1983. The number is undoubtedly higher, however, because the companies are required by law to list only the five highest-paid executives.

As a group, the top 172 executives made $87 million in 1983, or slightly more than a half-million each. The average of the same group in 1982 was just under $400,000.

Ford Motor Chairman Philip Caldwell bumped United Technologies Chairman Harry Gray from the No. 1 spot Gray held last year, while three other Ford executives were included among the top 11.

Ford executives, in fact, enjoyed the largest percentage increases in salaries and bonuses. Ford's top five executives received increases of more than 200 percent and were the only ones included in the survey to receive increases of more than 200 percent.

Seventeen executives received increases of more than 100 percent.

GM's Smith and McDonald also made the Top 10 list.

• Chrysler executives remained low on the compensation list because only salaries were included. Bonuses have been approved for 1,440 Chrysler executives, but the amount of bonuses for Chrysler's top five executives will not be revealed until the 1984 proxy statement comes out next spring.

AMC Chairman W. Paul Tippett was the only chief executive of an auto company to take a decrease in pay and was among only half a dozen working executives included in the survey to show a pay drop.

(Cummins Engine Co. execu-

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K-car inspection in Mexico

From left, Jerome B. York, director of Chrysler de Mexico; Jose Antonia Pujals, Chrysler de Mexico executive director of operations, and Harold K. Sperlich, Chrysler Corp. president, inspect a Dodge Aries which was made in Mexico for export to the U. S.

Next Japanese competitor? For GM, it could be Canada

By Marjorie Sorge
Labor Editor

OSHAWA, Ont. — General Motors of Canada could be GM's new base of operations for small-car production if it is able to maintain its spot as the corporations' number one competitor with the Japanese, said John F. Smith Jr., president and general manager of GM of Canada.

"We can be more competitive with the Japanese from our base in Canada than we can, say, from the U. S.," he said. Labor costs in Canada are $5-$7 an hour less than in the U. S. while Japanese costs are $8-$10 an hour lower.

Besides the labor cost, Smith said the subsidiary is competitive in quality, productivity and overall cost.

The small cars will continue to come basically from joint ventures and import ventures for at least the next four years, Smith said. The origin of those cars then hinges on the success of the Saturn Project, he said.

In an interview with AUTOMOTIVE NEWS, Smith also said:

1. GM of Canada is studying possible joint ventures with Opel and a Japanese company—not Toyota. He said they are both just paper studies to see if manufacturing a car is feasible and competitive.

2. While GM of Canada does not expect to have a car developed solely for the Canadian market, it would like to have a variant of another division's car with a solely Canadian nameplate. GM has done this with the Acadian from Pontiac.

(GM of Canada may get an exclusive Canadian version of the new Chevrolet X-car for '87. The Canadian car would carry the Pontiac name.)

3. There are plans to add another 40 dealers in the next few years, raising the total from 960 to 1,000.

4. GM of Canada will be selling the GM-Toyota joint venture cars scheduled to go into production this fall. It will not, however, bring in any other Toyota vehicles to sell at its dealerships.

Under the Auto Pact, Toyota could escape paying a tariff on its Japanese-built cars if they were sold at GM dealerships since it now has a joint venture with GM. It has not been decided if GM of Canada will sell the Daewoo from Korea or the Isuzu, but it will be selling the Suzuki Sprint (Firefly in Canada) in British Columbia.

5. GM of Canada is studying the possibility of creating its own supplier subsidiaries which would be separate from the corporation. Oldsmobile is studying a similar project to create a fiberglass company which would be run by Oldsmobile outside of GM.

6. The long-term plan is to stabilize the workforce, currently numbering 36,627 hourly and 8,100 salaried. GM of Canada has been able to hire an average of 1,500 hourly workers a year and hired 200 new college graduates for salaried positions in 1984, without surpassing the attrition rate.

7. Another downturn in the auto industry is not right around the corner in Canada.

• "There are some underlying strengths in the economy, particularly the lower rate of inflation that bodes well for a long-term recovery," Smith said. "The one cloud is the interest rate and in Canada the high interest rates are caused by the pressure on the Canadian dollar because of the strength of the U. S. dollar.

"Inflation is currenty running at about 4 percent in Canada, which is the lowest rate in 12 years. That is very healthy. Interest rates are 14 percent and they would not be nearly as high as they are if there was not this pressure on the Canadian dollar.

"So to some extent, if the pressure comes off the Canadian dollar, you will see interest rates start to drop and you will

Continued on Page 55, Col. 1

GM buys into leaders in machine vision field

By Roger Rowand
Engineering Editor

Technical developments are coming so fast in automated manufacturing that even General Motors can't keep up by itself and is taking the acquisition route to technical capability.

In its latest moves, GM is buying up to 20 percent of VIEW Engineering, of Simi Valley, Calif.; up to 30 percent of Diffracto Ltd., of Windsor, Ont., and up to 20 percent of Automatix, Inc., of Billerica, Mass. No acquisition prices were disclosed.

All three are leaders in the rapidly emerging technology of machine vision in which images are analyzed by computer in much the same way as data is analyzed by computer.

Machine vision, an aspect of machine intelligence, is at the threshold of wide use, manufacturing engineers say. It will be utilized to inspect items during manufacture and will be extremely important in quality control.

For example, in assembly of electronic devices such as radios, machine vision will examine each solder point where such tiny components as transistors and resistors are attached to printed circuit boards.

If connections aren't good, the board will be sent automatically to a repair station. Information on the rejection will be collected, analyzed and stored by the computer.

Quality trends will be noticed, analyzed and reported to manned stations where corrective actions—such as stepped up inspection of incoming parts from suppliers—can be instituted.

Such repetitions and exhausting inspection tasks will be done more precisely and at higher speeds with machines than could be accomplished with human labor, engineers say.

Some jobs, they say, can be done only by machinery. One example: Inspection of the in-

Continued on Page 8, Col. 2

Defendant not called to testify

DeLorean case to jury this week

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—Defense attorneys in the DeLorean drug-trafficking case here rested their case last week without calling John Z. DeLorean to testify.

Closing arguments are scheduled this week and it is expected that each side will take six hours to sum up its case. The case will then go to the jury, following instructions from Judge Robert M. Takasugi.

DeLorean's attorneys called their final witness last week, Gerald Scotti, a former Drug Enforcement Administration agent who worked on the DeLorean investigation.

Scotti said the government informant, James Timothy Hoffman, bragged to him on June 29, 1982, that he could deliver John Z. DeLorean on drug charges and added that DeLorean's situation was so desperate that the former auto maker would do anything the informant wanted.

Scotti said that after DeLorean's arrest, Hoffman again bragged about how he "got" DeLorean. That first meeting was the same day that Hoffman said DeLorean contacted him about a drug deal.

Scotti said that although at the time of DeLorean's arrest he thought the defendant was guilty, he later had second thoughts.

"I was caught up in it as much as anyone else," Scotti said. "We wanted it to happen. I think we were all blind. This thing was on a steamroller. We lost sight of where we were."

While the defense attempted to portray Scotti as a former agent who had a change of heart, the prosecution tried to paint Scotti as a disgruntled former agent trying to get back at the government.

In redirect questioning, government attorneys produced documents that showed Scotti had resigned from the DEA to avoid prosecution on charges that he leaked sensitive government information to an attorney who was representing a client facing drug charges.

Pontiac 1000 intro

DETROIT. — Pontiac is introducing its 1985 subcompact 1000 on Nov. 21, the same day as Chevrolet's Chevette. The wrong date had been reported.

GM of Canada eyes 'exclusive' Pontiac for '87

Pontiac is working on a special Canadian version of the 1987-model-year GM25, according to Pontiac insiders.

The GM25, or L-body, reportedly is a 103-inch-wheelbase replacement for the aging Chevrolet Citation X-car, and has been anticipated as a Chevrolet exclusive in the U. S., since Chevy did not get a version of the 1985 GM20 or N-body that went to Oldsmobile, Buick and Pontiac.

Selling a Canadian-only Pontiac version of the L-car would be the first time in several years that GM has marketed such an "exclusive" north of the border, an indication that the Canadian operation is exercising additional marketing clout.

The new L-body is slated for the Linden and Wilmington assembly plants, which recently began ordering tooling for the new car.

It is anticipated as a high-volume, moderately-priced car with an aerodynamically styled body based partially on components used in the 1985 N-body, but with a distinctive body shell.

— DAN MCCOSH

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59th year — No. 5034

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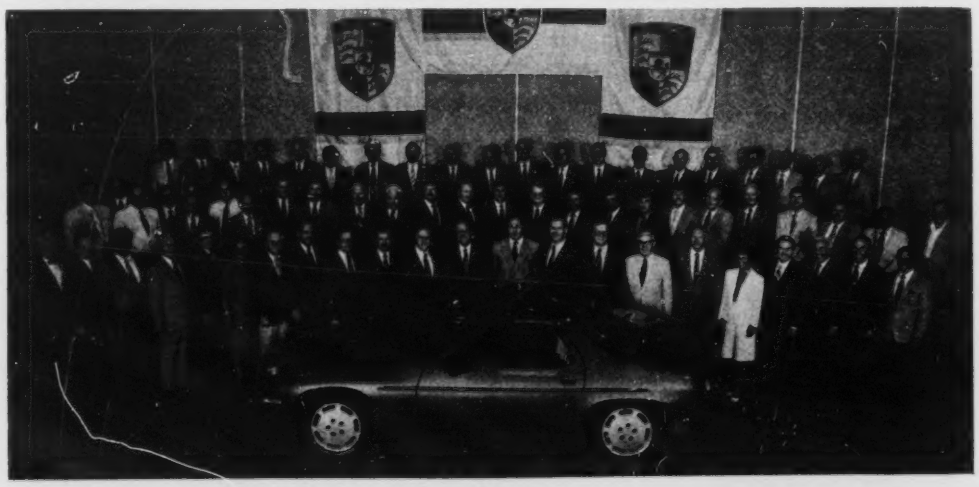

57 dealers sign with Porsche

Fifty-seven dealers from 23 states have signed contracts with Porsche Cars North America, Reno. John A Cook, president and chief executive officer of the company is pictured 11th from the left in the front row; nine other company executives are also in the picture with the dealers.

GMAC office is 50

PROVIDENCE.—General Motors Acceptance Corp. is observing the 50th anniversary of the opening of its branch office here.

For quarter; income for half is record, too

Makers earn record $3.3 billion

By Michelle Krebs
Financial Editor

The domestic auto industry set new records for quarterly and first-half profits and sales in the second quarter of this year.

Combined net income for the Big Four in the quarter was $3.3 billion on sales of just under $42 billion. Income in the first quarter of this year was $3.2 billion on sales of $41.9 billion, which was the industry's best quarter until this one.

Industry profits for the quarter were up 83 percent from the $1.8 billion earned in the same quarter of last year, while sales were up 18 percent from last year's $35.5 billion.

At the same time, the domestic auto makers set a new six-month record with profits of $6.5 billion, up 135 percent from last year's $2.8 billion. Sales amounted to $83.9 billion, up 27 percent from last year's $66 billion.

The first half of 1984 surpassed the industry's previous record set in 1979, when combined net income was $3.3 billion on sales of $69 billion.

Each of the Big Three auto makers set new records in the quarter.

General Motors set a new second-quarter record for sales and profits. Net income was $1.6 billion compared with last year's $1 billion, on sales of $21.6 billion, compared with last year's $19.4 billion.

Though the first quarter of 1984 continues to be GM's best-ever quarter, the auto maker did set a new first-half record with profits of $3.2 billion on $44.5 billion in sales. That compares with a profit of $1.7 billion on sales of $36.1 billion in the first half of 1983.

• Ford Motor Co. set a new quarterly record in the second quarter with a profit of $909.1 million on sales of $14.1 billion. Earnings last year were $542 million, while sales were $11.7 billion.

Previously, Ford's best-ever quarter was the first quarter of this year. The two record-setting quarters gave Ford its best-ever first half with $1.8 billion in net income on sales of $27.1 billion. That compares with net income of $753 million on sales of $21.8 billion in the first half of last year.

A new quarterly record was set at Chrysler Corp. as well with earnings of $803 million on sales of $5.3 billion. In the same period a year ago Chrysler earned $310 million on $3.6 billion in sales.

Chrysler's previous record for earnings and sales was set in the first quarter of this year when net income was $706 million on sales of $4.9 billion.

Naturally, two record quarters produced Chrysler's highest-ever six month period. Income for the first half totaled $1.5 billion on $10.2 billion in sales. The first-half earnings surpassed full-year earnings of 1983.

American Motors also contributed to the industry's best-ever quarter and first half. AMC showed its third consecutive profitable quarter after a string of 14 quarterly losses with net income of $4.7 million on $1.1 billion in sales. That compares with a loss of $78.9 million on $762 million in sales in the same quarter a year earlier.

For the half, AMC's profits were $9.8 million on sales of $2.1 billion, compared with the first half of 1983 when AMC lost $145 million on $1.4 billion in sales.

AUTO MAKERS' SALES, PROFITS
(In millions)

FIRST HALF

	1984 Sales	1984 Profit	1983 Sales	1983 Profit (Loss)
American Motors	$ 2,144.4	$ 9.8	$ 1,399.2	($145.0)
Chrysler Corp.	10,167.0	1,508.7	6,669.0	482.4
Ford Motor Co.	27,104.5	1,806.3	21,768.6	753.4
General Motors	44,469.7	3,222.8	36,144.0	1,696.5
INDUSTRY TOTAL	$83,885.6	$6,547.6	$65,980.8	$2,787.3

SECOND QUARTER

	1984 Sales	1984 Profit	1983 Sales	1983 Profit (Loss)
American Motors	$ 1,061.6	$ 4.7	$ 761.7	($78.9)
Chrysler Corp.	5,251.7	802.9	3,568.6	310.3
Ford Motor Co.	14,095.6	909.1	11,732.2	542.2
General Motors	21,583.3	1,608.8	19,400.2	1,043.4
TOTAL	$41,992.2	$3,325.5	$35,462.7	$1,817.0

Dingell urged to bring anti-subsidy bill to vote

By Richard Johnson
Detroit Reporter

The original sponsor of fleet/lease anti-subsidy legislation in the U. S. House called on Energy and Commerce Committee Chairman John Dingell last week to speed a revised version of the bill to a vote.

While in Detroit to address the Detroit Auto Dealers Assn., Rep. Gene Taylor, Missouri Republican, said that Dingell "has made a commitment" to move the legislation and should honor it.

The latest version of the House anti-subsidy proposal, offered by Rep. Wayne Dowdy, Mississippi Democrat, was unanimously reported last month by a subcommittee to the full Energy and Commerce panel.

The measure would prohibit auto manufacturers from selling cars and light trucks to any person or company at a price lower than that offered to dealers. NADA has maintained that lower prices for fleet/lease customers cost franchised dealers $1 billion a year, an expense reflected in the prices paid by consumers.

Dingell, a Michigan Democrat, has questioned several aspects of the legislation and succeeded in having some alterations made. Among changes approved by the subcommittee are an exemption for sales to charitable organizations, as defined by the IRS code, and a requirement that only "aggrieved" persons showing damages can file suit under the law.

Taylor, a former Ford dealer, said he found recent amendments to the legislation acceptable and is willing to listen to other questions raised by Dingell.

"The new bill has removed a lot of objections and I understand there will be some other changes," he said. "I have told him that if he has problems, I want to work them out. We could pass this bill if John Dingell would let us vote on it."

Dealers have also charged

Continued on Page 62, Col. 2

Reagan urges UAW restraint in auto talks

DETROIT.—President Reagan has called on the UAW to show restraint in negotiations with General Motors and Ford Motor Co. this year.

"The workers did make some concessions (in the last round of bargaining)," he said in an interview on WDIV-TV here last week.

"On the other hand, while the automobile companies now are back in a profit position, there were several years in which they were running tremendous losses, and I hope that there will be not only fairness, as there should be, but some restraint also in negotiations."

Mr. Reaagn also said the government should not interfere in the talks.

UAW President Owen Bieber agreed that the government should not get into the bargaining, but he took exception to the call for restraint.

Bieber also called on the President to extend the Voluntary Restraint Agreement on Japanese imports at or below the current level and asked that meetings be convened between management, labor and government to develop a "meaningful industrial policy."

GM buys stake in 3 firms, all leaders in machine vision

Continued from Page 3

side of deep power steering housings.

The three vision firms in which GM is investing also will receive research and development money from GM. They have been suppliers to GM. Size of GM R&D involvement to come was not disclosed.

• In the fiscal year ended June 30, VIEW had sales of about $15 million compared with about $9 million a year earlier. It was reported to be the only one of the three making a profit in recent years. VIEW was founded in 1976 and has 160 employes.

Diffractor, closely held, is 10 years old and has about 100 employes. Its annual sales are in the $5 million to $8 million range and it expects to turn a small profit this year, Chairman Tim Pryor said.

About 20 percent of Diffracto stock is held by Otto Wolff A.G., a German steelmaking and trading company which also produces gauging instruments. Wolff is tied with Thyssen A.G., which, among other things, owns Budd Co., a major automotive supplier based in Troy, Mich.

Automatix is about five years old and last year had a loss of $2 million on sales of $13 million.

It calls itself the largest independent supplier in the robotics industry. It designs, makes and markets intelligent robot and artificial vision systems used in a wide variety of industries.

Companies working in machine intelligence typically have been entrepreneurial in structure and observers say their R&D spending has left many of them with heavy debt burdens. GM's infusion of funds should help ease debt problems for the three in which it is acquiring interests, authorities say.

As the interest acquisitions were being announced by the vision companies, GM announced appointment of a man to oversee its machine intelligence efforts.

He is Gerald L. Elson, who has been director of plant operations for GM Manufacturing Engineering & Development. Elson was named executive director of machine intelligence technology implementation for the GM Advanced Product and Manufacturing Engineering Staff, a new position.

In May GM said it had bought an 11 percent interest in Teknowledge, Inc., a Palto Alto, (Calif.) knowledge system company for $3 million in cash.

In June, GM and Electronic Data Systems Corp., Dallas, agreed to a merger with GM acquiring EDS in an exchange of stock, cash and notes. EDS makes computers and related equipment.

breaking news

Continued from Page 1

from 90 percent of the $22.5 million; those without proof can get up to $150, funded out of 10 percent of the money. No duplication of reimbursement will be made. GM will notify plaintiffs.

Electronics to be key to car classification

MARKHAM, Ont. — Electronic content some day soon will become a measure used in car class differentiation, Ford Motor Co. President Donald E. Petersen said. In opening a Ford electronics manufacturing plant here, Petersen said a typical U. S. luxury car contains 50 semiconductors, mostly in the radio. In contrast, the Continental Mark VII contains 450 semiconductors with its air ride, luxury air conditioning, electronic fuel injection and, this fall, four-wheel anti-skid braking. Class-to-class differences in content will become more marked in the years ahead, Petersen said.

News roundup

Lotus builds 30,000th production sports car

NORFOLK, England. — The 30,000th Lotus production sports car, a silver Turbo Esprit, has been built here. Production began in 1966, with the Lotus Elan, of which 5,508 units were made.

Traffic deaths rise for month, year

WASHINGTON.—Traffic fatalities increased for May and for the first five months of 1984, according to NHTSA estimates. The May estimate was 3,769, up 2.7 percent from 3,670 in May, 1983. The five-month toll of 43,414 was 0.5 percent higher than the year-earlier figure of 43,195.

Daihatsu to build in Trinidad and Tobago

TOKYO. — Daihatsu Motor Co. has begun knockdown assembly of passenger cars in Trinidad and Tobago in a joint venture with Amalgamated Industries. Trinidad and Tobago banned import of built-up passenger cars in 1983. Toyota and Nissan also assemble cars there.

Beatrice acquires Rusty Jones

CHICAGO. — Rusty Jones, Inc., has been acquired by Beatrice Cos., Inc., Chicago-based food and consumer goods firm. Terms of the acquisition were not disclosed. According to Michael Mater, Rusty Jones president, the firm will "use Beatrice resources to expand its opportunities in car-appearance care."

Emissions-averaging at plants approved

WASHINGTON.—The Supreme Court has ruled that the EPA may allow companies to average together all the emissions sources at a single plant, even if the area of the plant's location has not attained national air quality standards.

Registration total also declines for May

Import market share dips 4 points

By Jenny L. King
Staff Writer

Import penetration of the total new-car market in May dropped nearly four percentage points from the year-earlier level and was up just 0.02 percentage point from April as import restrictions and booming domestic new-car sales worked against the foreign cars.

According to figures compiled by R. L. Polk & Co., imports totaled 198,796 in May, down 2.58 percent from 204,062 for the same month in 1983.

The number of new imported cars put on the books this May was up 5.99 percent from the 187,554 recorded in April. Import market penetration in April was 22.42 percent; this May it was 22.44 percent, and a year earlier it was 26.40 percent.

Honda again was in first place, beating out traditional top-dog Toyota by 1,254 units and capturing 19.61 percent of the import total. The Honda figure includes both imported cars and those produced in the U.S.

Second-place Toyota dropped 2.99 percentage points in share of the market, to 18.97 percent from 21.96 percent, and Nissan was down 2.87 percentage points, to 18.03 percent from 20.90 percent.

• Volkswagen, which also includes imported and U.S.-built cars, climbed to fourth from sixth place and gained 1.93 percentage points. Mazda, Subaru and Volvo were down in share of the market, while Audi, BMW and Mercedes-Benz made progress.

Ten imports accounted for 90.49 percent of the market, up from 89.34 percent in May of 1983.

Import registrations for the first five months of 1984 were up 1.65 percent, to 974,480 from 958,631. The small growth in numbers was more than offset by the explosion of domestic sales, as imports plunged 4.44 percentage points in penetration, to 23.84 percent from 28.28 percent in 1983.

Honda, in first place, was up 4.10 percentage points, to 19.87 percent from 15.77 percent last year. Toyota dropped 3.59 percentage points and Nissan was down 3.36 percentage points.

Mazda dropped to fifth place from fourth and was down 0.86 percentage points and sixth-place Subaru was down 0.23 percentage points. VW hopped from sixth to fourth place and was up 1.17 percentage points. Volvo, Mercedes-Benz, BMW and Audi all enjoyed market-share gains this year compared with 1983.

The top 10 imports claimed 89.70 percent of the five-month total, up from 89.61 percent a year ago.

The Japanese segment of the import market shrank to 67.83 percent from 75.97 percent, May to May. German products increased their presence, growing to 14.86 percent from 9.74 percent and the U.S. share was up to 9.37 percent from 5.29 percent.

Numbers of imports by country of origin were:

	May, 1984	May, 1983
Japan	134,844	155,021
West Germany	29,535	19,872
United States	18,637	10,800
Sweden	10,938	11,185
France	2,551	4,558
Great Britain	1,607	1,505
Italy	627	1,047
Ireland	57	74
TOTAL	198,796	204,062

The Japanese share of the market for the first five months dropped to 70.07 percent from 77.71 percent in 1983. German cars claimed 13.83 percent, up from 10.37 percent, and U.S.-built imports (Honda, VW and Alliance/Encore) were up to 8.10 percent from 4.11 percent. The breakdown:

	5 mos., 1984	5 mos., 1983
Japan	682,838	744,915
West Germany	134,795	99,457
United States	78,916	39,437
Sweden	55,395	46,396
France	12,810	18,073
Great Britain	7,256	5,829
Italy	2,291	4,270
Ireland	179	254
TOTAL	974,480	958,631

Registrations of new imported small trucks were up 57.40 percent in May, to 57,968 from 36,829 a year ago. Numbers for the major importers were:

	May, 1984	May, 1983
Toyota	21,054	13,301
Nissan	15,976	9,846
Mazda	9,399	5,458
Isuzu	3,806	2,041
Others	7,733	6,183
TOTAL	57,968	36,829

For the first five months, imported trucks were up 59.23 percent, to 280,041 from 175,877. The totals:

	5 mos., 1984	5 mos., 1983
Toyota	102,498	59,439
Nissan	81,464	45,050
Mazda	47,192	25,065
Dodge Ram 50	15,934	10,274
Others	32,953	36,049
TOTAL	280,041	175,877

MARKET SHARES

5 MONTHS
1984 VS. 1983

Make	1984 Market Share	1983 Market Share	Pct. Pt. Change '84 vs. '83
Chevrolet	15.94	14.29	+1.65
Ford	12.69	11.21	+1.48
Oldsmobile	11.19	10.82	+0.37
Buick	8.98	9.07	−0.09
Pontiac	6.86	5.47	+1.39
Mercury	5.05	4.18	+0.87
Honda	4.74	4.46	+0.28
Toyota	4.47	6.31	−1.84
Nissan	4.37	6.13	−1.76
Dodge	3.53	3.61	−0.08
Cadillac	2.99	3.28	−0.29
Chrysler	2.94	2.91	+0.03
Plymouth	2.84	3.33	−0.49
AMC	1.85	2.44	−0.59
VW	1.67	1.65	+0.02
Mazda	1.53	2.06	−0.53
Subaru	1.40	1.73	−0.33
Lincoln	1.30	1.10	+0.20
Volvo	1.01	1.06	−0.05
Mercedes	0.81	0.84	−0.03
BMW	0.07	0.63	+0.07
Audi	0.68	0.47	+0.21
Other Imports	2.46	2.94	−0.48
Misc. Dom	0.00	0.01	−0.01
TOTAL	4,087,560	3,390,119	

TOP CARS

U.S. registrations for five months, 1984 vs. 1983. Numbers for New York State and Oklahoma, 1984, compiled from sales records; Oklahoma, 1983, not available; current Utah delayed.

1984 Position		Make	1983 Position
1—	651,740	Chevrolet	484,525— 1
2—	518,918	Ford	380,183— 2
3—	457,453	Oldsmobile	366,862— 3
4—	367,068	Buick	307,605— 4
5—	280,242	Pontiac	185,263— 7
6—	206,329	Mercury	141,569— 9
7—	193,653	Honda	151,191— 8
8—	182,626	Toyota	214,007— 5
9—	178,531	Nissan	207,842— 6
10—	144,267	Dodge	122,484—10
11—	122,217	Cadillac	111,244—12
12—	119,972	Chrysler	98,696—13
13—	116,005	Plymouth	112,754—11
14—	75,690	AMC	82,553—14
15—	68,239	VW	55,900—17
16—	62,695	Mazda	69,953—15
17—	57,317	Subaru	58,617—16
18—	53,071	Lincoln	37,409—18
19—	41,333	Volvo	36,019—19
20—	33,297	Mercedes	28,319—20
21—	28,430	BMW	21,387—21
22—	27,976	Audi	15,838—22
	100,383	Other Imports	99,558
	108	Misc. Dom.	341
	4,087,560	TOTAL	3,390,119

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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Texas, Georgia enact safety seat laws

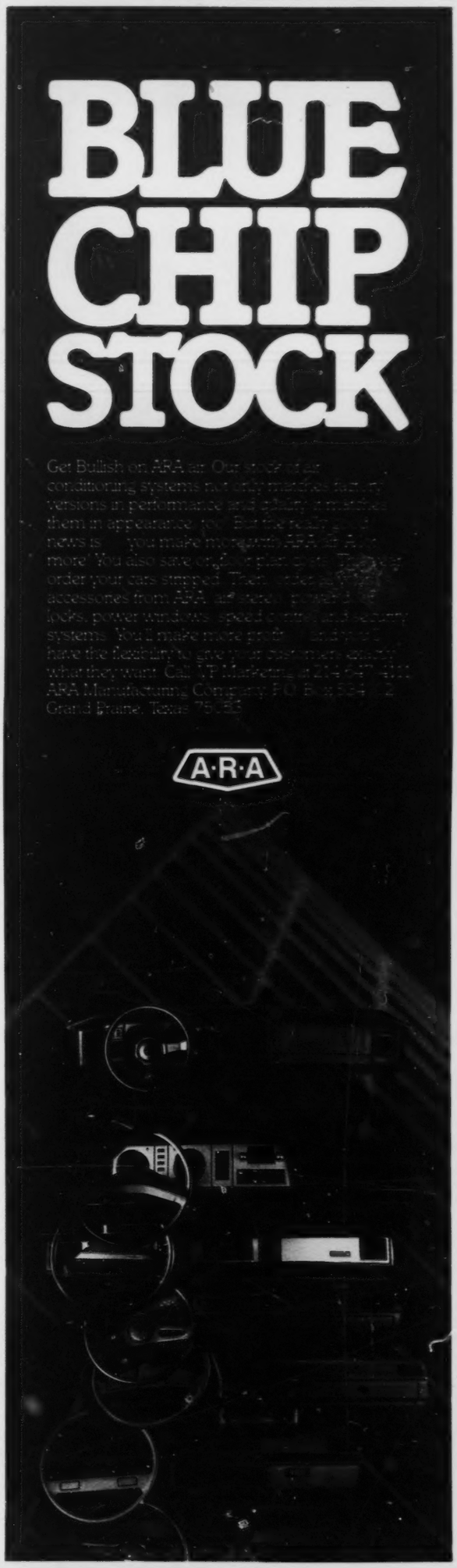
ATLANTA. — Two Southern states have enacted laws requiring motorists to use safety seats for children.

A bill requiring the safety seats, or restraints, for chidren under four years of age has been signed by the governor in Texas. A somewhat similar law enacted by the Georgia Legislature, went into effect July 1.

IMPORT REGISTRATION SHARES IN U.S.

	MAY Regis., May, 1984	MAY Percent Share of Market	MAY Regis., May, 1983	MAY Percent Share of Market	MAY Pct. Pt. Change '84 vs. '83	5 MONTHS Regis., 5 mos., 1984	5 MONTHS Percent Share of Market	5 MONTHS Regis., 5 mos., 1983	5 MONTHS Percent Share of Market	5 MONTHS Pct. Pt. Change '84 vs. '83
Honda	38,974	19.61	34,172	16.75	+ 2.86	193,653	19.87	151,191	15.77	+ 4.10
Toyota	37,720	18.97	44,809	21.96	− 2.99	182,626	18.74	214,007	22.33	− 3.59
Nissan	35,843	18.03	42,659	20.90	− 2.87	178,531	18.32	207,842	21.68	− 3.36
VW	15,209	7.65	11,679	5.72	+ 1.93	68,239	7.00	55,900	5.83	+ 1.17
Mazda	12,905	6.49	14,068	6.89	− 0.40	62,695	6.44	69,953	7.30	− 0.86
Subaru	11,842	5.96	12,770	6.26	− 0.30	57,317	5.88	58,617	6.11	− 0.23
Volvo	7,737	3.89	8,651	4.24	− 0.35	41,333	4.24	36,019	3.76	+ 0.48
Audi	6,621	3.33	3,424	1.68	+ 1.65	33,297	3.42	28,319	2.95	+ 0.47
BMW	6,595	3.32	3,773	1.85	+ 1.47	28,430	2.92	21,387	2.23	+ 0.69
Mercedes	6,444	3.24	6,308	3.09	+ 0.15	27,976	2.87	15,838	1.65	+ 1.22
Others	18,906	9.51	21,749	10.66	− 1.15	100,383	10.30	99,558	10.39	− 0.09
TOTAL	198,796		204,062			974,480		958,631		
Share of U.S. Total		22.44		26.40	− 3.96		23.84		28.28	− 4.44

1984 New York and Oklahoma figures from manufacturers' sales records. Oklahoma, 1983, not available. Alaska registrations delayed.



Suzuki, Toyota cars on way; another Japanese tie possible

GM eyes Canada as small-car base

Continued from Page 3

see a very healthy economy start to develop."

The Canadian dollar is now worth 25 to 30 percent less than the U. S. dollar. If the yen does not also strengthen against the U. S. dollar as much as the Canadian dollar, part of the cost advantage for GM of Canada will be eroded.

There are other variables in GM of Canada's competitive advantage with the Japanese besides the labor costs. Other parts of the equation include services, productivity, quality, where components will be purchased and the strength of the Canadian dollar against the yen. If the yen gets stronger against the U. S. dollar, then the competitive advantage is maintained.

The competitive advantage in Canada will be aimed toward the Japanese and small-car production. According to Smith, 65 percent of all car sales in Canada are in the small-car market, compacts and subcompacts. In Quebec, the percentage climbs to 75 percent. In the U. S., it is about 50 percent, he said.

It is because of GM of Canada's expertise in the small-car market that it was grouped with the Chevrolet and Pontiac divisions in the GM reorganization, Smith said. All three concentrate on the smaller end of the market spectrum. Also, GM of Canada basically manufactures cars for Chevrolet and Pontiac.

"Our goal is to put in place an organization that will beat the Japanese both in cost and quality in both our manufacturing operations and our marketing operations," he said.

"We are the most competitive of the manufacturing operations in North America (with the Japanese)," he said. "Part of our mainstream strategy is to beat the Japanese long-term. We intend to concentrate on the manufacturing base on the small car here in Canada.

"We have an excellent base here," he said. "We are in a strong position to accomplish this (overtaking the Japanese). In many areas, we are equal or better. We still have a way to go. Our cost is still behind, but we have excellent quality coming from our plants here and we feel we are a match in many areas."

Smith would not say the Canadian plants have better productivity than those in the U. S.

"There are some plants in the U. S. that are as good as ours, but our plants seem to run at the higher end of the spectrum," he said. "I wouldn't say we are overwhelming, but we have good productivity."

Smith measures productivity by taking the number of people involved in building a certain number of cars.

Smith said GM of Canada is studying the possibility of building a new assembly plant in Ontario that would build small cars. The proposed facility is still in the paper-pushing stage.

But he emphasized that the GM small cars in the near future will be coming from joint and import ventures. The origin of the small car after that depends on the success of the Saturn program, he said. That program is the beginning of a new method of building a car, totally involving both the company and the union in the entire project.

"It requires a significant amount of improvement in order to be competitive," Smith said. "If we produce a car that is competitive, then I would think you will see more action at the bottom end by North American manufacturing rather than the joinnt-venture programs.

"But for some time, the joint venture, in some form, will probably be a way of doing business at the small end of the line — for the next four years at least."

GM of Canada is interested in getting the UAW in Canada to participate in the Saturn project, Smith said, although so far "nothing has filtered down that far." He said the subsidiary would push for the Canadian UAW's participation "when it is appropriate."

To maintain its competitiveness in the Canadian market, GM of Canada hopes to have cars exclusively for that country. They would not be cars built by GM solely for the Canadian market because of the high cost of tooling a low-volume car and the safety and environmental certification.

"Those costs are overwhelming," Smith said. "So what you try to do is look at who has what we want or would like to have — joint ventures or other GM divisions. Generally speaking, we would find the ideal situation would be to work out an arrangement with someone who is already building a car or in the process of planning a car."

Should GM of Canada want a joint venture outside of GM, it would first make the proposal to the Chevrolet/Pontiac/GM of Canada supergroup. If approved, the car would be sold only in Canada and GM of Canada would decide what dealers would get the new vehicle.

"We are looking at three or four different proposals on manufacturing or marketing," he said. "I don't know if you would call them joint ventures or business arrangements or merely supply/sell arrangements."

According to Smith, the arrangements are all outside of GM and North America.

Dealers, too, play a big role in the success of the Canadian subsidiary. Many of the dealerships are family dealerships — parent to child — while others are headed by former GM employes.

"It's a family," Smith said. "I haven't seen this before, but it doesn't take long to realize the family relationship that exists between the factory and the dealer force."

The Canadian dealer network is closer knit than the U. S. basically because there are fewer people in that country and fewer dealerships — 940 in Canada compared with 10,645 in the U. S.

The suppliers are also important and Smith said GM of Canada will be pushing them to reorganize their companies in the same way as GM — streamlining operations.

The bulk of the components used by GM of Canada are single-sourced and the subsidiary has made strides in computerization techniques linking the suppliers directly to the factory. The suppliers are fed the production schedules for the just-in-time inventory system. There are also computerized payment systems and invoice lists, and the money can be deposited directly in the suppliers' bank accounts.

"We are moving rather rapidly in these areas and will continue to do so," Smith said. "The terminals in the suppliers' plants are turning out to be a very effective program in reducing inventories, not only for GM but also for the suppliers.

"We are much closer to our production schedules. It is really going to work well, and I'm sure it will be extended heavily into the U. S. as well."

Oldsmobile award for Deery Motors

Harold Jenkins, left, service manager, John Deery Motors, Cedar Falls, Ia., receives the Oldsmobile Service Award of Merit from Mike Vergon, Oldsmobile district service manager. John Deery Motors was one of 210 dealerships out of 3,000 to receive this merit award.

Signing Kelly

Callis Kelly signs a Chevrolet sales and service agreement to operate Kelly Chevrolet - Oldsmobile, Paintsville, Ky. Witnessing the event is John D. Helser, Chevrolet's Charleston zone manager.

factories list auction dates

American Motors

Aug. 7—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Aug. 8—Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Aug. 9—Corry Auto Auction, Corry, Pa.; Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Kansas City Auto Auction, Kansas City, Mo., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 13—Aptco Auto Auction, Taylor, Mich.

Aug. 15—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Aug. 16 — Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 17—Concord Auto Auction, Acton, Mass., and Floyd Hauge Auto Auction, Bridgeton, Mo.

Aug. 21—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Aug. 22—Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Aug. 23—Corry Auto Auction, Corry, Pa.; Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Kansas city Auto Auction, Kansas City, Mo., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 28—Aptco Auto Auction, Taylor, Mich.

Aug. 29—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Ceneral States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Aug. 30 — Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 31 — Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

Aug. 7—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 8 — Harrisonbug Auto Auction, Harrisonburg, Va., and Dallas Auto Auction, Grand Prairie, Tex.

Aug. 9 — Golden Gate Auto Auction, Fremont, Calif.

Ford Motor Co.

Aug. 8—Columbus Fair Auto Auction, Obetz, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Lakeland Auto Auction, Lakeland, Fla.

Aug. 15—Golden Gate Auto Auction, Fremont, Calif.

Aug. 16—Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Grand Prairie, Tex.

Aug. 21 — Harrisonburg Auto Auction, Harrisonburg, Va.

Aug. 23—Denver Auto Auction Ltd., Englewood, Colo.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N. J.

Aug. 29—Clanton's Auto Auction, Darlington, S. C., and Brasher's Southern California Auto Auction, Fontana, Calif.

Aug. 30—Aptco Auto Auction, Taylor, Mich.

General Motors

Aug. 7—166 Auto Auction, Springfield, Mo.

Aug. 8 — Brasher's Southern California Auto Auction, Fontana, Calif.; Hatfield Auto Auction, Hatfield, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 9—Nashville Auto Auction, Nashville, Tenn.

Aug. 14—Southern Auto Auction, Warehouse Point, Conn., and Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 15 — Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Aug. 16 — Indianapolis Auto Auction, Indianapolis, Ind.

Aug. 22—Clanton's Auto Auction, Darlington, S. C.

Aug. 23—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Grand Prairie, Tex.

Aug. 29—Golden Gate Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Model breakdown

Auction Averages

	AUGUST	JULY	JUNE
1984	$9,115	$11,772	$10,601
1983	7,577	7,793	8,284
1982	5,756	6,759	6,185
1981	5,096	5,681	5,091
1980	4,152	4,222	4,358
1979	3,605	4,100	3,963
1978	2,437	2,644	2,432
1977	2,102	2,114	1,830
Overall Average	$5,226	$ 5,560	$ 5,436

Used Car Sales

Auction Averages

August to date	$5,226
Month ago	$4,702
Year ago	$5,089

Greater Chicago auction marks 30th anniversary

CHICAGO. — The 30th anniversary of the Greater Chicago Auto Auction was celebrated by Joe Lyng, the present owner.

The auction has five lanes and can handle over 1,500 cars in a single day. Auctions are held on Thursday.

Switch planned for 1985

Changes in GM policy may bring superdealers

Continued from Page 1

ity and as much as $15 million to purchase an existing dealership.

At those levels, it has become increasingly difficult to justify entering the franchise business and difficult for those already in it to expand. Yet, the car companies need new and better dealers.

Examples of chain dealerships already exist. The Rosenthal organization in the Washington, D.C., area, with nine dealerships; Hollman Co., in New Jersey, with nine; Benson Management Co., in San Antonio, with 13, and Key-Royal, in Birmingham, with 17, come to mind.

But they are not multi-dealer operations handling a single make; rather, they are umbrella organizations handling a varied number of makes.

Typically, these super-dealer organizations have a highly professional, multi-layered management structure and a substantial degree of specialization. Combined with a large cash flow, they can dominate their market areas.

It is not uncommon, for example, for such organizations to spend as much as $500,000 per month on advertising alone.

The GM switch on multi-dealer investment would permit this type of organization to develop within its line-up, conceivably leading to a dealership organization that would handle all of its makes from Chevrolet to Cadillac.

Said one GM dealer, "This move is a good one for both GM and the dealers. It allows us to bring in and reward our younger talented people and to better our return on investment while making it possible for GM to raise the quality of its entire dealer network."

• Some dedicated single-point GM dealers see it as threat, however, and fear that they may well be swallowed up by their larger brethren. Said one who wished to remain anonymous, "There is no way I can compete with those big guys."

Another dealer, who wholeheartedly applauded the change, lamented that it did not go far enough: "With the restriction against owning more than one store in a given market area. GM could be disqualifying some of its best candidates for expansion."

GM makes that restriction only in non-metro markets.

In its letter to dealers, GM said it was proposing the changes in response to a "mutual desire on the part of GM and many of its dealers to make the most efficient use of available dealer investment capital . . . in recognition of the escalating cost of getting into a dealership . . . and the need to attract qualified dealer operators."

While the multi-dealer possibility is an attractive one to dealers, GM will not make it available unconditionally. There is, for example, the requirement involving the Customer Satisfaction Index (CSI) by which GM measures the performance of its dealers.

Utilizing interviews of GM car buyers three and six months after purchase, CSI rates dealers on such factors as the selling experience, delivery condition and warranty service. Dealers also are compared to GM competitors in the region.

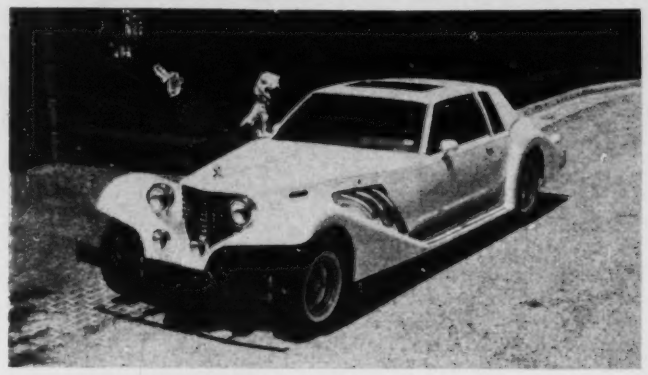
In its letter to dealers, GM said that it will not consider any dealer for the multi-dealer plan unless his/her existing dealership is at or above the CSI average for the region.

• Robert Daly, NADA executive director — communications, said NADA had been pushing for the change for about two years. The old system forced GM dealers to go outside GM for expansion, he said. Under this new policy, GM will be able to reward management talent.

"I think they (GM) recognize, as do we, that the auto business is not what it used to be," he said. "You just don't have a guy sitting in the store all day anymore. These people are sophisticated businessmen."

GM's major competitors have been less restrictive on the number of dealerships any one dealer can own. Ford Motor Co., for example, allows a dealer to have as many as 15 franchises in the U.S., although a signature from Ford President Donald Petersen is needed past five. Chrysler Corp. has handled extra dealerships on an ad hoc basis. Both companies, however, still require a 25-percent equity investment on any new dealership.

NADA's Daly said NADA will make reduction of the 25-percent equity requirement one of its major goals in franchise agreement negotiations this year.



Coupe by Baroque

Baroque Motorcars, Omaha, offers this coupe in its lineup which includes a cabriolet, a sedan and three limousines. The car is based on General Motors mechanicals and is priced at $59,900. Prices range up to $185,000 for a limousine based on Rolls-Royce.

Count has risen for 4 consecutive quarters

Domestic dealer total up 54 in half

Continued from Page 1

added 20 franchises apiece in the first half. Oldsmobile picked up 15, and Cadillac, 10.

On the downside were Renault, with a loss of four; Chevrolet, five; VW, 10, and AMC, 24.

Chrysler Corp. had 3,955 car dealers on July 1, up from 3,864 at the beginning of this year. There was a gain of 30 in the first quarter and 61 in the second. It was Chrysler's best first-half performance since 1965 when it added 176 dealers.

Chrysler's gain of 91 compares with a rise of 88 in the first six months of 1983. Chrysler has had seven consecutive quarters of increases.

Franchise totals on July 1 were: Chrysler, 2,980; Plymouth, 2,929, and Dodge, 2,844.

In addition to its 3,955 car dealerships, Chrysler has eight that handle only Dodge trucks. They are not included in the corporation's car-dealership total or in the Dodge car-franchise total.

Ford Motor Co.'s midyear car-dealership count was 5,519, up 11 from 5,508 on Jan. 1. It was Ford's best first half since 1973. Last year, Ford was up 10 for the six-month span.

Franchise totals at the midway point of 1984 were: Ford, 4,693; Mercury, 2,706, and Lincoln, 1,561.

Ford Motor Co. has 107 dealers that handle only Ford heavy-duty trucks. They are not included in the Ford Motor car-dealership total or in the Ford Division car-franchise total.

• General Motors showed little change in the first half, with declines of 10 car dealerships each quarter. The midyear total was 10,020.

Despite the declines, it was GM's best first half since 1979 and compared with a dip of 75 in the 1983 period.

Franchise totals on July 1 were: Chevrolet, 5,150; Oldsmobile, 3,190; Pontiac, 3,000; Buick, 2,965, and Cadillac, 1,605. It was the first time Pontiac had been at the 3,000 mark since the census of April 1, 1982.

The American Motors-Renault dealership total was 1,498 on July 1, compared with 1,526 on Jan. 1. Quarterly slips were 15 and 13. In 1983, the loss was 48 for the first half.

There were 1,416 AMC franchises and 1,352 Renault franchises at midyear. Some 1,270 outlets handle both makes.

AMC has about 760 duals with Big Three makes and nearly 90 percent of them also handle Renault. About half of the 75 AMC-VW combinations have the Renault franchise.

There were 896 Volkswagen dealerships on July 1, down 10 from 906 at the beginning of this year. The decline was just half of the 19-outlet loss in the corresponding period a year ago.

VW has an estimated 140 duals with other makes of U.S. cars.

For the domestic industry, the four consecutive quarters of dealer increases have added 172 establishments to the ranks. The current count of 20,895 compares with 20,723 on July 1, 1983.

Chrysler Corp.'s gain of 230 outlets was biggest factor in the upturn, and Ford Motor Co. was up 95. There were dips of 65 for GM, 43 for AMC-Renault and 19 for VW. A change in the number of intercorporate duals fixed the industry's year-to-year change at 172 establishments.

U.S. dealer total rises to 24,768; duals, imports up

The total number of dealerships in the U.S. is up for the third semiannual census in a row, but the makeup of the dealerships is changing.

The Automotive News dealership census shows a total of 24,768 dealerships in operation on July 1, up 47 from Jan. 1 and 266 from July 1, 1983. It was the highest total since the 25,189 of July, 1982.

There were 3,873 dealers carrying only imports on July 1, another 13,888 handling only domestic cars and 7,007 import-domestic duals.

Import-domestic dualing increased compared both with a year earlier and with the Jan. 1 total. Likewise, the number of import-only dealerships showed increases for both periods. But the number of domestic-only dealerships showed two declines.

U. S. FRANCHISES

	July 1, 1984	Jan. 1, 1984
AMERICAN MOTORS-RENAULT		
AMC	1,416	1,440
Renault	1,352	1,356
CHRYSLER CORP.		
Chrysler	2,980	2,888
Dodge	2,844	2,744
Plymouth	2,929	2,831
FORD MOTOR CO.		
Ford	4,693	4,677
Lincoln	1,561	1,552
Mercury	2,706	2,680
GENERAL MOTORS		
Buick	2,965	2,945
Cadillac	1,605	1,595
Chevrolet	5,150	5,155
Oldsmobile	3,190	3,175
Pontiac	3,000	2,980
VOLKSWAGEN	896	906

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GM's late pricing changes seen as strategic move

Continued from Page 2

tion reduced the price of the average GM car by $8, when spread across the whole line. The average price is about $11,600.

Pontiac Fiero models went up an average of $207. New figures are $8,195 for the base unit, $8,695 for the Sport Coupe and $9,795 for the SE.

The Chevrolet Sprint, the Suzuki import that is sold by some 500 Western Chevrolet dealers, went up $202 and is now $5,151. It's more than the Chevette Scooter, which stays at $4,990.

There were reductions of $183 on the Chevette CS two-door and $121 on the four-door. The Pontiac 1000 two-door dipped $185, and the four-door went down $132.

New prices are: Chevette CS — Two-door, $5,299; four-door, $5,508. Pontiac 1000 — two-door, $5,429; four-door, $5,685.

There were a number of equipment additions. Among the more significant: An AM radio was made standard (subject to a delete option) on Chevrolet Camaro, Pontiac Firebird, rear-wheel-drive intermediate models and full-size cars that didn't already have that item. The price hike is $112.

Power brakes ($100) became standard on Chevrolet Celebrity, and the 5-liter V-8 engine was made standard on Buick Riviera and Oldsmobile Toronado. It boosted prices $225.

The optional V-6 and V-8 gasoline engines rose $10 and $15, respectively. The V-6 is now $260 and the V-8 is $390.

On the other hand, the prices of optional diesel engines for intermediate, full-size and personal luxury cars were reduced by amounts ranging from $240 to $700. Diesel sales have been slow.

On intermediate models (both front-wheel drive and rear-wheel drive), the 4.3-liter V-6 diesel was cut $240. It is now $260.

The 5.7-liter V-8 diesel went down $310 on rear-wheel-drive intermediate and full-size models. The price is now $390.

On full-size station wagons, selected full-size sedans and Riviera and Toronado, the diesel is now a no-charge option. It formerly was $700.

Moonroof for A-bodies

Sky-Top Sunroofs, Ltd., St. Louis, is marketing a power moonroof to fit the 1984 Pontiac 6000 STE, Buick Century, Oldsmobile Cutlass Ciera and Chevrolet Celebrity.

GM parts warehouse slated for Alberta

OSHAWA, Ont. — General Motors of Canada said it will build a $12 million, 231,000-square-foot parts distribution warehouse on a 17-acre site in Edmonton, Alta.

It will replace a smaller, leased facility there and employ 100.

Nader group asks NHTSA meeting on tire grading

WASHINGTON.—Public Citizen, the Ralph Nader group which won its lawsuit against NHTSA over suspension of the treadwear grading requirements, wants a meeting as soon as possible after Aug. 1 with NHTSA head Diane Steed. NHTSA has not yet responded to the Public Citizen request.

Meanwhile, all tire companies are not in compliance with the Uniform Tire Quality Grading System and the government has neither appealed the standard nor made any announcement that it intends to obey the court's mandate (issued on June 20, following the April 24 decision) although NHTSA has met with industry representatives.

NHTSA, it is believed, has planned to publish in the Federal Register a new schedule for effectiveness of the treadwear grading. This could take effect as soon as the legal procedures allow for bias and bias-belted tires. But since NHTSA is now taking bids for a radial course monitoring tire, that period will be longer.

Mercedes misses limit in crash of air-bag car

Continued from Page 1

senger and driver: 890 and 734, respectively.

The car's air bag was deployed in the crash.

In the other assessment area considered crucial because of the possibility of death or serious injury, the Mercedes-Benz received chest-deceleration figures of 63 Gs for the driver and 44 for the passenger. The allowable limit in the lower-speed crashes is 60 Gs.

The crash of the M-B 300-SD was the first of a car equipped with an air bag in this series of crashes.

Mercedes-Benz said it does not challenge the numbers generated in the crash but said NHTSA's interpretation of them is questionable.

A spokesman said combined air bag and belt data from simulated accidents is not comparable to belts-only data. NHTSA will have to develop new techniques for evaluating air bags to get meaningful results, he said.

The Nissan 200-SX did well on chest figures (44 Gs for driver and 32 for passenger). In the head-injury comparison, it fared poorly for driver (1992 HIC), although it came in handily under the limit for the passenger (582).

The Toyota Van Wagon showed figures of 984 HIC for driver and 748 for passenger, 50 Gs for the driver-side chest deceleration force and 54 Gs for passenger.

The Toyota's competitor in price, weight and configuration, Dodge Caravan, previously produced HICs of 973 and 1200 and chest figures of 44 and 42.

All three newly-crashed cars fared well in windshield retention and fuel-system integrity criteria. They also had acceptable femur load tests.

The latest round of 35-MPH crashes brings to 31 the number of 1984 models that NHTSA has checked; seven more are scheduled, presumably before '85 models appear.

TOP-SALARIED EXECUTIVES IN U. S. AUTO INDUSTRY

Rank	Position & Company	1983 Combined Salary & Bonus	1982 Combined Salary & Bonus	Percentage Change
1	Philip Caldwell, chairman, Ford Motor Co.	$1,420,534	$ 446,328	+218.3
2	Harry J. Gray, chairman, United Technologies	1,191,250	1,100,000	+ 8.3
3	Donald E. Petersen, president, Ford Motor Co.	1,113,256	366,427	+203.8
4	Roger B. Smith, chairman, General Motors	1,058,000	548,634	+ 92.8
5	Robert Anderson, chairman, Rockwell International (FY ended 9/30/83)	1,047,083	977,083	+ 7.2
6	John C. Crean, chairman, Fleetwood Enterprises (FY ended 4/30/83)	1,034,163	522,707	+ 97.9
7	E. G. Jefferson, chairman, du Pont	959,982	763,080	+ 25.8
8	Edward L. Hennessy Jr., chairman, Allied Corp.	941,667	830,000	+ 13.5
9	F. James McDonald, president, General Motors	940,000	483,634	+ 94.4
10	Harold A. Poling, executive VP, Ford Motor Co.	924,890	282,917	+226.9
11	Will M. Caldwell, executive VP, Ford Motor Co.	871,012	280,003	+211.1
12	Howard H. Kehrl, vice chairman, General Motors	868,000	448,634	+ 93.5
13	George A. Strichman, chairman, Colt Industries, Inc.	865,120	393,830	+119.7
14	Harold D. Hoopman[1], vice chairman, U.S. Steel, and president, Marathon Oil Co.	864,807	675,000	+ 28.1
15	E. Mandell de Windt, chairman, Eaton Corp.	850,282	455,949	+ 86.5
16	Glenn F. Kummer, president, Fleetwood Enterprises (FY ended 4/30/83)	840,945	359,472	+133.9
17	Raymond A. Hay, chairman, LTV Corp. (new parent company of Republic Steel) (FY ended 4/30/83)	805,885	N.A.	
18	David I. Margolis, president, Colt Industries	786,710	358,230	+119.6
19	Forrest N. Shumway, chairman, Signal Cos.	775,000	435,000	+ 78.2
20	Michael D. Dingman, president, Signal Cos.	775,000	375,000	+106.7
21	Reuben Jensen, executive VP, General Motors	765,000	398,634	+ 91.9
20	A. F. Giacco, chairman and president, Hercules, Inc. (FY ended 9/30/83)	764,330	620,837	+ 23.1
21	Robert E. Mercer[2], chairman, Goodyear Tire & Rubber Co.	759,000	587,000	+ 29.3
24	R. E. Bailey, vice chairman, du Pont (FY ended 9/30/83)	752,556	737,767	+ 2.0
25	Elden L. Smith, VP—RV Group, Fleetwood Enterprises (FY ended 4/30/83)	752,326	334,453	+124.9
26	J. J. Nevin, chairman, Firestone Tire & Rubber	748,000	460,000	+ 62.6
27	R. F. Mettler, chairman, TRW, Inc.	740,000	620,837	+ 19.2
28	J. G. Breen, chairman and president, Sherwin-Williams	730,021	676,723	+ 7.9
29	Donald R. Beall, president, Rockwell International (FY ended 9/30/83)	727,500	668,333	+ 8.9
30	Thomas C. Page, executive VP, Ford Motor Co.	721,150	252,280	+185.9
31	R. E. Heckert, vice chairman, du Pont	713,889	590,327	+ 20.9
32	Robert Carlson[3], president, United Technologies	700,000	610,000	+ 14.8
33	Boyd R. Plowman, senior VP—Finance, Fleetwood Enterprises (FY ended 4/30/83)	690,259	335,766	+105.6
34	F. Alan Smith, executive VP, General Motors	685,000	298,634	+129.4
35	James F. Bere, chairman, Borg-Warner Corp.	677,000	533,500	+ 26.9
36	M. Gerald O'Neil, chairman, General Tire & Rubber Co.	658,138	461,543	+ 42.6
37	Paul F. Orrefice, president, Dow Chemical Co.	641,845	525,000	+ 22.3
38	G. B. Mitchell, chairman, Dana Corp.	617,254	612,008	+ 0.9
39	Joseph G. Gavin Jr., president, Grumman Corp.	615,533	376,085	+ 63.7
40	Hubert Faure, senior executive VP—building systems, United Technologies	615,000	564,000	+ 9.0
41	Henry M. Fawcett[4], chairman, Mohawk Rubber	607,125	607,125	0
42	David M. Roderick, chairman, U.S. Steel	606,104	556,542	+ 8.9
43	John C. Bierwith, chairman, Grumman Corp.	603,821	424,327	+ 42.3
44	William W. Boeschenstein, chairman and president, Owens-Corning Fiberglass	600,000	395,000	+ 51.9
45	Lee L. Morgan, chairman, Caterpillar Tractor	594,000	598,454	− 0.7
46	T. F. Russell, chairman, Federal-Mogul Corp.	583,330	259,992	+124.4
47	George M. Skurla, chairman, Grumman Aerospace Corp., Grumman Corp.	582,323	N.A.	
48	Robert D. Rowan, chairman, Fruehauf Corp.	581,250	392,809	+ 48.0
49	Robert T. Campion, chairman & president, Lear Siegler	572,296	556,667	+ 2.8
50	James A. Walsh, chairman, Armstrong Rubber Co. (FY ended 9-30-83)	571,835	373,600	+ 53.1
51	L. Stanton Williams, chairman, PPG Industries	566,250	350,000	+ 61.8
52	Charles W. Perry[5], chairman, Aluminum Co. of America	561,049	N.A.	
53	Charles M. Pigott, president, Paccar, Inc.	559,439	493,053	+ 13.5
54	W. C. Purple, executive VP and president, Aerospace/Electronic Group, Allied Corp.	556,868	470,760	+ 18.3
55	Warren J. Hayford[6], president General Tire & Rubber Co.	550,000	399,991	+ 37.5
56	J. Earl Burrell, president, PPG Industries	540,750	325,000	+ 66.4
57	Tom H. Barrett[7], president, Goodyear Tire & Rubber Co.	540,204	N.A.	
58	S. C. Pace, president, TRW, Inc.	$540,000	$440,000	+ 22.7
59	Daniel W. Derbes, executive VP and president-Advanced Technology, Signal Co.	532,500	327,500	+ 62.6
60	S. Salem, president-Chemicals, Plastics & Industrial Products, General Tire & Rubber Co.	530,747	343,999	+ 54.3
61	Paul M. Montrone, executive VP and president-Engineering Product Group, Signal Cos.	525,000	N.A.	
62	Jon A. Nord, vice president-Housing, Fleetwood Enterprises (FY ended 4-30-83)	521,194	N.A.	
63	J. Mason Reynolds, president, Bendix Automotive Group, Allied Corp.	520,348	350,953	+ 48.3
64	Harry H. Wetzel, chairman-Garrett Corp., Signal Co.	520,000	425,000	+ 22.4
65	Stillman B. Brown, executive VP-Finance and Administration, United Technologies	515,625	500,000	+ 3.1
66	James R. Stover, president, Eaton Corp.	511,314	278,380	+ 83.7
67	Donald D. Lennox, chairman, International Harvester (FY ended 10-31-83)	508,333	297,000	+ 71.2
68	Martin D. Walker, executive VP, Rockwell International (FY ended 9-30-83)	494,167	447,500	+ 10.4
69	Frederick J. Mancheski, chairman, Echlin, Inc.	493,000	390,000	+ 26.4
70	Chester Devenow, chairman, Sheller-Globe Corp. (FY ended 9-30-83)	491,544	421,610	+ 16.6
71	Frank R. O'Keefe Jr., president, Armstrong Rubber Co. (FY ended 9-30-83)	489,520	314,962	+ 55.4
72	G. R. Simmonds, chairman and president, Simmonds Precision Products, Inc., Hercules, Inc.	487,500	N.A.	
73	W. P. Schmoe, Conoco vice chairman, du Pont	486,831	N.A.	
74	D. K. Barnes, executive VP, du Pont	482,965	442,552	+ 9.1
75	R. C. Forney, executive VP, du Pont	482,965	426,555	+ 13.2
76	R. J. Richardson, executive VP, du Pont	482,965	419,564	+ 15.1
77	W. G. Simeral, executive VP, du Pont	482,965	419,564	+ 15.1
78	E. S. Woolard Jr., executive VP, du Pont	482,965	N.A.	
79	Leon R. Brodeur, president, Firestone Tire & Rubber	476,667	221,667	+115.0
80	Lee A. Iacocca[8], chairman, Chrysler Corp.	475,308	366,000	+ 29.9
81	Alan Belzer, president-Chemical Sector, Allied Corp.	473,333	395,000	+ 19.8
82	Richard J. Coar, senior VP-Power Group, United Technologies	467,500	N.A.	
83	C. S. Nicandros, president-Petroleum Operations, du Pont	458,473	N.A.	
84	Harvey H. Lamm, president, Subaru of America (FY ended 10-31-83)	456,445	398,097	+ 14.7
85	H. Holiday Jr., chairman, Armco, Inc. (FY ended 10-31-83)	454,167	425,000	+ 6.9
86	Ben H. Cook, executive VP, Colt Industries	448,940	212,820	+111.0
87	Salvatore J. Cozzalino, executive VP, Colt Industries	448,940	N.A.	
88	Guy C. Shafer, executive VP, Colt Industries	448,940	212,820	+111.0
89	William T. Ernst[4], president, Mohawk Rubber	444,608	444,608	0
90	Stephen A. Girard, president and chairman, Kaiser Steel	442,372	442,372	0
91	J. H. Miller, president-World Tire Division, General Tire & Rubber Co.	440,054	N.A.	
92	John F. Carr, vice chairman, Grumman Corp.	439,796	N.A.	
93	S. W. Gustafson, president, Dana Corp.	436,406	385,100	+ 13.3
94	Robert E. Gilmore, president, Caterpillar Tractor	432,000	432,605	− .1
95	Joseph P. Flannery, chairman, Uniroyal, Inc.	430,000	387,500	+ 11.0
96	D. T. McKone, chairman and president, Libbey-Owens Ford Co.	427,000	315,200	+ 35.5
97	J. D. Ong, chairman and president, B. F. Goodrich	420,000	310,250	+ 35.4
98	Donald H. Trautlein, chairman, Bethlehem Steel Corp.	419,078	427,676	− 2.0
99	Robert M. Keil, executive VP and Financial VP, Dow Chemical Co.	410,736	305,833	+ 34.3
100	Thomas F. Gaffney, executive VP, Guardian Industries	408,970	333,457	+ 22.7
101	William D. Geitz, executive VP-Oil and Gas, Allied Corp.	408,333	402,000	+ 1.6
102	T. A. Holmes, chairman, Ingersoll-Rand Co.	401,600	366,600	+ 9.6
103	K. Robert Hahn, executive VP, Lear Siegler (FY ended 6-30-83)	396,194	381,667	+ 3.8
104	John F. Daly, chairman, Hoover Universal	396,000	273,803	+ 44.6
105	Wilton Looney, chairman, Genuine Parts Co.	391,667	351,143	+ 11.5
106	David R. Reynolds, chairman, Reynolds Metal Co.	390,485	380,164	+ 2.7
107	G. E. Solomon, executive VP, TRW, Inc.	390,000	325,000	+ 20.0
108	Robert A. dePalma, senior VP, Rockwell International (FY ended 9-30-83)	387,000	362,833	+ 6.7
109	Henry B. Schacht, chairman, Cummins Engine Co.	382,498	588,625	− 35.0
110	James J. Paulos, senior VP, LTV Corp.	382,311	N.A.	
111	Robert A. Stranahan Jr., chairman and president, Champion Spark Plug	381,440	372,980	+ 2.3
112	James R. Rinehart, chairman and president, Clark Equipment Co.	379,856	351,544	+ 8.1

Continued on Page 59

As U. S. auto industry booms

Execs' compensation soars 40 pct. in 1983

Continued from Page 1

tives suffered the biggest pay declines. Pay for the chairman and president dropped 35 percent from 1982.)

AMC President Jose J. Dedeurwaerder didn't even make the 1983 list because he was paid less than $300,000; he made $250,000 in 1983.

However, the survey, compiled from proxy statements, does not include stock bonuses, stock options, income from stock options exercised nor long-term and contingent remuneration.

If those had been included, all five of GM's highest-paid executives would be over the $1 million mark, and Ford's Caldwell would have a considerably larger lead over the rest of the pack since his total automotive-related income totaled more than $7 million in 1983.

Meanwhile, the pay of executives for Japanese automobile companies held fairly steady.

Contributing to this report were Bob Cook, in Washington; John Hartley, in Japan; and Kathleen Hamilton and Michelle Krebs, in Detroit. The article was written by Krebs.

$20 an hour gap in U. S.-Japan pay

ANN ARBOR, Mich.—Next time a Detroit auto executive starts whining about the gap between labor costs in the U. S. and Japan, two figures from University of Michigan researcher Michael Flynn, co-author of a study on manufacturer-supplier relationships, might be in order:

Cost gap for blue-collar auto workers is $7 an hour; for white-collar workers, it's $20.

REPORTED INCOME OF BIG 4 EXECUTIVES

Executive, Position & Company	1983 Income	1982 Income
Philip Caldwell, chairman, Ford	$7.31 million	$1.16 million
Donald Petersen, president, Ford	$3.76 million	$565,333
Roger B. Smith, chairman, GM	$1.51 million	$565,134
F. James McDonald, president, GM	$1.35 million	$498,184
Lee A. Iacocca, chairman, Chrysler	$648,858	$1.58 million
Gerald Greenwald, vice chairman, Chrysler	$1.10 million	$358,952
W. Paul Tippett, chairman, AMC	$607,116	$376,536
Jose Dedeurwaerder, president, AMC	$291,920	$251,325

Figures include automotive-related income during 1983 as reported in proxy statements. Salaries, directors fees, benefits, income from stock options and stock bonuses with specific dollar amounts attached are included. GM figures include savings plan remuneration. Bonuses for Chrysler executives are not included, since those numbers will not be available until the 1984 proxy statement is issued next spring.

INCOMES OF JAPANESE AUTO EXECUTIVES

Executive, Position & Company	1983 Income*	1982 Income	% Change
Shoichiro Toyoda, president, Toyota Motor Corp.	$1.56 million	$1.30 million	+ 20.0
Katsuji Kawamata, chairman, Nissan Motor Co.	$820,000**	$820,000	0
Takashi Ishihara, president, Nissan Motor Co.	$510,000**	$510,000	0
Yoshiki Yamazami, president, Toyo Kogyo Co.	$195,000	$165,000	+ 18.2
Tadashi Kume,*** president, Honda Motor Co.	$170,000	N.A.	.....

*—Japan's tax law was changed in 1983 and no longer requires that executives' income be made public. In the past, the law required executives to make public their entire income, including that not necessarily automotive-related.

**—Figures are estimates.

***—Became president in 1983. The 1983 income figure does not necessarily reflect his salary as Honda president.

TOP-SALARIED EXECUTIVES IN U. S. AUTO INDUSTRY

Continued from Page 58

Rank	Position & Company	1983 Combined Salary & Bonus	1982 Combined Salary & Bonus	Percentage Change
113	W. C. Adams, president, Federal-Mogul Corp.	$377,500	$185,000	+104.1
114	W. Bruce Thomas, vice chairman, U. S. Steel	373,958	339,083	+ 10.3
115	Harvey A. Holwasser, president, Arrow Automotive Industries (FY ended 6-30-83)	369,081	299,715	+ 23.1
116	C. Fred Fetterolf[9], president, Aluminum Co. of America	389,849	N.A.	
117	Robert L. Kirk, president-Aerospace & Defense, LTV Corp.	368,599	N.A.	
118	Robert S. Bowen, executive VP-Sales & Marketing, Firestone Tire & Rubber Co.	360,000	189,167	+ 90.3
119	J. Paul Tippett, chairman, American Motors	360,000	376,536	— 4.4
120	John J. Roscia, senior VP, Rockwell International (FY ended 9-30-83)	363,667	339,967	+ 7.0
121	Stephen R. Hardis, executive VP-Finance & Administration, Eaton Corp.	357,774	200,751	+ 78.2
122	Fowler Blauvelt, executive VP, Owens-Corning Fiberglass Corp.	357,000	240,000	+ 48.8
123	Gerald Greenwald[8], vice chairman, Chrysler Corp.	351,254	255,470	+ 37.5
124	John E. Blomquist, vice chairman, Reynolds Metals Co.	350,000	340,000	+ 2.9
125	Frank P. Coyer Jr., vice chairman, Fruehauf Corp.	348,750	225,000	+ 55.0
126	Frederick J. Ross, president, Raymark Corp.	348,249	N.A.	
127	William Agee, Former Chairman-Bendix Corp., Allied Corp.	347,919	852,420	— 59.2
128	David H. Hoag, president, Jones & Laughlin Steel, LTV Corp.	347,136	N.A.	
129	William N. Gross, executive VP, Paccar	345,438	307,565	+ 12.3
130	Frank R. Popoff, president-Dow Chemical of Europe SA, Dow Chemical Co.	342,759	N.A.	
131	George W. Aucott, executive VP-World Tire, Firestone Tire & Rubber Co.	342,083	N.A.	
132	D. C. Garfield, president, Ingersoll-Rand Co.	342,017	321,600	+ 6.4
133	Frank W. Luerssen, chairman and president, Inland Steel	341,006	225,000	+ 51.6
134	Hunter W. Henry, president, Dow Chemical USA, and executive VP, Dow Chemical Co.	340,597	N.A.	
135	A. W. Reynolds, executive VP, TRW, Inc.	340,000	310,000	+ 9.7
136	Jay H. Rosenson, executive VP, Firestone Tire & Rubber Co.	337,500	173,333	+ 94.7
137	James A. Graham, president, Sheller-Globe Corp.	335,127	N.A.	
138	Thomas A. Commes, senior VP-Finance, Sherwin Williams	332,098	301,280	+ 10.2
139	Frank V. Breeze, senior VP, PPG Industries	330,500	N.A.	
140	Vincent A. Sarni, vice chairman, PPG Industries	330,500	N.A.	
141	Howard M. Love, chairman and president, National Steel	330,309	330,309	0
142	Robert E. LaRoche[10], executive VP, Borg-Warner Corp.	330,000	272,956	+ 20.9
143	J. Russell Duncan, chairman and treasurer, Steego Corp. (FY ended 4-31-83)	$328,500	$328,800	— .1
144	E. B. Jones, chairman-Republic Steel, LTV Corp.	326,300	325,875	+ .8
145	Robert M. Kuhn, president, Armstrong Rubber (FY ended 9-30-83)	328,004	N.A.	
146	Robert G. Freese, senior VP-Finance, Grumman Corp.	327,960	N.A.	
147	Harold K. Sperlich[8], president, Chrysler Corp.	327,169	255,470	+ 28.1
148	Gale L. Galloway, chairman and president, Celeron Corp., Goodyear Tire & Rubber Co.	325,000	N.A.	
149	James J. Gavin Jr., senior VP, Borg-Warner Corp.	325,000	257,500	+ 26.2
150	James A. Henderson, president, Cummins Engine Co.	324,998	498,769	— 34.8
151	John R. Eastman, vice chairman, Sheller-Globe Corp.	324,967	N.A.	
152	William S. Leonhart, vice chairman, Reynolds Metals Co.	320,485	310,000	+ 3.4
153	John C. Peppler, senior VP, Lear Siegler	320,251	305,000	+ 5.0
154	J. T. Gorman, executive VP, TRW, Inc.	320,000	N.A.	
155	Edward I. Scalon, chairman, Sealed Power	320,000	N.A.	
156	Joseph G. Temple Jr., president-Merrell Dow Pharmaceuticals, Inc., and executive VP, Dow Chemical Co.	318,883	N.A.	
157	William O'Bourke, president, Reynolds Metals Co.	318,146	N.A.	
158	Sherman E. Rose[11], chairman, Subaru of America	317,998	329,494	— 3.5
159	Joseph M. Dunn, senior VP, Paccar, Inc.	316,357	N.A.	
160	Edward E. Brewer, chairman, Cooper Tire & Rubber Co.	316,328	N.A.	
161	Clarence E. Johnson[12], president, Borg-Warner Corp.	315,000	N.A.	
162	G. Emmett Smith, senior VP, LTV Corp.	313,379	N.A.	
163	Salvatore Giordano, chairman, Fedders Corp.	312,700	N.A.	
164	Earl Dolive, vice chairman, Genuine Parts Co.	312,000	300,000	+ 4.0
165	Walter F. Williams, president, Bethlehem Steel Corp.	311,032	318,382	— 2.3
166	Thomas J. Reghanti, president, Fruehauf Corp.	310,000	199,992	+ 55.0
167	Robert D. Tuttle, president, Sealed Power	310,000	N.A.	
168	James S. Pasman Jr., vice chairman, Aluminum Co. of America	307,877	N.A.	
169	James V. Bitner, senior VP, Lear Siegler (FY ended 6-30-83)	306,297	N.A.	
170	Robert C. Ressler, president, Hoover Universal	305,338	218,339	+ 39.9
171	Thomas E. Petry, president, Eagle-Picher Industries (FY ended 11-30-83)	304,982	N.A.	
172	Richard J. Jacob, chairman, Dayco Corp. (FY ended 10-31-83)	300,312	N.A.	

NOTE: List compiled from proxy statements of publicly traded companies, which contain compensation for five top-paid executives. Figure includes salary and bonus, not stock bonuses, stock options, profits from stock options exercised, nor long-term and contingent remuneration. Salaries and bonuses awarded are for calendar 1983 unless otherwise noted.

1—Includes a $296,000 bonus from Marathon Oil Co.
2—Promoted to chairman from president.
3—Promoted to president from executive VP.
4—Mohawk Rubber became a subsidiary of EGH Acquisitions on 1/84.
5—Elected chairman 4/1/83.
6—Resigned 1/18/84. 1982 salary is from General Tire and International Harvester, where he served as president until March, 1982.
7—Named president in 1983.
8—Includes salary only. Bonuses have been awarded but will be made public in the 1984 proxy statement.
9—Elected president 4/1/83.
10—Was vice president during 1983.
11—Died 7/11/83.
12—Was vice president during 1983.

Big Three jockeying to meet CAFEs

Continued from Page 2

ditional product and marketing actions to assure compliance," she said. "Without such a revision, we may have no choice but to curtail production of some full-size trucks and eliminate jobs associated with full production," Petrauskas said.

In other words, Ford will meet the law even if that involves closing plants and putting workers out of jobs.

NHTSA, reporting companies' expectations for model-year '84, said Chrysler — at expected 18.5 MPG — is below the composite 20.0 MPG. Ford in the two-wheel-drive class expects 19.0 MPG, and GM expects 20.7 MPG. The two-wheel-drive standard is 20.3 MPG. In the '84 light-truck four-wheel-drive class, AMC expects 20.8 MPG; Ford, 18.5 MPG, and GM, 20.7 MPG. The standard is 18.5 MPG.

• For model-year '85 light-truck composite, Chrysler expects 20.3 MPG; Ford, 19.2 MPG, and GM, 20.0 MPG. For model-year '86 composite, Chrysler expects 21.5 MPG; Ford, 20.3 MPG, and GM, 20.6 MPG. For model-year '87 composite, Chrysler expects 21.8 MPG; Ford, 20.3 MPG, and GM, 23.5 MPG.

NHTSA realizes it is caught between Ford and Chrysler in deciding on light-truck standards.

If Ford has to close plants and lay off workers to meet the standards, potential Ford customers will shift to other manufacturers with larger engines. Thus, Ford would suffer without any oil savings to the nation.

On the other hand, Chrysler believes its investment will have been wasted. If the agency relieves Ford of paying civil penalties for noncompliance, then Chrysler will suffer even more since Ford could use the money to become an even stronger competitor.

Although in testimony before the House subcommittee, GM did not ask for relief on light-truck standards, it filed a statement in the NHTSA docket supporting Ford's request for slipping the model-year '84 standard from 20 MPG to 19 MPG and the model-year '85 standard from 21 MPG to 19.5 MPG.

Like Ford, GM said the forecast made by DOT when it set the standards in 1980 has not turned out to be true.

And although Chrysler protested Ford's petition for relief and GM's support of that position, Chrysler failed to mention that it petitioned for relief on Sept. 20, 1978, and was granted relief for 1981 light-truck standards.

GM official Richard L. Klimisch gave GM's projection for model-year '84 as 24.8 MPG — one-tenth higher than earlier given to NHTSA.

GM expects to obey the law by using carryback and carryforward and "by including our new joint-venture car and a test procedure adjustment credit . . ."

But GM did not say whether it was counting on the 0.3 MPG CAFE adjustment from EPA which it originally used or the 0.2 MPG being proposed by EPA.

Makers build 523,781 cars for month

July production highest since 1979

By Keith Gave
Detroit Reporter

U. S. auto makers posted their best July production total since 1979, although output declined significantly last week due to model changeovers at Chrysler and General Motors.

Last month, 523,781 units were assembled. That represents a 13.61 percent increase over the 461,046 units in the same period last year and was the best July since 583,765 autos were produced in the U.S. five years ago.

Domestic car production was expected to reach 111,074 last week, down 13.82 percent from the previous week's 128,900. Last week's build was 43.92 percent higher than 77,174 assembled in the same week last year.

Year to date, there have been 4,853,027 cars built in the U. S., 26.28 percent more than the 3,842,995 built in the same period last year.

Of last week's estimated automotive build, GM accounted for 60.51 percent, Ford 32.47 percent, American Motors 4.32 percent and Honda 2.70 percent. Chrysler and Volkswagen were idle for model changeover.

Four Chrysler plants were down. The 3,200 hourly workers at the company's Belvidere (Ill.) plant, joined hourly workers at Newark (N. J.) and St. Louis plants No. 1 and No. 2 on temporary layoff. All four plants are expected to resume production today (Aug. 6).

Three more GM plants were idled for model changeover, bringing to 16,050 the number of hourly employes on temporary layoff. They were: Linden (N. J.), Tarrytown (N. Y.) and Baltimore (Md.).

Linden and Tarrytown are scheduled to resume production Aug. 20. Baltimore will reopen Sept. 10 with production of the new M-van.

The Flint B-line returned to production this week, but the Leeds (Mo.), Willow Run (Mich.) and Wilmington (Del.) plants remained idle for changeover.

The Buick B-line worked two shifts of overtime Saturday (Aug. 4).

Truck production for July reaches six-year high

Domestic truck manufacturers concluded July with their best production total in six years.

Last month, 211,518 units were assembled, compared with 278,020 produced in 1978. The July total was 34.47 percent higher than the 157,293 built in the same period last year.

Truck assembly last week was targeted at 55,982, down 7.88 percent from 60,771 the previous week, but 34.94 percent more than the 41,486 built in the year-ago week.

So far this year, truck manufacturers have produced 1,868,798, which is 39.39 percent more than 1,340,681 in the same period last year.

General Motors scheduled Saturday overtime last week at its Detroit plant. Nissan was down for vacation; production is scheduled to resume Aug. 13.

Sponsor of anti-subsidy bill calls for action by Dingell

Continued from Page 8

that some fleet/lease companies are "bootlegging" by dumping new cars on the market in direct competition with new-car dealers. Following hearings on the bill in June, the FTC opened an investigation into the alleged practice.

"I think we opened their (FTC) eyes on this issue," said Taylor. "What they might do with it, I don't know."

Auto makers and fleet/lease companies have opposed the legislation, contending that their basic markets are different from that of dealers. But Taylor said last week that he could not understand the auto companies' position on the anti-subsidy measure.

"The manufacturers have no reason to be against this bill unless they want to continue bootlegging," he said. "They are way offbase on this one.

"The auto manufacturers are not unlike the Federal Government in a lot of ways," he added. "They have their own bureaucracies. The vice presidents of fleet/leasing probably like their litte domains and perhaps this bill would cause some dislocation for some very high-salaried people."

Taylor said he did not expect the bill to pass the entire Congress this year no matter what happens in the House.

"I quite frankly feel we're not going to get a companion bill in the Senate this late," he said. "But I'd like to get it passed in the House, and we will if John Dingell will do what he said he will do."

Group slates convention for Chrysler owners

DEARBORN. — Rapid Transit System, based here, has slated the 1984 Chrysler Car Club Convention for Aug. 10-12 at the Indianapolis Motor Speedway.

The event is open to all Chrysler, Dodge, Plymouth, DeSoto, Imperial and Dodge truck owners. The fee to be an exhibitor is $25.

July auto output in Canada is best since 1977

Canadian auto makers slated completion of 63,136 cars in July, 31.01 percent greater than the 48,193 finished during the year-ago month. Last month's total was the best since 66,416 cars were assembled during July, 1977.

The industry projected assembly of 14,685 cars last week, down 21.30 percent from the previous week's 18,659 but 14.65 percent greater than 12,809 finished during the year-ago week.

Year-to-date, 662,686 cars have been built in Canada, 10.56 percent ahead of the 599,393 produced during the same 1983 period.

Truck manufacturers targeted completion of 41,730 trucks in July, an impressive 70.89 percent improvement over 24,419 built during the year-ago month. It was the best output for the month since 43,982 in July, 1981.

Canadian makers scheduled 12,771 trucks last week, 77.87 percent better than the prior week's 7,180 and 89.65 percent greater than the 6,734 finished during the year-ago week.

So far this year, 484,323 trucks have been built in Canada, 57.60 percent ahead of 307,306 assembled during the same 1983 period.

Volvo's Halifax (N. S.) facility scheduled vacations last week. The plant is scheduled to return to production Aug. 20.

Chrysler Corp.'s Windsor (Ont.) plant returned to work last week following vacations and projected production of 1,210 Dodge Caravans, 1,197 Plymouth Voyagers and 481 Mini Ram Vans bringing the year-to-date T-115 total to 127,095.

CANADIAN CAR PRODUCTION

	Week Ended August 4 1984	Week Ended August 6 1983	Week Ended July 28 1984	July Est.	Jan. 1 to August 6 1983	Jan. 1 to August 4 1984
AMERICAN MOTORS	600	601	608	848	17,157	13,458
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FORD MOTOR	8,805	8,295	9,250	16,149	139,097	255,791
GENERAL MOTORS	5,280	3,913	8,576	45,308	333,347	386,955
VOLVO	.....	.....	225	831	5,935	6,482
Total Cars, Canada	14,685	12,809	18,659	63,136	599,393	662,686

TRUCK PRODUCTION IN U. S.†

	Week Ended August 4 1984	Week Ended August 6 1983	Week Enoed July 28 1984	July Est.	Jan. 1 to August 6 1983	Jan. 1 to August 4 1984
CHEVROLET	19,279	13,552	20,659	87,595	475,333	607,014
DODGE	3,000	2,323	.....	11,201	80,998	119,635
FORD	21,532	17,540	24,537	59,396	522,293	699 598
GMC	5,711	4,219	6,612	27,737	152,970	196,729
INTERNATIONAL	1,610	1,075	1,747	4,143	29,133	44,248
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,800	1,727	3,847	8,577	46,795	111,066
NISSAN	.....	.....	2,319	8,459	.....	57,738
AM GENERAL	50*	50*	50*	210	1,480*	1,570*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,200	29,600*	31,200*
Total Trucks, U. S.	55,982	41,486	60,771	211,518	1,340,681	1,868,798

CANADIAN TRUCK PRODUCTION

	Week Ended August 4 1984	Week Ended August 6 1983	Week Ended July 28 1984	July Est.	Jan. 1 to August 6 1983	Jan. 1 to August 4 1984
CHRYSLER CORP.	5,520	1,603	.....	14,924	74,671	206,730
FORD MOTOR	3,456	3,144	3,174	4,556	80,299	91,072
GENERAL MOTORS	3,580	1,922	3,805	21,784	149,120	182,015
INTERNATIONAL	215	65	201	466	3,216	4,506
Total Trucks, Canada	12,771	6,734	7,180	41,730	307,306	484,323
N. American Trucks	68,753	48,220	67,951	253,248	1,647,987	2,353,121

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended August 4 1984	Week Ended August 6 1983	Week Ended July 28 1984	July Est.	Jan. 1 to August 6 1983	Jan. 1 to August 4 1984
AMERICAN MOTORS	4,800	3,596	4,642	19,451	102,919	118,400
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,068	.....
Renault Total	4,800	3,596	4,642	19,451	98,848	118,400
Alliance	2,750	2,449	2,642	10,987	95,523	64,064
Encore	2,050	1,147	2,000	8,464	3,325	54,336
CHRYSLER CORP.	.....	3,894	7,404	68,574	494,110	759,282
Plymouth Total	.....	825	2,860	22,915	178,979	223,176
Horizon	.....	.....	2,045	10,760	63,717	93,875
Reliant	.....	787	.....	13,497	112,256	110,334
Caravelle†	.....	38	3	32	3,006	5,537
Gran Fury	.....	.....	812	.....	.....	13,430
Chrysler Total	.....	1,747	1,726	21,621	114,644	254,711
LeBaron	.....	1,270	.....	6,692	52,465	77,225
Laser	.....	.....	.....	3,808	.....	46,064
Chrysler E-Class	.....	477	.....	3,722	62,179	63,070
Fifth Avenue	.....	.....	1,726	7,399	.....	68,352
Dodge Total	.....	2,105	2,818	25,292	200,487	281,395
Omni	.....	.....	2,363	10,374	72,829	88,880
Aries	.....	1,195	.....	6,569	83,249	87,643
Daytona	.....	.....	.....	2,642	.....	34,207
Dodge 400	.....	706	.....	.....	18,578	.....
Dodge 600	.....	204	.....	3,216	25,391	48,280
Diplomat	.....	.....	455	2,491	.....	22,385
FORD MOTOR	36,065	12,442	35,402	79,506	859,649	1,028,258
Ford Division	20,945	6,802	21,305	49,288	547,054	664,252
Escort	5,621	4,030	5,939	14,576	152,678	204,291
Fairmont	.....	2,772	.....	.....	23,728	.....
Mustang	3,100	.....	2,956	7,167	67,478	80,440
LTD	3,671	.....	4,171	9,319	100,214	127,075
Thunderbird	2,634	.....	2,542	3,784	113,916	88,795
Crown Victoria	1,716	.....	1,769	4,136	54,742	45,544
EXP	792	.....	831	2,176	1,184	20,581
Tempo	3,411	.....	3,097	8,130	33,114	97,526
L-M Division	15,120	5,640	14,097	30,218	312,595	364,006
Merceury Total	10,949	4,333	10,502	21,286	246,581	252,493
Lynx	2,033	2,442	989	2,792	43,243	40,446
Capri	267	.....	271	655	12,892	10,207
Zephyr	.....	332	.....	.....	8,601	.....
Marquis	2,651	.....	2,983	6,477	43,296	68,332
Cougar	3,214	.....	3,111	4,609	70,606	62,386
Grand Marquis	1,795	1,559	1,795	4,299	57,516	55,678
LN7	.....	.....	.....	.....	290	.....
Topaz	989	.....	1,353	2,454	10,137	25,444
Lincoln Total	4,171	1,307	3,595	8,932	66,014	101,513
Continental	1,103	258	960	2,365	8,793	23,019
Lincoln	2,605	576	2,235	5,571	37,030	60,257
Mark VI/VII	463	473	400	996	20,191	18,237
GENERAL MOTORS	67,209	53,700	78,439	346,386	2,310,518	2,813,522
Buick Division	11,581	10,815	17,789	83,467	533,756	619,678
Skylark	.....	.....	830	6,740	61,382	58,445
Skyhawk	.....	1,548	2,655	10,865	44,612	93,826
Somerset Regal	540	.....	281	948	.....	1,346
Century	4,420	1,636	4,743	20,799	99,607	139,626
Regal	.....	4,522	3,087	15,269	148,874	131,396
Buick	3,981	2,378	3,736	17,772	151,006	133,837
Riviera	1,042	731	1,044	4,481	28,275	32,098
Electra (fwd)	1,598	.....	1,413	6,593	.....	29,104
Cadillac Division	7,644	1,215	6,889	28,431	184,971	205,384
Cimarron	257	237	221	796	12,418	10,219
Seville	668	251	672	2,881	20,158	24,904
Eldorado	1,490	727	1,496	6,409	44,900	48,691
Cadillac	1,646	.....	1,712	7,884	107,495	86,427
DeVille (fwd)	3,583	.....	2,788	10,461	.....	35,143
Chevrolet Division	23,284	16,012	27,165	113,533	751,189	955,208
Chevette	2,869	150	2,601	11,290	109,173	116,445
Cavalier	4,643	7,526	7,654	29,587	177,453	248,454
Celebrity	5,309	.....	5,558	24,992	80,345	184,027
Camaro	4,833	1,101	5,068	19,464	118,697	159,324
Citation	1,727	633	2,514	11,496	60,950	70,043
Malibu/El Camino	.....	2,230	.....	.....	95,007	16,346
Monte Carlo	1,521	2,456	1,514	6,275	57,190	70,766
Chevrolet	1,632	1,323	1,475	7,203	38,028	69,220
Corvette	750	593	781	3,226	14,346	20,583
Oldsmobile Division	18,415	15,569	18,048	81,852	604,839	702,156
Omega	.....	.....	.....	2,520	36,269	29,289
Firenza	.....	817	1,078	4,446	29,147	44,390
Cutlass Supreme	3,519	4,414	3,107	14,325	174,972	171,185
Cutlass Ciera	5,151	3,491	4,740	21,250	120,676	171,834
Oldsmobile	5,607	6,304	5,848	25,774	219,487	220,718
Olds (98 (fwd)	2,798	.....	2,212	9,228	.....	34,819
Calais	540	.....	343	944	.....	1,342
Toronado	800	543	720	3,365	24,288	28,579
Pontiac Division	6,285	10,089	8,548	39,101	235,763	331,096
Acadian†	250	4,376	263	923	10,453	10,247
2000 Sunbird	.....	2,238	2,204	11,450	63,165	90,134
1000	660	749	699	2,778	26,913	24,752
Firebird	2,585	596	2,671	11,408	57,365	72,587
Phoenix	.....	160	.....	804	16,590	14,116
Grand Prix/Bonneville	.....	1,970	.....	.....	61,277	29,733
Parisienne	390	.....	296	1,624	.....	16,621
Fiero	2,400	.....	2,415	10,114	.....	72,906
HONDA	3,000	1,504	3,013	9,864	24,112	78,134
VOLKSWAGEN	.....	2,038	.....	.....	51,687	55,431
Total Cars, U. S.	111,074	77,174	128,900	523,781	3,842,995	4,853,027
Total Cars, Canada	14,685	12,809	18,659	63,136	599,393	662,686
N. American Cars	125,759	89,983	147,559	586,917	4,442,388	5,515,713
N. American Trucks	68,753	48,220	67,951	253,248	1,647,987	2,353,121
North American Cars and Trucks	194,512	138,203	215,510	840,165	6,090,375	7,868,834

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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60th year—$40 per year, $1.00 per copy

Japanese cars capture top four spots; 11 makes set records

Honda leads in first-half sales per dealer

By Jenny L. King
Staff Writer

The record books were opened and several entries made as new-car sales-per-dealer averages were figured for the first half of 1984.

Dealership totals for both domestics and imports were up some from the January census, and industry sales jumped more than 20 percent, providing good news for the four U.S. makes and seven imports, which posted records.

As has been the case in recent years, dealerships handling Japanese makes earned the highest averages per franchise, with Honda vaulting into first place from third. The Honda dealership total remained steady as retail sales were pumped up by the addition of full production at the Japanese auto maker's assembly plant in Marysville, O.

Toyota dropped into second place, and Mitsubishi overtook Nissan to occupy third. Nissan was fourth. Then, and only then, came a domestic make, Oldsmobile, which climbed to a record 192 sales per franchise, erasing its earlier record of 164 chalked up in the first half of 1977.

Oldsmobile has been the top U.S. make for the first half of the calendar year since it unseated Chevrolet back in 1981. Fifth-place Oldsmobile followed this time by Buick's record 168 sales per franchise. Chevrolet shared sixth place with Buick, showing substantial progress from its year-ago 129 average. Chevrolet's best was 218 in the first six months of 1973.

• Ford dealers boosted their average to 141 from 112, changing their position in the lineup to eighth from 10th. Volvo shared eighth place with Ford and notched a record for itself with the 141 average.

Pontiac claimed 10th position at the 1984 midway point, its franchise average mushrooming to 127 from 85. The Pontiac record is 141, set in 1978. Chrysler (55) and Renault (68) also set first-half records.

Other first-half records belonged to Mercedes, Audi, BMW, Volvo, Saab, Jaguar and Peugeot, whose dealer numbers were stable while sales moved at record paces.

Mercedes's 97 average sur-

Continued on Page 50, Col. 4

Toronado for '86

Jim Dunne

Smaller, but not small

The '86 Oldsmobile Toronado will lose six inches in wheelbase and 20 inches in overall length and will check in next fall with dimensions of 108 and 186, respectively. Standard engine will be Buick's fuel-injected V-6, with the Olds 4.3-liter diesel as an option. The '86 Toronado will be built at General Motors' new Poletown plant in the Detroit area along with Buick Riviera and Cadillac Eldorado and Seville.

Domestic car supply sliced; inventory stands at 47 days

By Kathleen Hamilton
Assistant Managing Editor

Changeovers and vacations at assembly plants helped trim the number of new domestic cars in dealer and factory inventories last month. It was the fourth month in a row in which the stockpile was reduced.

On Aug. 1, it stood at 1,297,864 cars—an anemic 47-day supply.

One month earlier, there were 1,445,799 domestics in inventory—a 52-day supply. On Aug. 1, 1983, the stockpile stood at 1,102,103—worth 48 days then, when sales were slower.

If the daily selling rate had not declined slightly during July, the Aug. 1 stockpile would have been even shorter. As it was, every car maker and division except Honda reported lower inventories than on July 1. Honda's stash of domestic Accords was up by only 250 cars.

And only Buick and Oldsmobile reported increases — slight ones at that—in their days-supply figures, due to slower sales.

At Oldsmobile, the sales decline could be attributed in part to scattered shortages in some popular lines. At month's end, the division had a better balance of cars than when the month started, although its inventory total changed only slightly.

The Buick Electra was among the lines in shortest supply on Aug. 1: There were only 21 days' worth left. The Cadillac DeVille/Fleetwood days' supply figure of 19 was even tighter, and a big drop from the 26 days' supply on hand July 1.

Pontiac Fieros hardly stopped in showrooms at all on their way to customers' garages during July. The Fiero supply stood at 17 days, down from 20 a month earlier.

Domestic Honda Accords clearly suffered sales losses during the month because of shortages. The days' supply rose from 15 to 19, but it was because of slower sales due to shortages, not the handful of extra cars that were in inventory at the close of July.

Chrysler division, American Motors and Volkswagen all trimmed their days' supply fig-

Continued on Page 49, Col. 2

As early as 1976, witness says

VW knew of oil problem, FTC told

By Jake Kelderman
Washington Reporter

WASHINGTON. — Volkswagen of America knew of the existence of an alleged excessive oil-consumption problem in some of its 1974-79 cars in the spring of 1976 or before, according to testimony recently given before an FTC administrative law judge.

VWoA has been locked in combat with the FTC for three years over the alleged problem with as many as one million of its Rabbits, Sciroccos, Dashers and Audis.

Volkswagen introduced the water-cooled Rabbit in the U.S. in 1975. Within a year of that introduction, reports began to appear of alleged excessive oil usage in the car and its sister vehicles.

In April, 1981, the FTC sued VWoA, alleging that the company failed to tell consumers of the "potential for engine, valve and cylinder-head repair related to high oil consumption in 1974 through at least 1979 VW and Audi water-cooled engines."

According to the FTC complaint, the alleged excessive oil consumption of Rabbits, Sciroccos, Dashers and Audis usually began to show after 20,000 to 30,000 miles of use and typically resulted in engines using a quart of oil every 200 to 600 miles.

The FTC said that although VW knew — or should have known — of the problems, the company did not give that information to owners or prospective buyers of the affected vehicles, thereby keeping from them information that would likely have affected their decision about buying and maintaining the vehicles.

• VW denied, and continues to deny, the allegations. The auto maker asserts that the alleged excessive oil usage does not exist.

In recent testimony before the FTC by VW mechanics and service personnel, statements were made and physical evidence introduced to indicate that VWoA did indeed know of the alleged problem in 1976 or before and that it was working on a fix for it, although the precise reason for the alleged excessive oil consumption was then apparently not known.

One of those who testified before the FTC was Paul Tierney, service department field manager for Worldwide Volkswagen Corp., Orangeburg, N. Y.

Continued on Page 8, Col. 4

Chevy Sprints appear at unauthorized deals

By Richard Johnson
Detroit Reporter

The three-cylinder Suzuki minicar being marketed as the Chevrolet Sprint in nine Western states is reportedly turning up on dealers' lots elsewhere in the U. S. without the blessings of either the manufacturer or Chevy.

The Japanese model is apparently trickling into the U. S. via such countries as Puerto Rico and Guam, and thereby getting around Japan's voluntary export restraints.

Chevrolet is sufficiently peeved to have begun discussions with Suzuki on how to curb the problem. However, a spokesman admitted, "We're not even sure Suzuki has control over it."

Unauthorized Japanese imports have been finding their way into this country in growing numbers ever since limits on Japan's shipments were imposed in 1981. The practice is legal since restraints are not set by U. S. law, but imposed vol-

Continued on Page 50, Col. 1

breaking news

Anticounterfeiting bill goes to House floor

WASHINGTON. — An anticounterfeiting bill similar to one already cleared by the Senate will go to the full House after being unanimously passed by the House Judiciary Committee last week. Both the House and Senate versions call for tough civil and criminal penalties against counterfeiters of merchandise while the House bill contains additional punishments for repeat offenders.

GM Design Staff promotes three

DETROIT. — General Motors has realigned its Design Staff with the assignment of David R. Holls as executive designer, North American passenger cars, in charge of exterior and interior design for production cars. Holls formerly was

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Fisher Body and GMAD are casualties of reorganization

2 major divisions disappear from GM scene

By John K. Teahen Jr.
Managing Editor

General Motors has slammed the lid on two old and important divisions that became casualties of the corporate reorganization program.

They are Fisher Body and General Motors Assembly Division. Their work goes on, of course, but the names are gone.

Also out of existence is the Body and Assembly Group, which consisted of those two divisions.

All GMAD plants will be operated by the passenger-car supergroups — Chevrolet-Pontiac-Canada and Buick-Oldsmobile-Cadillac. The Fisher Body plants go to the car groups or to Fisher Guide Division or Inland Division.

And what of the "Body by Fisher" badge that has adorned every GM car since time immemorial? It's fate is uncertain. GM has not decided whether it will be retained.

The final note for the Body and Assembly Group and Fisher Body was sounded last week as Vice President Charles Katko, who headed both, was transferred to another job. Vice President Patrick J. Coletta, who had been GMAD general manager, was given new duties in July.

In addition to Katko's reassignment, last week's personnel action brought the election of two new vice presidents, the retirement of another VP and the appointment of new general managers for two component divisions.

Katko, 58, was named group executive in charge of the Worldwide Truck and Bus Group. The post had been vacant since Donald J. Atwood became an executive vice president last Jan. 1.

W. Blair Thompson, 56, was elected a vice president and named group executive in charge of the Mechanical Components Group. It was a double step up the executive ladder for Thompson, who had been general manager of Saginaw Steering Gear Division.

As head of the Mechanical Components Group, Thompson succeeded Paul D. Pender, 58, who retired after 41 years with GM.

John D. Debbink, 60, was elected vice president in charge of the Materials Management Staff. He replaced Robert D. Stone, who recently was named managing director of General Motors de Mexico.

Debbink played a major role in the GM reorganization. He headed a task force that did the detailed study that resulted in the changes. He has been general manager of Inland Division since April of this year.

Ross M. Haun, 52, succeeded Debbink at Inland. He formerly was general manufacturing manager of truck and bus operations for the Worldwide Truck and Bus Group.

The new general manager of Saginaw Steering Gear Division, succeeding Thompson, is Mark R. McCabe, 52. McCabe formerly was general manufacturing manager for the division.

• The end of Fisher Body as a division takes from GM a name that is older than GM itself. Both were founded in 1908; Fisher on July 22, GM on Sept. 16.

The first association of the

Continued on Page 49, Col. 2

Safety only one part of House auto bill

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A wide-ranging auto safety bill by Rep. Timothy Wirth, Colorado Democrat, has the partial support of diverse groups but is not expected to be passed this time around.

The Administration position, expresed by NHTSA head Diane Steed, was described by Wirth as "flabby" at a hearing last week. He ordered her to report by Sept. 1 to the House Energy and Commerce Subcommittee, which he chairs, with firmer positions and explanations of why many of the bill's items require "further study."

The bill contains odometer provisions that lured dealer support but it also collected dealer opposition by proposing to require dealers to repair defects on new and used cars before sale or lease. NADA claims the latter provision would be unworkable and burdensome.

The bill contains strong action against gray-market cars — which both dealers and auto makers embrace. On the other hand, the manufacturers were turned off by another section requiring possible jail terms for "knowingly and willfully" withholding critical data from the government and the public about safety-related defects.

The bill contains two provisions to require NHTSA to develop numerical systems for rating and disclosing the crashworthiness of cars and the effectiveness of their bumpers — provisions supported by consumer activists but declared impossible by NHTSA and the auto makers.

In yet another section — that appears on the surface almost innocuous — the bill calls for a study by the National Academy of Sciences on the effectiveness of periodic motor vehicle inspection.

However, NHTSA opposed this as "very costly and difficult to implement."

• Besides a curb on odometer rollbacks, the only section of the bill that came out unscathed was a minor change in the way tire dealers handle tire registration (needed to allow defect notification and recall).

This change would allow tire dealers to use computerized manufacturer systems instead of merely handing a registration card to the tire purchaser — but even here, NHTSA would like language changes.

Rep. John Dingell, Michigan Democrat, said that although he was pleased by attention to his proposal dealing with odometer fraud, he could not support the total bill "because it is combined with a number of unrelated matters, some of which are controversial, costly and have dubious value."

If the chairman of the full committee cannot swallow the measure, that stops action for at least this Congress.

The bill, however, did receive enthusiastic support from the Center for Auto Safety although its executive director, Clarence Ditlow III, did not address all sections.

Ditlow backed the section

Continued on Page 51, Col. 1

Rogers' Rascal for open air

The Rascal targa convertible, manufactured by Rogers Intr Auto, Vancouver, B. C., is scheduled for production in 1985. Wheelbase is 88 inches, on an overall length of 126 inches. Estimated fuel economy is 60 MPG. The Rascal will also be available in a microvan model.

Baldrige lists guides for curbs on Japan

By Michelle Krebs
Financial Editor

The Reagan Administration won't take a stand on extending voluntary export restraints on Japan until labor negotiations conclude and the auto industry's year-end results are in, Commerce Secretary Malcolm Baldrige said last week.

The year-end results and the outcome of negotiations will be the major factors in the Administration's decision, said Baldrige, who was in Detroit to honor General Motors for its contributions to minority-owned businesses.

Baldrige stressed that wages for labor as well as management salaries must be addressed in terms of increased productivity.

"It's clear there's a productivity race worldwide . . . and don't think it's just worker productivity," he said. "It's management productivity, too. We have to pursue increased productivity with all the resources we have.

"You can afford to pay more if productivity goes up," he said.

Baldrige noted that although the industry is enjoying record dollar sales and profits, it will take more than one good year to recover losses from three bad years.

• Baldrige's comments were toned down from those made earlier in the year. Like other Reagan Administration officials, including Trade Rep. William Brock, Baldrige had voiced his preference not to extend the restraints on Japanese car exports to the U. S. when they expire March 31, 1985, particularly in light of the large bonuses paid to U. S. automobile executives.

However, during President Reagan's recent trip to Michigan, it was reported that the Administration was leaning toward an extension of some form of trade restraints.

Baldrige admitted his previous lack of "enthusiasm" for the extension but said: "I haven't made up my mind. We all need to keep our minds open until the year-end results are in."

As for the economy, Baldrige sees growth continuing through 1985.

"The economy is going to keep on growing through the next year," he said, "but growth will be more moderate, and we want that to happen."

He said the higher-than-expected growth rates of the first two quarters of 1984 would rekindle inflation if those levels are sustained.

Eager buyers snap up Jaguar stock in a flash

By Richard Feast
European Editor

LONDON. — There were scenes of complete pandemonium here Aug. 3 when the Jaguar share offer closed.

Early estimates were of an eightfold over-subscription, which meant more than $3 billion chasing shares with a face value of just under $400 million.

The panic buying — the city has seen nothing like it in years — was spurred by the hope of future gains. There are investors who buy cheaply in the expectation of a big rise, when they re-sell for a quick profit.

Crowds beseiged one bank, Barclays, beginning at at 6:30 a.m. As the offer closed at 10 a.m., pin-striped-clad investors were squatting on the floor completing applications, struggling with each other to reach the counter and throwing their checks and applications at bank employes.

The 178 million shares on offer had a fixed price of about $2.20 (165 pence). The expectation was of an immediate rise of at least 35 pence.

Just how the applications would be scaled back to match the offer was being decided last week (Aug. 6-10).

The private floatation of Jaguar is part of a broad British Government aim of selling off state-owned assets. As a former part of BL, Jaguar will be followed into the private sector by other divisions like Unipart and, over the long term, Land-Rover.

The sale has not been without controversy and the oversubscription led to a renewed attack by opposition politicians. They charged that the taxpayers had been "swindled" by the "knockdown" pricing of Jaguar.

There is a belief, however, that the price set by BL and its merchant bankers, Hill Samuel, is appropriate in view of the longer-term uncertainties faced by Jaguar.

While Jaguar is currently very profitable, it is largely as a result of a factor beyond the company's control: Exchange rates. Indeed, the sale offer made clear just how sensitive Jaguar is to these variations.

During 1983, the pound-dollar exchange rate averaged 1.52, giving a pre-tax profit of 51 million pounds. But the document shows that at $1.20 to the pound, there would have been a loss of 5 million pounds.

The unpredictability of exchange rates means Jaguar will offer no full-year profit forecast. It merely says that in the first six months of this year, the pre-tax profit was 41 million pounds compared with 25 million pounds one year earlier.

One unexpected development is the great interest shown by overseas investors in Britain. Any fall in the value of the pound will merely aid Jaguar's profitability because it is a major exporter.

Other reasons for the comparatively modest valuation of Jaguar stem from:

Its heavy dependence on one market (the U.S.); a narrow breadth of business in comparison with its rivals; the unknown qualities of the next-generation model, the XJ40, which is due to appear late next year, and the long-term requirement for some substantial investments to broaden the model appeal.

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60th year — No. 5035

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U. S. new-car sales rise 12 pct.; imports decline

Domestics prompt July sales gain

By Jenny L. King
Staff Writer

July new-car sales kept well ahead of the year-ago total as the market continued to grow despite unsteady interest rates on consumer loans. Actually, it

Tables on Page 44.

was the domestics that accounted for the overall 12.51-percent July increase: U. S. cars were up 18.59 percent while the imports dropped 3.87 percent.

Domestic sales were up for the seventh consecutive month this year. The third-period 15.73-percent climb brought to 20 the number of reporting periods in which sales have been up from '83 levels.

Imports, on a teeter-totter since the first of the year, were down for the fourth time in seven months in July. Their year-to-date total was a scant 1.05 percent above the 1983 level through the seventh month.

Industry sales in July numbered 890,202, up 12.51 percent from 791,242 last year. Domestics totaled 684,112, up 18.59 percent from 576,864, and imports added to 206,090, down 3.87 percent from 214,378 a year earlier.

The imports' share of the market dropped to 23.15 percent in July from 27.10 percent last year.

Seven-month sales totaled 6,369,161, 19.36 percent ahead of 1983's 5,335,650. Included in the grand total were domestic sales of 4,930,455, which were 26.04 percent ahead of the 3,911,893 units retailed a year earlier, and import sales of 1,438,706, which were up 1.05 percent from 1,423,757.

• All the major domestic auto makers reported sales increases in July. Those plusses ranged from 7.57 percent for Volkswagen to 108.99 percent for Honda.

General Motors was up 14.63 percent, to 398,858 from 347,966 last year. Ford Motor Co. reported passenger-car sales of 162,568, up 25.67 percent from 129,358 — the largest year-to-year gain among the Big Three. Chrysler was up 10.57 percent, to 82,691 from 74,785.

American Motors, propelled by record Renault Alliance/Encore sales, was up 69.65 percent, to 23,763 from 14,007. Honda reported sales of 9,624, just more than twice the 4,605 of a year ago, and VW logged 6,608 sales, up 7.57 percent from 6,143.

With 25 selling days in the month both this year and last, the most recent daily rate of 27,364 was up 18.59 percent from 23,075.

GM's 58.30-percent share of the July domestic market down 2 percentage points from 60.32 percent a year ago. Ford climbed to 23.76 percent from 22.43 percent. Chrysler was off at 12.09 percent compared with 12.96 percent. American Motors claimed 3.47 percent, up from 2.43 percent, as VW dropped to 0.97 percent from 1.06 percent and Honda went to 1.41 percent from 0.80 percent.

Where auto market was in July

	Total Sales	Pct. of Total
SUBCOMPACT	129,355	14.53
COMPACT	168,316	18.91
INTERMEDIATE	213,624	24.00
STANDARD	99,632	11.19
LUXURY	73,185	8.22
IMPORT	206,090	23.15
TOTAL	890,202	100.00

• Three makes — all GM makes —boasted record sales for July. Cadillac was up 13.36 percent to a record 27,973 from 24,676 a year ago. Record Buick sales of 77,281 were up 5.54 percent from 73,221 a year earlier, and the 88,384 sales reported by Oldsmobile dealers was a record, up 7.72 percent from 82,051.

Pontiac had the largest increase among the GM car divisions, up 26.07 percent to 62,872 from 49,869, and Chevrolet, up 20.48 percent to 142,348 from 118,149, claimed the best-selling nameplate for the month in its Cavalier, which recorded 35,314 deliveries.

Import sales in July included only a few records, with the Japanese makers restrained by government-established export limits and the German manufacturers severely handicapped by a long strike. Saab reported record sales, Jaguar topped its year-ago record and Volvo had an any-month sales high.

German makes hit by the strike included Audi, down 11.45 percent; Porsche, down 68.29 percent, and Mercedes-Benz, down 61.34 percent. BMW was unscathed, down just 0.70 percent and Volkswagen was up 17.67 percent.

Other sales ups and downs included: Toyota, up 3.53 percent; Subaru, up 12.19 percent; Nissan, down 12.02 percent; Mazda, up 13.35 percent; Plymouth Colt, down 34.44 percent; Dodge Colt, down 26.03 percent; Mitsubishi, down 18.53 percent; Isuzu, down 26.59 percent; Peugeot, up 23.56 percent, and Renault, down 72.85 percent.

• Domestic intermediates accounted for the largest single segment of the July market, 24.00 percent. Imports were next at 23.1 percent, followed by compacts at 18.91 percent, subcompacts at 14.53 percent, standards at 11.19 percent and luxury models at 8.22 percent.

A year earlier, intermediates had 26.05 percent, imports claimed 27.10 percent, compacts had 17.13 percent, subcompacts had 11.76 percent, standards had 12.85 percent and luxury models had 5.11 percent.

Excluding imports, intermediates had 31.23 percent of the July market, compacts had 24.60 percent, subcompacts had 18.91 percent, standards had 14.56 percent and luxury cars had 10.70 percent.

Third-period domestic sales were up 15.73 percent, to 271,260 from 234,386. The daily-selling rate figured to 30,140, up 15.73 percent from 26,043.

GM was up 11.60 percent with sales of 155,616 new cars. Ford was up 20.49 percent based on sales of 65,026. Chrysler's 32,073 total was up 6.44 percent. AMC was up 87.62 percent; VW was off 4.58 percent and Honda was up 165.23 percent.

Third-period market shares for the domestics were: GM, 57.37 percent; Ford, 23.97 percent; Chrysler, 11.82 percent; AMC, 4.09 percent; Honda, 1.58 percent, and VW, 1.17 percent.

Barron Chevy opens

DANVERS, Mass. — Barron Chevrolet has opened here.

The European car sales race at mid-year

Manufacturer	6 mos., 1984	Market share	6 mos., 1983	Change on '83
Alfa Romeo	107,500	1.9	94,700	+ 13.5
BL	222,600	3.9	220,600	+ 0.9
BMW	171,600	3.0	173,100	− 0.9
Fiat Auto	748,600	13.3	695,600	+ 7.6
Ford	733,500	13.0	729,200	+ 0.6
General Motors	654,600	11.6	661,000	− 1.0
Japanese (all)	554,800	9.8	569,900	− 2.6
Mercedes-Benz	170,000	3.0	180,800	− 6.0
Peugeot SA	641,000	11.4	676,100	− 5.2
Renault	599,300	10.6	714,800	− 16.2
Seat	89,500	1.6	70,900	+ 26.2
VW-Audi Group	679,200	12.0	704,500	− 3.6
Volvo	127,600	2.3	124,300	+ 2.7
TOTAL	5,634,200	100.0	5,751,700	− 2.0

How the car markets have changed

Country	6 mos., 1984	6 mos., 1983
Austria	121,100	134,700
Belgium/Lux.	217 000	201,600
Denmark	80,400	62,800
Finland	69,000	67,400
France	914,300	1,062,700
Greece	36,000	28,200
Ireland	35,100	40,500
Italy	941,800	900,000
Netherlands	260,000	264,800
Norway	54,500	58,800
Portugal	35,600	41,600
Spain	278,200	290,600
Sweden	119,000	105,300
Switzerland	163,900	163,000
United Kingdom	943,900	921,600
West Germany	1,364,400	1,408,100
TOTAL	5,634,200	5,751,700

Fight for first in Europe

Ford chomping at the bit for top spot

By Richard Feast
European Editor

There is a growing belief that by the end of August Ford will be back in the lead in the European sales race. If it is, Ford will not so graciously concede the 1984 title to another rival, just as it did last December to Renault.

Unofficial statistics for the first half of this year show Fiat Auto still in the lead. But its advantage over Ford in the first quarter — 30,000 units — was halved to 15,000 by the end of June.

The turning point may happen in the UK in August. While the rest of Europe goes on holiday, British car buyers emerge in hordes. August is the peak sales month each year in the UK — where Ford is the market leader outselling Fiat by 10 to one.

Last August Ford registered 115,800 passenger cars in the UK, compared with Fiat Auto's 11,500. While Ford's market share is down slightly and Fiat's is static, overall car demand in the country this year is up.

Thus Ford could end up with a 100,000 advantage over Fiat in the UK this month. The UK market is sufficiently large — No. 3 in Europe — to have a major influence on the overall European standings, especially when the rest of the continent records its lowest sales month of the year.

The artificially high August demand in the UK is a traditional one caused by the introduction of a new annual registration plate suffix. Last August sales of nearly 375,000 amounted to 21 percent of the whole year's total.

Gaining the leadership in Europe's six-way sales race would be a major move for Ford. It led for 11 months of last year, only to be overhauled by the slimmest of margins by Renault in the final month of the year.

This year there have been major management changes at Ford of Europe, with the chairman and president suddenly departing and former chairman Robert A. Lutz returning to take up his old job.

Sustained carping about the comparative sales failure of the curvaceous Sierra has further affected company morale. So, too, has the staggering progress made by arch-rival General Motors and its Opel and Vauxhall brands. From being a distant sixth, GM is now in the leading pack along with Ford, Fiat, Renault and the Peugeot and VW groups.

The GM advances in the past couple of years have frequently over-shadowed Ford's less spectacular but more sustained sales performance over the past decade. The results have not been lost to Giovanni Agnelli, Fiat chairman, who believes, "The most dangerous European companies are the U. S. ones. They have made huge profits in the States and can carry out aggressive marketing policies in Europe, where they have bought market share."

This race within a race is, indeed, a feature of the European market. None of the Big Six is as closely matched as one year ago, when a mere 68,200 units and 1.2 percentage points separated the leader, Ford, from sixth position GM.

At the end of June this year the difference was 134,100 units and 2.7 percent between Fiat and Renault in sixth. The French company, Europe's No. 1 for most of the 1980s, is having its worst sales performance for many years.

New car registrations totaled 5,634,200, a fall of 2 percent from the same period last year. The major markets of West Germany and France were down—one of the causes of Renault's problems--while Italy and the UK made further gains.

Between them, these four countries account for three out of four new cars sold in Europe. The French and German losses (192,100 together) were in no way compensated by the gains from Italy and the UK (65,100). The next largest markets, Spain and the Netherlands, dropped as well, but Belgian and Swiss car buying was up. The unit deficit for the 16 countries at the end of June was 117,500.

The German half-year deficit requires a little explanation. Up to the five-month period, demand was runing 5.5 percent ahead of the previous year. But the metalworkers' strike, coming on top of uncertainty about emission regulations, sent June into a 40 percent decline.

On a cumulative basis, by the end of June the advance had been wiped out. Total German registrations were down 3.1 percent, or 43,700 units.

Japanese importers took advantage of the uncertainty, pushing their market share from less than 10 percent to a record 16.5 percent in June. For the six months as a whole, Japanese business in Germany increased by 25,000 units, from 9.7 percent of the market to 11.8 percent.

Significantly, though, it was the only overall gain made by the Japanese in any European country. In each of the other 15 countries their market share fell, whether demand was up or down.

The hiccup in the Federal Republic is not believed to be a permanent one. If not, it will be a further bonus toward Ford's run for the lead. The company has a solid chunk of more than 12 percent of the continent's largest national market. It has made further share gains in France, though it has lost a little in the UK and Italy.

Fiat's advance is across the board, though it has lost share in the tiny Greek and Irish markets and has only maintained its proportion of UK business. It has all added up to an overall 7.6 percent improvement to 748,600 units.

It has gained a little more in Italy, but at about 55 percent it may have reached its ceiling. The country has been an unhappy hunting ground for all importers, however.

Each of the leading makers has lost share in Italy, not the least Renault, which until recently was the second most sold name in the country. Now it is behind Fiat's Lancia division as well as Alfa Romeo — a company which has also gained share in its domestic market.

Renault's unfortunate first half sales returns are partly a reflection of the lower demand in France. It has also lost share in Spain and Portugal, where it is market leader, and in major export markets like the UK, Switzerland, Italy, Holland and Belgium. It has managed to hang on to its (previously reduced) shares in Germany and Austria this year.

It adds up to a 16.2 percent fall in sales to 599,300, or 10.6 percent of Europe. Renault's fortunes will undoubtedly improve next year, following the replacement this fall of the best-selling R5 with a new generation model. The company is making gains with its new R25 big car, though the lower volumes in this category cannot disguise the drop-off in demand for R5 and the medium range R18.

Renault is now behind its big French rival, PSA, both in the domestic market and in Europe as a whole. But PSA's result (down 5.2 percent to 641,000), hides the fact that Peugeot is booming. That also disguises the fact that of the Peugeot model range, the only one doing well is the new 205.

While Peugeot registrations are up by almost a quarter, demand for Talbots is down about 46 percent. As the two are sold side-by-side by the same dealers, Automobiles Peugeot's units are down 4.4 percent at 377,600. With strong demand for 205, the company is in danger of becoming too reliant on one model. Already, it has lost much of its traditional large car appeal to Renault — a company which, ironically, built its reputation as a small-car builder.

PSA's Citroen models, sold through a separate dealer network, are down around 6.3 percent at 253,500. Citroen, too, is looking unhealthily like a single-model company, as its BX takes demand away from the GSA and its big CX loses out to the new R25.

The slackness in French car buying stems in part from economic uncertainty over the Mitterand government's policies. This year's decline follows two years of exceptional buying, when volumes hit more than 2 million units annually. Thus, in a country where motorization is already high, many people have been recent new car purchasers.

That, however, does not fully explain the continuing rise in imports. In the first half of this year they took a record 35.3 percent, nearly four percentage points more than one year earlier. Ford, Fiat Auto and GM were up, though VW group fell. □

Austin Rover's Mini has been on the market for 25 years. To commemorate its silver jubilee, a limited edition known as the Mini 25 has been introduced. The most luxurious production Mini ever, only 5,000 will be built.

Britain's DeLorean affair

Rumbles over "misuse of public resources"

Still the inquest into the DeLorean affair rumbles on in Britain. The latest verdict, from the House of Commons Committee of Public Accounts, is scathing.

The affair represented "one of the gravest cases of the misuse of public resources to come before us for many years." The latest verdict states that John DeLorean squandered British taxpayers' money to the extent of 77 million pounds — equivalent to just over $100 million at today's rates but actually much more during the active life of the company when sterling was stronger.

It has particular criticism for the way in which officials succumbed to John DeLorean's pressure and completed the agreement in two weeks. It says no financial checks were run on DeLorean, and that the final agreement left the man with almost total control and with no financial risks.

DeLorean, a man with considerable flair and an insider's knowledge of the auto industry, was dealing with a group of people with no engineering expertise in the area. The committee criticized officials for not heeding the (rushed) report by McKinsey & Co. which warned of an "extraordinarily risky venture."

The report reserves its main complaints for the Northern Ireland Department of Commerce and the Northern Ireland Development Agency. These include the people from NIDA who served at various times on the board of DeLorean Motor Cars — named as A. H. Fetherston, S. Harte, R. J. Henderson, A. S. Hopkins and J. Sim.

NIDA "stands indicted" by the disappearance of the $17.65 million paid by two DeLorean companies to GPD in Switzerland. None of the money went into its intended purpose of developing the car.

"Hardly any of those who dealt with (DeLorean) on behalf of the British taxpayer at a high level can escape substantial blame or criticism," maintains the report.

The Public Accounts Committee, chaired by Labor MP Robert Sheldon, has gone about as far as it can. It is not empowered to question government ministers, but says the absence of this should not be construed as being uncritical of them.

The DeLorean venture was begun under a Labor administration and further funding was provided by the subsequent Conservative government. The PAC does not question government policy — rather the implementation of that policy.

The only people to escape censure by the report are the line workers whose jobs were lost by the Belfast closure. They were called "skilled, flexible and dedicated." In many cases the real incompetents of the affair, the administrators and politicians, continue to thrive. □

Agnelli

Continued from Page 27

and IFI would probably never have allowed the time anyway. His sister, Susanna, however, is one of the country's best known politicians. She is a Republican senator and vice minister for Foreign Affairs.

For business Agnelli dresses in conservative blue or gray suits, though he professes to be happiest in casual clothes such as he wears while sailing his yacht, Capricia. An Italian designer says Agnelli has a studied casualness about his appearance —which might explain why he always wears his wristwatch over his shirt cuff.

At 63, Giovanni Agnelli is now one step removed from the daily running of Fiat. But he is still its best known figure. Indeed, a recent magazine poll in the country put the Fiat chairman's profile ahead of the men who were then prime minister (Craxi) and president (Pertini). □

REGISTRATIONS OVERSEAS

UNITED KINGDOM
Cars

	6 mos., 1984	6 mos., 1983
Alfa Romeo	2,253	4,933
BL	172,750	166,705
Austin Rover	167,439	161,870
Jaguar	3,922	3,541
Range Rover	1,389	1,294
BMW	13,675	13,636
Daihatsu	2,840	2,427
Fiat Auto	25,123	25,300
Ford	270,332	278,962
FSO	2,387	2,134
General Motors	166,251	130,652
Honda	8,808	8,180
Hyundai	1,851	1,675
Lada	7,755	9,990
Lotus	268	213
Mazda	8,498	8,786
Mercedes-Benz	8,336	7,314
Mitsubishi	4,996	4,540
Nissan	45,539	48,925
Panther	127	42
Peugeot SA	51,900	54,670
Citroen	14,647	13,782
Peugeot/Talbot	37,253	40,888
Reliant	66	52
Renault	30,943	34,587
Rolls-Royce	333	366
Saab	4,770	4,802
Skoda	5,657	5,556
Subaru	1,263	1,446
Suzuki	1,654	1,758
Toyota	14,930	13,991
VW-Audi Group	54,301	53,750
Audi	11,083	10,509
Volkswagen	43,218	43,241
Volvo	30,780	31,543
Zastava	2,803	2,029
Others	2,679	2,636
Total	943,868	921,600

UNITED KINGDOM
Cars

	5 Mos., 1984	5 Mos., 1983
Alfa Romeo	1,980	4,023
BL	148,427	145,174
Austin Rover	143,779	140,905
Jaguar	3,426	3,143
Range Rover	1,222	1,126
BMW	12,223	11,971
Daihatsu	2,444	1,995
Fiat Auto	21,647	20,946
Ford	226,505	235,771
FSO	1,907	1,724
General Motors	142,341	111,902
Honda	7,252	6,901
Hyundai	1,346	1,377
Lada	6,684	8,059
Lotus	233	192
Mazda	7,415	7,255
Mercedes-Benz	7,389	6,573
Mitsubishi	4,391	3,869
Nissan	38,770	39,746
Panther	101	28
Peugeot SA	45,102	47,484
Citroen	12,794	11,954
Peugeot/Talbot	32,308	35,530
Reliant	55	45
Renault	26,886	29,583
Rolls-Royce	274	332
Saab	4,059	4,212
Skoda	4,933	4,626
Subaru	1,107	1,234
Suzuki	1,474	1,539
Toyota	12,386	12,329
VW-Audi Group	45,138	46,830
Volvo	26,925	28,221
Zastava	2,323	1,657
Others	2,429	2,302
Total	804,146	787,895

ITALY
Cars

	6 mos., 1984	6 mos., 1983
Alfa Romeo	71,[illegible]	55,900
BL	11,833	15,500
BMW	16,760	16,300
Fiat Auto	519,594	493,500
Fiat	439,699	418,800
Lancia/Autobianchi	79,895	74,700
Ford	40,714	41,800
General Motors	31,416	31,900
Innocenti	10,661	7,500
Mercedes-Benz	8,178	7,200
Peugeot SA	64,013	62,000
Citroen	35,766	35,700
Peugeot/Talbot	28,247	26,300
Renault	84,613	95,200
VW-Audi Group	47,946	52,700
Audi/Porsche	9,798	13,700
Volkswagen	38,148	39,000
Volvo	11,666	10,800
Total	941,814	900,000

ITALY
Cars

	5 Mos., 1984	5 Mos., 1983
Alfa Romeo	60,432	45,444
BL	9,310	13,268
BMW	14,372	13,316
Fiat Auto	433,908	409,952
Fiat	367,876	348,567
Lancia/Autobianchi	66,032	61,385
Ford	33,040	35,716
General Motors	26,814	25,974
Innocenti	9,255	6,166
Mercedes-Benz	6,772	5,806
Peugeot SA	54,740	49,806
Citroen	31,428	28,041
Peugeot/Talbot	23,312	21,765
Renault	75,011	79,567
VW-Audi Group	38,848	44,672
Audi/Porsche	8,319	11,590
Volkswagen	30,529	33,082
Volvo	9,521	9,046
Total	789,616	746,553

BELGIUM
Cars

	6 mos., 1984	6 mos., 1983
Alfa Romeo	2,412	2,664
Austin Rover	3,705	2,904
Bertone	30	29
BMW	5,989	6,318
Daihatsu	1,050	1,116
Ferrari	57	16
Fiat Auto	15,771	11,553
Ford	20,274	15,697
General Motors	25,880	22,413
Honda	5,205	5,711
Hyundai	454	601
Innocenti	32	6
Isuzu	77	0
Jaguar	187	148
Lada	8,341	9,490
Mazda	6,235	6,981
Mercedes-Benz	6,465	5,731
Mitsubishi	5,687	6,158
Nissan	8,138	10,369
Peugeot SA	29,033	27,643
Citroen	13,140	13,545
Peugeot/Talbot	15,893	14,098
Pininfarina	14	12
Porsche	319	323
Renault	17,954	16,539
Saab	948	730
Seat	1,461	174
Skoda	1,900	1,566
Subaru	1,322	1,343
Suzuki	2,276	1,629
Toyota	13,579	13,722
VW-Audi Group	27,710	24,769
Audi	8,348	7,348
Volkswagen	19,362	17,421
Volga	56	151
Volvo	4,611	4,218
Wartburg	559	622
Zastava	259	193
Total	217,035	201,641

BELGIUM
Cars

	3 Mos., 1984	3 Mos., 1983
Alfa Romeo	1,310	1,322
Austin Rover	2,204	1,337
BMW	3,821	3,228
Daihatsu	620	549
Ferrari	32	11
Fiat Auto	8,389	5,065
Ford	10,638	8,180
General Motors	15,064	10,450
Honda	2,885	2,581
Hyundai	152	271
Isuzu	50	0
Jaguar	96	78
Lada	4,331	4,875
Mazda	3,392	2,990
Mercedes-Benz	2,854	2,872
Mitsubishi	2,646	3,316
Nissan	4,757	5,294
Peugeot SA	15,732	13,299
Citroen	7,418	6,279
Peugeot/Talbot	8,314	7,020
Porsche	193	152
Renault	9,574	8,469
Saab	473	294
Seat	456	0
Skoda	1,038	736
Subaru	758	417
Suzuki	1,177	663
Toyota	8,084	7,106
VW-Audi Group	15,391	14,100
Audi	4,512	4,343
Volkswagen	10,879	9,757
Volga	15	66
Volvo	2,550	2,080
Wartburg	295	266
Zastava	126	68
Others	36	25
Total	119,146	100,213

AUSTRIA
Cars

	6 mos., 1984	6 mos., 1983
Alfa Romeo	1,518	1,521
BL	127	266
BMW	4,889	5,101
Daihatsu	410	542
Fiat Auto	9,285	7,798
Ford	12,757	11,392
General Motors	16,389	19,275
Honda	2,541	2,376
Lada	782	923
Mazda	11,859	14,697
Mercedes-Benz	3,628	4,335
Mitsubishi	2,460	2,398
Nissan	5,762	9,034
Peugeot SA	8,729	8,640
Citroen	3,742	3,671
Peugeot/Talbot	4,987	4,969
Porsche	319	301
Renault	5,846	6,325
Saab	237	284
Seat	442	18
Skoda	543	537
Subaru	1,039	1,996
Suzuki	633	539
Toyota	5,590	6,290
VW-Audi Group	23,181	27,992
Audi	4,285	6,736
Volkswagen	18,896	21,256
Volvo	2,035	2,151
Others	66	16
Total	121,067	134,747

AUSTRIA
Cars

	5 Mos., 1984	5 Mos., 1983
Alfa Romeo	1,283	1,206
BL	108	232
BMW	4,371	4,401
Daihatsu	341	433
Fiat Auto	7,926	6,089
Ford	10,803	9,493
General Motors	14,135	16,376
Honda	2,122	1,944
Lada	654	767
Mazda	9,898	12,164
Mercedes-Benz	3,273	3,629
Mitsubishi	1,954	2,129
Nissan	4,735	7,785
Peugeot SA	7,409	6,419
Citroen	3,213	3,139
Peugeot/Talbot	4,196	3,280
Porsche	282	252
Renault	5,091	5,299
Saab	196	231
Seat	408	2
Skoda	377	445
Subaru	880	1,629
Suzuki	512	443
Toyota	4,453	5,255
VW-Audi Group	19,796	23,456
Audi	3,823	5,837
Volkswagen	15,973	17,619
Volvo	1,739	1,823
Others	51	63
Total	102,697	112,965

SWEDEN
Cars

	6 mos., 1984	6 mos., 1983
Alfa Romeo	557	364
BMW	2,352	1,919
Daihatsu	482	485
Fiat Auto	3,127	2,493
Ford	13,486	10,134
General Motors	11,942	10,445
Honda	1,814	1,546
Lada	799	947
Mazda	5,553	5,371
Mercedes-Benz	3,058	2,103
Mitsubishi	783	795
Nissan	3,371	2,733
Peugeot SA	3,932	3,192
Citroen	1,896	1,395
Peugeot/Talbot	2,036	1,797
Porsche	182	111
Renault	1,277	1,148
Saab	15,400	14,546
Skoda	165	182
Subaru	325	297
Toyota	4,393	4,100
VW-Audi Group	14,117	11,200
Audi	3,411	2,257
Volkswagen	10,706	8,943
Volvo	31,881	31,130
Others	27	20
Total	119,022	105,261

SWEDEN
Cars

	5 Mos., 1984	5 Mos., 1983
Alfa Romeo	477	258
BMW	1,932	1,506
Daihatsu	401	366
Fiat Auto	2,751	1,989
Ford	11,052	8,386
General Motors	9,990	8,323
Honda	1,532	1,278
Lada	628	763
Mazda	4,357	4,449
Mercedes-Benz	2,487	1,614
Mitsubishi	636	676
Nissan	2,747	2,100
Peugeot SA	3,347	2,633
Citroen	1,582	1,183
Peugeot/Talbot	1,765	1,450
Porsche	145	90
Renault	961	860

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world news briefs

Rumanian goes west

Citroen dealers in France, Italy, Holland and Belgium have begun selling a Rumanian-made three-door hatchback known as Axel. The car, which slots between the Visa and LNA models, was designed by Citroen and built by Oltcit at Craiova. The joint venture — 36 percent for Citroen and the rest held by Rumanian authorities — was agreed in 1976.

Mercedes keeps trucking

After Turkey (AUTOMOTIVE NEWS, June 18), Daimler-Benz is planning increased involvement in Egypt and Mexico. The Egyptian venture concerns assembly of medium and heavy trucks with Misr Auto Trading Co. For Mexico, where selling requires local production, the company's interest is in trucks and diesel engines.

Cost of the strike

Volkswagen chief executive Carl Hahn reports that the metalworkers' strike in West Germany has had a $175 million "negative influence" on after-tax profits.

Peugeot postpones engine

The Peugeot group has postponed "for two or three years" its plans to manufacture a joint 1-liter engine design with Fiat. The Italian company will unveil its version of the project, dating back to 1980, this fall. PSA emphasizes it will build its version at a factory in France when it is needed.

Lotus back in profit

Group Lotus returned to profit last year with a surplus of 275,000 pounds ($357,000) in 1983. The previous year's loss was 2.14 million pounds. Turnover was up 36 percent at 12.8 million pounds ($16.6 million).

Change at Bosch

Dr. Hans Merkle, for 21 years chairman of Robert Bosch, has retired. His place has been taken by Dr. Marcus Bierich, former finance head of the Allianz insurance group. Merkle said sales will increase this year by 6 percent (to $5.3 billion), compared with the anticipated 10 percent due to the metalworkers' strike. Bosch was one of the key targets in the seven-week dispute.

New man at Ogle

Siep Wijsenbeek, former head of design for Netherlands Railways, has joined the British design company, Ogle, as director of transport design.

VW swap

The VW group has changed the chief executive of its Triumph Adler subsidiary. Wolfram Nadebusch, former managing director of VW of Nigeria, replaces Dr. Pieter Niedmar, who left the company unexpectedly.

Talbot improves

PSA's Talbot subsidiary in Spain reduced its deficit by 37 percent last year to Pta 8 billion ($50 million). The former Chrysler Europe unit hopes to reduce its workforce from today's 8,700 to 6,500 by the end of 1985.

New electric

Sinclair Vehicles' proposed electric run-about — to be launched early next year — will cost under 1,000 pounds ($1,300).

Ford-Werke falls

Ford of Germany's profits fell 54 percent last year to DM 151 million ($54 million), despite a 12 percent rise in turnover ($4.75 billion). Chief executive Daniel Gouedevert said margins were down because of vastly increased marketing costs.

Another PSA conflict

The French government has once again rejected PSA plans to cut its Citroen workforce by up to 2,200. In total, Citroen wants to slim its payroll by 15 percent (6,000) by using early retirement and voluntary repatriation for immigrant workers.

Opels shape up

GM's Adam Opel is contributing one-fifth the cost of Stuttgart University's $9.4 million wind tunnel, to be completed in fall of 1985. Maximum speeds of 125-MPH will be measured in the full-size tunnel, while a tunnel for one-fifth scale models will be capable of speeds of nearly 145-MPH. In the past, Opel used tunnels belonging to GM, Pininfarina and an independent Dutch-German facility.

Opel goes top

GM's Adam Opel operation moves into market leadership in two more European countries in the opening quarter of 1984. A 20 percent sales increase in Switzerland takes the top spot from the VW-Audi Group. In Denmark a gain of more than 60 percent overtakes arch-rival Ford for No. 2 spot.

Bridgestone profits

Bolstered by the Japanese and worldwide economic recovery, Bridgestone Corp., world's fourth-largest tire maker, headquartered in Tokyo, earned $35 million in the first six months of its 1984 fiscal year ended June 30, an increase of 23 percent above earnings of $29 million in the prior year period.

Pininfarina speaks

Sergio Pininfarina, president of Pininfarina, Turin, Italy, will deliver the third Sir Henry Royce Memorial Lecture in London at the British International Motor Show, Oct. 15. His subject is "Aerodynamic Considerations in Vehicle Design."

Automotive World News

Registrations

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Saab	13,272	12,195
Skoda	139	148
Subaru	293	232
Suzuki	1	0
Toyota	3,733	3,384
VW-Audi Group	11,866	9,214
Audi	2,883	1,779
Volkswagen	8,983	7,435
Volvo	27,355	26,232
Others	14	16
Total	100,116	86,712

DENMARK
Cars

	6 mos., 1984	6 mos., 1983
Alfa Romeo	179	123
BL	294	52
BMW	1,586	1,261
Dacia	510	131
Daihatsu	1,008	1,603
Fiat Auto	4,588	2,897
Ford	13,387	9,359
FSO	524	282
General Motors	12,111	8,849
Honda	770	728
Lada	2,357	2,943
Mazda	7,420	6,451
Mercedes-Benz	465	416
Mitsubishi	947	619
Nissan	4,277	4,400
Peugeot SA	5,441	4,338
Citroen	3,415	2,456
Peugeot/Talbot	2,026	1,882
Renault	348	330
Saab	1,008	1,242
Skoda	4,523	4,150
Subaru	103	164
Suzuki	20	0
Toyota	8,520	6,085
Trabant	48	82
VW-Audi Group	5,436	3,074
Audi	388	440
Volkswagen	5,048	2,634
Volvo	3,485	2,364
Wartburg	616	601
Zastava	418	0
Total	80,393	62,801

DENMARK
Cars

	5 Mos., 1984	5 Mos., 1983
Alfa Romeo	158	103
Austin Rover	237	31
BMW	1,378	991
Dacia	450	73
Daihatsu	825	1,377
Fiat Auto	3,743	2,209
Ford	11,151	7,463
FSO	398	199
General Motors	10,316	7,253
Honda	655	627
Jaguar	20	11
Lada	2,033	2,364
Mazda	6,243	5,253
Mercedes-Benz	404	353
Mitsubishi	737	474
Nissan	3,544	3,723
Peugeot SA	4,621	3,610
Citroen	2,936	2,054
Peugeot/Talbot	1,685	1,556
Renault	294	281
Saab	865	1,025
Skoda	3,994	3,447
Subaru	58	138
Suzuki	15	0
Toyota	6,885	5,042
Trabant	38	71
VW-Audi Group	4,737	2,545
Audi	342	340
Volkswagen	4,395	2,205
Volvo	2,860	1,962
Wartburg	528	503
Zastava	323	0
Total	67,513	51,383

IRELAND
Cars

	4 mos., 1984	4 mos., 1983
Alfa Romeo	138	143
Austin Rover	1,272	1,583
BMW	183	190
Fiat Auto	2,132	2,796
Ford	5,912	6,747
General Motors	3,706	3,631
Mazda	571	761
Mercedes-Benz	112	170
Nissan	1,906	3,811
Peugeot SA	1,150	1,192
Citroen	201	147
Peugeot/Taybot	949	1,045
Renault	2,381	2,871
Saab	93	90
Toyota	4,118	5,138
VW-Audi Group	1,158	1,690
Audi	186	250
Volkswagen	972	1,440
Volvo	378	443
Others	90	204
Total	25,300	31,460

JAPAN
Cars

	4 mos., 1984	4 mos., 1983
Daihatsu	41,907	38,845
Fuji	30,808	25,099
Honda	84,780	79,127
Isuzu	17,128	20,798
Mazda	80,604	90,056
Mitsubishi	72,468	64,590
Nissan	301,094	283,583
Suzuki	27,773	30,578
Toyota	455,764	409,103
Imports (all)	12,436	11,108
Total	1,124,762	1,052,887

Vans, trucks, buses

Daihatsu	106,841	90,706
Fuji	73,746	65,763
Hino	15,032	13,186
Honda	48,554	55,841
Isuzu	46,393	43,263
Mazda	56,763	50,509
Mitsubishi	110,943	106,702
Nissan	99,882	95,840
Nissan Diesel	7,829	6,571
Suzuki	126,709	123,934
Toyota	123,471	127,918
Imports (all)	51	0
Total	816,214	780,233
Total Vehicles	1,940,976	1,833,120

FRANCE
Cars

	3 mos., 1984	3 mos., 1983
Alfa Romeo	5,503	7,246
Aro	307	76
Austin Rover	7,242	7,139
BMW	8,591	8,628
Ferrari	19	48
Fiat Auto	25,664	21,203
Ford	35,291	39,259
FSO (Polski)	443	523
General Motors	17,894	20,574
Honda	1,410	2,077
Innocenti	362	384
Jaguar	47	63
Lada	6,013	6,060
Mazda	2,198	3,830
Mercedes-Benz	4,814	4,459
Mitsubishi	855	1,123
Nissan	3,105	4,430
Peugeot SA	149,847	168,016
Citroen	60,823	70,440
Peugeot	77,035	73,218
Talbot	11,989	24,358
Porsche	391	455
Renault	144,515	168,515
Saab	267	160
Seat	2,675	0
Skoda	891	957
Toyota	2,460	3,501
VW-Audi Group	22,387	31,799
Audi	6,308	6,535
Volkswagen	16,079	25,264
Volvo	3,819	2,979
Zastava	325	581
Others	10	14
Total	446,868	503,763

FINLAND
Cars

	3 mos., 1984	3 mos., 1983
BMW	837	747
Daihatsu	234	215
Fiat Auto	2,215	1,394
Ford	3,377	3,554
General Motors	3,249	3,445
Honda	1,327	1,142
Lada	3,335	2,526
Mazda	2,555	2,182
Mercedes-Benz	862	807
Mitsubishi	1,012	1,175
Nissan	4,578	5,655
Peugeot SA	2,696	2,544
Citroen	380	242
Peugeot/Talbot	2,316	2,302
Renault	271	263
Saab	2,222	2,077
Skoda	642	864
Suzuki	389	606
Toyota	3,786	4,152
VW-Audi Group	2,237	1,642
Audi	467	461
Volkswagen	1,770	1,181
Volvo	1,799	1,671
Wartburg	152	180
Others	314	294
Total	13,994	15,187

WEST GERMANY
Cars

	5 Mos., 1984	5 Mos., 1983
Alfa Romeo	6,227	5,811
Austin Rover	3,716	1,918
Bertone	404	439
BMW	83,397	74,260
Daihatsu	2,978	2,682
Ferrari	141	.....
Fiat Auto	52,085	45,371
Ford	146,757	137,008
General Motors	213,319	222,715
Honda	18,990	15,194
Isuzu	1,184	251
Jaguar	739	336
Lada	4,279	3,769
Mazda	31,673	23,984
Mercedes-Benz	113,740	111,053
Mitsubishi	20,572	17,785
Nissan	28,644	19,612
Peugeot SA	48,253	43,704
Citroen	19,240	19,223
Peugeot/Talbot	29,013	24,481
Pininfarina	295	275
Porsche	6,323	5,803
Renault	42,368	43,902
Saab	1,823	1,692
Seat	2,072	0
Skoda	1,031	726
Subaru	2,900	2,399
Suzuki	6,497	5,746
Toyota	23,596	23,243
VW-Audi Group	337,462	327,954
Audi	73,431	82,956
Volkswagen	264,031	244,998
Volvo	7,436	7,076
Others	519	642
Total	1,208,420	1,145,350

SWITZERLAND
Cars

	4 Mos., 1984	4 Mos., 1983
Alfa Romeo	2,790	2,831
American Motors	65	119
Austin Rover	917	949
Bertone	79	79
BMW	5,147	4,064
Daihatsu	356	473
Ferrari	63	80
Fiat Auto	8,306	8,220
Ford	7,004	11,288
General Motors	14,835	11,937
Honda	3,205	2,573
Isuzu	231	195
Jaguar	171	137
Lada	9	191
Maserati	136	8
Mazda	3,356	5,107
Mercedes-Benz	2,532	2,380
Mitsubishi	3,166	3,349
Nissan	3,187	6,823
Peugeot SA	9,185	9,129
Citroen	4,185	3,977
Peugeot/Talbot	5,000	5,152
Pininfarina	79	129
Porsche	660	566
Puch	36	42
Renault	5,463	6,019
Rolls-Royce	20	37
Saab	492	453
Skoda	48	92
Subaru	2,440	2,716
Suzuki	1,271	1,375
Toyota	6,959	7,592
VW-Audi Group	15,233	14,493
Audi	3,926	4,461
Volkswagen	11,307	10,032
Volvo	2,352	2,344
Others	46	105
Total	99,839	105,895

HOLLAND
Cars

	3 Mos., 1984	3 Mos., 1983
Alfa Romeo	1,655	934
BL	2,334	2,821
BMW	5,336	5,587
Daihatsu	1,515	1,317
Fiat Auto	12,358	9,050
Ford	19,376	16,780
General Motors	27,929	22,756
Honda	4,607	3,760
Hyundai	681	1,229
Lada	1,919	2,797
Mazda	5,896	5,866
Mercedes-Benz	3,231	2,840
Mitsubishi	3,851	4,977
Nissan	7,053	8,083
Peugeot SA	17,171	17,402
Porsche	74	84
Renault	9,692	9,516
Saab	1,161	1,427
Seat	1,336	3
Skoda	717	567
Subaru	919	1,127
Suzuki	3,063	3,571
Toyota	5,846	7,187
VW-Audi Group	15,906	12,300
Volvo	7,963	7,491
Others	384	457
Total	161,973	149,930

PRODUCTION OVERSEAS

FRANCE
Cars

	5 mos., 1984	5 mos., 1983
Peugeot SA	556,720	605,365
Citroen	206,370	257,824
Peugeot	310,123	255,672
Talbot	40,227	91,869
Renault	665,926	723,784
Total	1,222,645	1,329,149

Vans, trucks, buses

CBM	17	37
Peugeot SA	50,430	59,438
Citroen	12,305	14,475
Peugeot	31,990	35,087
Talbot	6,135	9,876
Renault	101,746	98,605
Sovam	23	24
Unic	2,848	3,059
Total	155,064	161,163
Total Vehicles	1,377,709	1,490,312

FRANCE
Cars

	4 Mos., 1984	4 Mos., 1983
Peugeot SA	447,804	490,034
Citroen	170,097	207,632
Peugeot	245,188	205,203
Talbot	32,519	77,199
Renault	530,592	585,355
Total	978,396	1,075,389

Vans, trucks, buses

CBM	12	29
Peugeot SA	40,143	46,362
Citroen	10,191	11,247
Peugeot	24,740	26,516
Talbot	5,212	8,599
Renault	82,932	76,444
Sovam	23	21
Unic	2,383	2,468
Total	125,492	125,324
Total vehicles	1,103,888	1,200,713

JAPAN
Cars

	4 mos., 1984	4 mos., 1983
Daihatsu	57,619	62,295
Fuji	83,696	78,286
Honda	283,928	287,711
Isuzu	25,249	36,020
Mazda	256,976	297,207
Mitsubishi	162,257	180,124
Nissan	632,554	605,384
Suzuki	50,902	35,152
Toyota	806,332	772,235
Total	2,359,513	2,354,414

Vans, trucks, buses

Daihatsu	128,368	113,073
Fuji	94,295	100,295
Hino	20,124	16,601
Honda	50,217	58,514
Isuzu	102,992	81,700
Mazda	125,948	95,055
Mitsubishi	172,917	152,310
Nissan	217,990	220,402
Nissan Diesel	13,040	11,499
Suzuki	167,122	165,087
Toyota	325,901	300,884
Others	267	293
Total	1,427,535	1,322,864
Total Vehicles	3,787,048	3,677,278

UNITED KINGDOM
Cars

	4 mos., 1984	4 mos., 1983
BL	150,465	145,669
Austin Rover	135,261	130,825
Jaguar	11,698	10,017
Range Rover	3,506	4,827
Carbodies	567	729
Ford	116,300	106,576
Lotus	303	182
Panther	121	n/a
Reliant	33	17
Rolls-Royce	661	572
Talbot	36,546	42,221
TVR	106	68
Vauxhall	45,038	46,477
Others	222	216
Total	350,370	342,743

Vans, trucks, buses

Bedford	20,046	16,500
BL	26,742	32,008
Austin Rover	7,437	10,843
Freight Rover	6,175	6,377
Land Rover	8,918	10,581
Leyland	4,212	4,207
ERF	560	563
Foden	271	239
Ford	39,237	38,017
Hestair Dennis	323	227
Karrier	1,362	1,618
MCW	152	141
Reliant	96	15
Seddon Atkinson	599	429
Others	97	298
Total	89,485	90,055
Total Vehicles	439,855	432,798

UNITED KINGDOM
Cars

	3 Mos., 1984	3 Mos., 1983
BL	121,036	121,216
Austin Rover	109,255	109,431
Jaguar	9,157	7,755
Range Rover	2,624	4,030
Carbodies	445	530
Ford	90,196	78,031
Lotus	247	148
Panther	90	.....
Reliant	32	24
Rolls-Royce	497	384
Talbot	26,278	30,485
TVR	84	44
Others	177	167
Total	272,759	266,150

Vans, trucks, buses

Bedford	15,756	12,186
BL	21,593	25,494
Austin Rover	6,201	8,820
Freight Rover	4,892	4,901
Land Rover	7,106	8,449
Leyland Veh.	3,394	3,324
ERF	436	470
Foden	212	174
Ford	29,926	29,540
Hestair Dennis	246	171
Karrier	1,027	1,201
MCW	101	112
Reliant	79	2
Seddon Atkinson	399	344
Others	77	227
Total	69,852	69,921
Total vehicles	342,611	336,071

SPAIN
Cars

	4 mos., 1984	4 mos., 1983
Ford	90,308	74,717
General Motors	76,143	64,550
Peugeot SA	59,806	62,233
Citroen	32,207	43,767
Talbot	27,599	19,599
Renault	88,778	108,620
Seat	62,688	77,295
Total	377,723	388,415

Vans, trucks, buses

Enasa	3,378	4,654
Ford	2,948	2,163
Land Rover	3,604	7,843
Mercedes-Benz	4,201	3,486
Motor Iberica	6,545	6,933
Peugeot SA	5,601	9,217
Citroen	5,601	9,014
Talbot	0	203
Renault	11,082	12,397
Seat	8,584	7,984
Setra	77	.....
Total	46,020	54,677
Total Vehicles	423,743	443,092

SPAIN
Cars

	3 Mos., 1984	3 Mos., 1983
Ford	67,316	58,035
General Motors	54,125	44,951
Peugeot SA	44,672	46,196
Citroen	24,721	32,879
Talbot	19,951	13,317
Renault	68,547	84,173
Seat	48,217	57,515
Total	282,877	290,870

DOMESTIC CAR SALES

	July 20 to July 31 1984	Same Period, 1983	July 1984	Same Month, 1983	Jan. 1 to July 31 1984	Same Period, 1983
Alliance	6,000	4,407	13,213	11,161	63,247	81,931
Encore	4,583	.....	9,122	.....	44,652	.....
Renault Total	10,583	4,407	22,335	11,161	107,899	81,931
Spirit	.....	.....	.....	348	.....	3,884
Concord	.....	.....	.....	249	.....	10,878
Eagle	500	1,500	1,428	2,249	12,120	18,434
AMC Total	500	1,500	1,428	2,846	12,120	33,196
AMERICAN MOTORS	11,083	5,907	23,763	14,007	120,019	111,167
Horizon	2,601	2,361	6,294	5,490	46,801	30,434
Turismo/TC-3	1,830	1,417	4,571	3,563	29,202	21,769
Reliant	3,029	5,089	9,537	13,749	91,970	102,699
Plymouth	678	348	1,760	1,159	10,638	12,937
Plymouth Total	8,138	9,215	22,162	23,961	178,611	167,839
Laser	2,002	.....	4,813	.....	34,127	.....
LeBaron K	3,652	2,951	9,815	7,035	61,639	48,688
Cordoba	.....	315	.....	836	136	8,750
Fifth Avenue	4,128	2,904	9,468	6,995	47,472	49,825
E-Class	936	1,092	2,315	2,852	18,762	21,054
New Yorker E	1,650	1,923	4,189	4,309	30,589	21,049
Chrysler Total	12,368	9,185	30,600	22,027	192,725	149,366
Total Imperial	.....	26	.....	62	.....	1,048
Omni	2,306	2,140	5,687	5,124	40,698	27,512
Charger/024	1,995	1,990	4,754	4,844	32,219	26,579
Daytona	1,491	.....	3,677	.....	28,180	.....
Aries	2,486	4,766	7,677	10,757	70,233	76,534
Dodge 400/600	969	987	2,341	2,534	15,135	19,767
Diplomat	1,225	587	3,007	2,297	15,819	18,547
Mirada	.....	160	.....	411	282	3,258
Dodge 600 4-dr.	1,095	1,076	2,786	2,768	21,963	17,149
Dodge Total	11,567	11,706	29,929	28,735	224,529	189,346
CHRYSLER CORP.	32,073	30,132	82,691	74,785	595,865	507,599
EXP	1,191	994	2,823	2,706	17,091	15,086
Escort	11,241	10,613	27,510	25,416	206,054	209,910
Mustang/Mustang II	4,622	4,158	11,163	10,635	80,297	71,837
Tempo	8,914	5,700	22,232	13,375	150,498	31,033
Fairmont	.....	551	.....	1,438	.....	34,827
Granada	.....	.....	.....	.....	.....	3,751
Thunderbird	5,071	5,438	12,124	12,351	93,184	65,507
LTD	5,776	4,890	15,091	11,861	117,477	91,157
Crown Victoria	5,677	2,666	15,312	7,812	103,871	76,274
Ford Division	42,492	35,010	106,255	84,994	768,472	599,382
LN7	.....	143	.....	333	.....	3,852
Lynx	1,967	3,304	4,879	7,201	39,300	51,161
Topaz	2,469	1,664	5,687	4,200	42,889	9,961
Zephyr	.....	623	.....	800	.....	11,583
Cougar/Monarch	.....	.....	.....	.....	.....	906
XR-7	679	3,793	9,326	8,793	69,479	40,379
Capri	582	897	1,426	1,852	11,498	13,793
Marquis '83	3,589	2,479	8,791	6,091	62,564	37,597
Grand Marquis	5,053	2,756	13,429	7,254	87,616	62,848
Total Mercury	17,339	15,659	43,538	36,524	313,346	232,080
Continental ('82)	1,771	404	4,621	945	19,616	8,875
Lincoln	2,641	1,738	6,197	4,111	48,962	29,601
Mark VI	783	1,156	1,957	2,784	21,358	17,683
Lincoln Total	5,195	3,298	12,775	7,840	89,936	56,159
L-M Division	22,534	18,957	56,313	44,364	403,282	288,239
FORD MOTOR	65,026	53,967	162,568	129,358	1,171,754	887,621
Skyhawk	4,610	2,451	12,732	5,857	78,048	46,091
Skylark	2,472	3,659	7,111	9,587	62,812	66,071
Century	6,432	4,762	16,749	12,639	128,295	75,059
Regal	5,817	7,687	16,396	19,872	122,092	139,885
LeSabre	5,031	5,240	13,165	14,029	96,040	88,357
Electra	3,546	2,722	7,681	7,389	54,438	45,583
Riviera	1,286	1,463	3,447	3,848	31,243	27,658
Buick Division	29,194	27,984	77,281	73,221	572,968	488,704
Cimarron	917	629	1,839	1,502	11,011	11,852
Seville	1,160	978	2,829	2,481	20,559	17,130
Cadillac	7,212	6,007	17,640	15,068	119,146	102,292
Eldorado	2,300	2,316	5,665	5,625	40,857	38,051
Cadillac Division	11,589	9,930	27,973	24,676	192,473	169,325
Chevette	6,093	5,587	14,389	13,195	111,431	106,911
Cavalier	13,443	11,173	35,314	25,311	231,828	143,945
Citation	2,703	2,599	8,985	6,387	64,818	52,932
Camaro	7,599	6,351	19,200	16,345	128,918	105,342
Celebrity	11,231	5,585	28,942	14,428	206,817	86,803
Malibu	5	3,854	6	9,908	881	67,117
Monte Carlo	3,616	3,289	9,681	8,210	82,638	56,508
Chevrolet	9,639	8,735	23,818	21,846	164,416	139,507
Corvette	860	955	2,013	2,519	16,549	16,043
Chevrolet Division	55,189	48,128	142,348	118,149	1,008,395	785,108
Firenza	2,277	1,584	5,789	3,824	39,758	28,458
Omega	1,202	1,775	3,290	4,631	25,015	35,286
Cutlass/Ciera	8,595	6,381	22,069	16,094	164,123	97,889
Cutlass Supreme	8,179	10,233	21,679	25,790	214,538	195,455
Olds 88	9,314	7,380	23,890	19,247	170,860	141,495
Olds 98	3,109	3,946	8,071	9,464	56,837	66,131
Toronado	1,458	1,221	3,596	3,001	24,726	22,363
Oldsmobile Division	34,134	32,520	88,384	82,051	699,857	587,077
Fiero	3,925	.....	8,613	.....	64,394	.....
1000	1,039	1,258	2,778	2,923	17,056	20,828
2000 Sunbird	5,062	3,943	12,260	8,887	79,444	54,051
Phoenix	483	923	1,413	2,258	9,922	16,972
Firebird	4,155	3,226	9,876	8,052	65,841	53,059
6000	4,116	3,636	10,915	8,710	80,792	47,899
Bonneville ('82)	2,186	3,217	5,614	7,886	44,318	47,721
Gran Prix	2,423	3,472	6,152	8,233	48,000	52,292
Pontiac	2,121	1,204	5,251	2,920	33,550	8,257
Pontiac Division	25,510	20,879	62,872	49,869	443,321	301,079
GENERAL MOTORS	155,616	139,441	398,858	347,966	2,917,014	2,331,293
VOLKSWAGEN	3,168	3,320	6,608	6,144	50,509	48,785
HONDA	4,294	1,619	9,624	4,605	75,294	20,868
DOMESTIC TOTAL	271,260	234,386	684,112	576,865	4,855,161	3,907,333
IMPORT TOTAL	.....	.....	206,090	214,378	1,438,706	1,423,757
INDUSTRY TOTAL	.....	.....	890,209	791,292	6,369,161	5,335,650

f estimate

*AMC does not issue a breakdown for ten-day periods

FADA convention slated Oct. 28-31

TORONTO. — The Federation of Automobile Dealer Assns. of Canada will hold its 43rd annual convention and trade show here Oct. 28-31.

The event will be held at the Sheraton Centre. Over 75 exhibitors will participate in the trade show, making it FADA's biggest ever.

In UAW bargaining with GM and Ford

Absenteeism continues as plank

By Marjorie Sorge
Labor Editor

Solving the absenteeism problem is once again a plank in contract talks this year as the UAW bargains with General Motors and Ford Motor Co.

There is already some controversy between the union and GM. The UAW wants to eliminate the absenteeism program which connects chronic absenteeism directly to the workers' benefits.

The program, negotiated in 1982, cuts the benefits of workers who miss 20 percent or more of the scheduled worktime by an equal percentage. The penalty holds for six months, after which the worker's attendance rate is reviewed.

The UAW claims the company has abused the program, punishing workers who were legitimately off the job. GM wants to build on the program.

The Ford pact with the UAW does not contain such a program but there is a letter of understanding and a commitment from both sides to work on the problem, basically at the local level.

Donald F. Ephlin, UAW vice president and head of the union's GM department, has indicated this kind of approach might be acceptable at GM.

Chrysler also has an absenteeism program. It does not penalize the AWOL workers but is aimed toward progressive self correction through counseling.

The absenteeism rates at the auto makers have remained relatively stable over the past three years, moving only a few tenths of a percentage point.

Company officials say the joint company/union relationships have played a big role in reducing the number of AWOL workers, as have the absenteeism programs.

• In addition, many workers were laid off during the recession and have just recently been recalled. They need the money, are worried about keeping their jobs and don't feel they can take the time off.

With the boom in the auto industry, there is the possibility that absenteeism could rise a little. Heavy overtime scheduled during these periods can cause an increase. The union maintains that reducing overtime will help cure the absenteeism problem. The reduction of overtime is another plank in the union's demands at Ford and GM this year.

Short-term absenteeism rates at GM have risen slightly in the past 18 months, from 3.2 percent in 1982 to 3.3 percent in 1983 to 3.8 percent for the first three months of 1984. Short-term absenteeism is classified as less than one week.

GM's totally controllable absences, which include sickness, casual AWOL and excused, have dropped, however, from 9.0 percent in 1983 to 8.9 percent through March of this year. The contractural absences dropped from 5.2 percent in 1983 to 3.5 percent through March of this year.

At Ford, the short-term rate increased only slightly from 3.5 percent in 1983 to 3.7 percent through June of this year. It was 3.7 percent in 1982.

The combined short and long-term rate has remained stable in the last 18 months at 6.4 percent. The AWOL rate was 1.7 percent in 1983 and 1.8 percent through this June. The medically related absences were 2.9 percent in 1983 and 2.8 for the first six months of this year while other excused time off was steady at 1.8 percent in both years.

The rates of the Big Two, as well as the other auto makers shown on the accompanying chart, cannot be compared since each maker measures absenteeism differently.

At Chrysler, the rate dropped from 4.8 percent in 1982 to 4.3 percent in 1983 but is on the rise again, hitting 4.9 percent for the first five months of this year. Those figures include all absences, contractural and AWOL, and tardinesses.

At American Motors, the rate dropped from 3.7 percent in 1982 to 3.0 percent in 1983 but is also climbing, hitting 3.5 percent for the first six months of 1984.

AMC's absenteeism rate at its Kenosha plant was 3.1 percent in 1983 and 3.2 percent through this June. At the Toledo operations, it rose from 2.9 percent in 1983 to 3.7 percent this year. The company has added another 1,000 people to that plant since the end of last year.

Big Four Absenteeism Percentages

	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984**
Chrysler	7.7	6.8	7.4	8.0	7.8	7.4	6.0	5.6	4.8	4.3	4.9
Ford	5.5	5.1	5.0	6.0	5.9	5.8	4.8	4.3	3.7	3.5	3.7
GM*	6.4	6.0	6.4	7.9	9.8	5.7	4.2	3.9	3.2	3.3	3.8
AMC	—	—	—	—	—	—	—	5.0	3.7	3.0	3.5

*—General Motors absenteeism rates for 1977 and 1978 reflect contractural absences.
**—1984 figures are through March for GM, through May for Chrysler and through June for Ford and AMC.
Comparisons among the companies are not valid since each uses a different method of computing absenteeism. Volkswagen of America would not release its absenteeism figures.

IMPORTED CAR SALES

	July, 1984	July, 1983	7 mos., 1984	7 mos., 1983
Alfa Romeo	325	223	2,056	2,007
Audi	4,013	4,532	43,836	26,923
BMW	5,066	5,102	42,011	31,782
Chevrolet Sprint	1,436	.....	4,514	.....
Conquest/Challenger	283	1,645	2,546	10,229
Plymouth Colt	2,341	3,571	16,135	18,742
Dodge Colt	2,777	3,754	18,414	21,496
Fiat	.....	386	.....	4,489
Honda	30,255	30,526	226,128	212,489
I.A.I.	255	.....	1,149	.....
Isuzu	1,499	2,042	9,492	11,879
Jaguar	1,329	1,057	10,203	8,790
Lancia	.....	46	.....	513
Maserati	218	.....	468	.....
Mazda	16,269	14,353	98,299	103,454
Mercedes-Benz	2,343	6,060	42,689	41,840
Mitsubishi	2,579	3,043	22,172	17,034
Nissan	42,183	47,946	286,428	323,800
Peugeot	1,652	1,337	11,245	8,721
Porsche	659	2,078	13,117	13,246
Renault	1,114	4,103	7,600	16,048
Saab	2,663	2,197	20,806	16,144
Conquest/Sapporo	247	1,446	2,198	8,174
Subaru	15,097	13,457	93,646	92,776
Toyota	51,962	50,191	321,420	332,308
Vista	1,459	.....	7,533	.....
Volkswagen	7,924	6,734	67,445	44,312
Volvo	10,142	8,549	67,156	56,561
TOTAL	206,090	214,378	1,438,706	1,423,757

U. S. CAR SALES BY MARKETING UNITS

	July, 1984	July, 1983	7 mos., 1984	7 mos., 1983
Chevrolet	143,784	118,149	1,012,909	758,108
Ford	106,255	84,994	768,472	599,382
Oldsmobile	88,384	82,051	699,857	587,077
Buick	77,281	73,221	572,968	488,704
Toyota	51,962	50,191	321,420	332,308
Pontiac	62,872	49,869	443,321	301,079
Nissan	42,183	47,946	286,428	323,800
Mercury	43,538	36,524	313,346	232,080
Honda	39,879	35,131	301,422	233,955
Dodge	33,740	34,134	249,374	221,071
Plymouth	25,458	28,978	200,592	194,755
Cadillac	27,973	24,676	192,473	169,325
Chrysler/Imperial	30,600	22,089	192,725	150,414
AMC-Renault	24,877	18,110	127,619	135,278
Mazda	16,269	14,353	98,299	103,454
Volkswagen of America	19,204	19,482	174,907	133,263
Subaru	15,097	13,457	93,646	92,776
Lincoln	12,775	7,840	89,936	56,159
Volvo	10,142	8,549	67,156	56,561
Mercedes-Benz	2,343	6,060	42,689	41,840
BMW	5,066	5,102	42,011	31,782
Mitsubishi	2,579	3,043	22,172	17,034
Saab	2,663	2,197	20,806	16,144
Isuzu	1,499	2,042	9,492	11,879
Jaguar	1,329	1,057	10,203	8,790
Peugeot	1,652	1,337	11,245	8,721
Fiat	.....	386	.....	4,489
IAI	255	.....	1,149	.....
Alfa Romeo	325	223	2,056	2,007
Maserati	218	.....	468	.....
TOTAL	890,209	791,242	6,369,161	5,335,650

Chevrolet includes Sprint; Honda includes imports and domestics; VWoA includes all VWs plus Porsche and Audi; Fiat includes Lancia; Dodge includes Colt, Challenger, Vista; Plymouth includes Colt, Challenger and Vista.

Volvo honors Sawyer

DEKALB, Ill. — Harrison G. Sawyer, Sawyer Auto Imports, Inc., has been honored for 20 years as a Volvo dealer.

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Associated Tube Industries, Ltd.
AT&T Communications
Automotive Tec Associates Ltd.
Brazaco Mapri
Brazilian Government Trade Bureau
British Columbia Ministry of Industry
Buick Motor Division, GMC
Burlington Northern Air Freight
CAE Montupet Diecast Ltd.
Camcar-Textron
Camoplast
Cars & Concepts, Inc.
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Chevrolet Motor Division, GMC
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DBM Reflexes Enterprises Inc.
Delco Moraine Division, GMC
Delco Products Division, GMC
Delco Remy Division, GMC
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Inalfa-Hollandia Sunroofs Inc.
Inland Tool & Manufacturing, Inc.
International Precision Industries, Inc.
ITT Automotive Worldwide
Jack Bott Sales, Inc.
JEMS Manufacturing Inc.
Kansas City Area Development Council
Kay Screen Printing
Kia Industrial Company
Korea Trade Center
Krupp
Lees Enterprises
LeRoy Industries, Inc.
Le Sueur Foundry Company
Louis A. Wright & Assoc. Inc.
Lucky-Goldstar International Corporation
The Lutravil Company
Lyster Die Castings Ltd.
Magna International Inc.
Maremont Corp.
Marvel Equipment Corp.
McGard, Inc.
McRobert Springs
Metal Forming & Coining Corp.
Metal Kotings
Metcor Inc.
The Mettaloy Corp.
Michigan Bell
Michigan Steel Spring Company
Microphoto Inc.
Milwaukee Wire Products
Mnemos, Inc.
Modern Industries Melbourne Inc.
Monroe County Industrial Development Corp.
Nakata S.A.
Nissan Trading Co.
OEM Comercio Exterior
Olympus Corp., Industrial Fiberoptics Dept.
Ontario Center for Automotive Parts Technology
Ontario Government—Ministry of Industry & Trade
Ozite Canada (1981) Inc.
Panax
Perfect Fit Industries
Pontiac Motor Division, GMC
Prokote
R.B. Stamping
R.J. Stampings Co., Inc.
Racemark International, Inc.
Rene Fiberglass and Rene RIM
Ryder P.I.E.
Sachs Automotive Components, Inc.
St. Louis Economic Development
Sam Mok Kang Up Co. Ltd.
Samsung Company
Sam Sung Radiator Industries Company
Sanden International (USA) Inc.
Schmelzer Corp.
SECOA Technologies, Inc.
Southern Aluminum Castings Co.
Southland Industries, Inc.
State of Michigan—Department of Commerce
State of Missouri
SU-Butec Automotive Components
Techmire Ltd.
3M/Transportation Equipment Industry Products Dept.
Tudor Safety Glass
TVR of America, Inc.
Unipart Group Ltd.
Univel Industria E Comercia Ltd.
Universal Die Castings
Valeron
Varga North America
Varta Batteries Ltd.
Vittforge Inc.
Volkswagen of America, Inc.—Fort Worth Mfg. Plant
Wagner Castings Co.
Waller Motors
Ward's Communications/ Ward's Research
Webasto North America
Weber
Webster Manufacturing (London) Ltd.
Western Union
Windsor-Essex County Development Commission
Wohlert Corp.

Vehicle Manufacturers

American Motors Corporation
Avanti Motor Corporation
Bayerische Motoren Werke A.G. (BMW)
Buick Motor Division
Cadillac Motor Division
Chevrolet Motor Division
Chrysler Corporation
Chrysler Interparts
Fisher Body Division
Ford Europe
Ford Latin America
Ford Motor Company
Fuji Heavy Industries Ltd.
General Motors Corp.
GMC Truck & Bus Group
IDP Renault
Isuzu Motors Ltd.
Mazda Motor Corporation
Mitsubishi Motors Corporation
Nissan Motor Manufacturing Corp. U.S.A.
Oldsmobile Motor Division
Pontiac Motor Division
Saab-Scania AB
Volkswagen of America
Volkswagenwerk A.G.
Volvo White Truck Corporation

factories list auction dates

American Motors

Aug. 13—Aptco Auto Auction, Taylor, Mich.

Aug. 15—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Aug. 16—Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 17—Concord Auto Auction, Acton, Mass., and Floyd Hauge Auto Auction, Bridgeton, Mo.

Aug. 21—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Aug. 22—Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Aug. 23—Corry Auto Auction, Corry, Pa.; Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Kansas City Auto Auction, Kansas City, Mo., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 28—Aptco Auto Auction, Taylor, Mich.

Aug. 29—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Aug. 30 — Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 31 — Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Aug. 16—Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Grand Prairie, Tex.

Aug. 21—Harrisonburg Auto Auction, Harrisonburg, Va.

Aug. 23—Denver Auto Auction Ltd., Englewood, Colo.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N. J.

Aug. 29—Clanton's Auto Auction, Darlington, S. C., and Brasher's Southern California Auto Auction, Fontana, Calif.

Aug. 30—Aptco Auto Auction, Taylor, Mich.

General Motors

Aug. 14—Southern Auto Auction, Warehouse Point, Conn., and Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 15 — Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Aug. 16—Indianapolis Auto Auction, Indianapolis, Ind.

Aug. 22—Clanton's Auto Auction, Darlington, S. C.

Aug. 23—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Grand Prairie, Tex.

Aug. 29—Golden Gate Auto Auction, Fremont, Calif.

Aug. 30—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Model breakdown

Auction Averages

	AUGUST	JULY	JUNE
1984	$9,282	$11,772	$10,601
1983	7,488	7,793	8,284
1982	5,924	6,759	6,185
1981	5,146	5,681	5,091
1980	4,496	4,222	4,358
1979	3,607	4,100	3,963
1978	2,531	2,644	2,432
1977	1,956	2,114	1,830
Overall Average	$5,285	$ 5,560	$ 5,436

Used Car Sales

Auction Averages

August to date	$5,285
Month ago	$4,857
Year ago	$5,160

Workers oppose training plan at GM Wentzville

WENTZVILLE, Mo. — By a 4 to 1 margin, UAW members at the General Motors Assembly Division plant here voted to try to end the fairly new "pay-for-knowledge" plan and go back to job classifications tied to seniority.

More than 3,000 workers, members of Local 2250, were eligible to vote. Casting ballots against the proposal were 1,936 hourly workers while 499 favored retention of the voluntary program.

However, factory officials have indicated that this concept won't be dropped, but is subject to local negotiations.

Fred Singleton, president of the local, said that more than 70 percent of the GM workers started the program, which permits workers to participate voluntarily so they'll be trained to do 16 jobs rather than one or two on the assembly line.

The benefit to the worker is that after going through group training, he can boost his hourly pay from $9.63 to $10.06. This helps the company through a pool of flexible workers.

However, some UAW members maintained that the program placed older workers with higher seniority at a disadvantage if they didn't participate. A non-participant isn't eligible for job transfer or promotions to other classifications.

25 with Chevy

C. L. (Chap) Harrison, left, Taylor & Harrison, Inc., Providence Forge, Va., receives Chevrolet's 25-year-dealer award from O. K. LeBron Jr., Chevrolet's sales manager-East.

Study examines the next 20 years

Auto future promising, MIT finds

Continued from Page 2

and ease their fears of displacement by the new technology. Increased worker participation would help reduce costs and heighten attention to quality."

In the seven countries that were studied, direct automotive employment in 1979 totaled more than 3.6 million. By 1981, the number had declined by 400,000, "and this may have been only the beginning since the effect of the new automated, flexible manufacturing systems in the auto industry was only begining to be felt."

The report projected that the number of auto workers in those seven largest producing countries will fall off to 2.27 million by the year 2000.

When management adopts a strategy of "outsourcing" production and procurement abroad to counter what it perceives as excessive demands by labor, the report said, it runs the risk of not getting labor's critical support "whenever government must be lobbied for regulatory relief, trade intervention or financial assistance."

The advantage of an "outsourcing" strategy is that it consistantly "dramatizes the possibility that in-house jobs will be lost unless changes occur that are of sufficient magnitude to overcome the competitive advantages of outside vendors."

"The issue . . . is one of delicate balance," the report said. "The balancing task would be difficult in any circumstances, but it is particularly so when the prospects are for an overall decline in employment and when competitive pressures necessitate rapid adjustment. This means walking the tightrope in a hurricane.

• The report sees the probability of no radical change in most passenger cars produced in the next 20 years. The conventional internal - combustion - powered four-to-five passenger vehicle "will not be threatened (in that period) by energy prices or by such alternative powertrain technologies as turbine or electric."

Many factors enter into a maker's decision to incorporate major technological advances.

"On balance," the report said, "the probably moderate pace of fuel-price increases and the long development time needed to perfect and introduce technologies beyond the present state of the art mean that only a few of the more advanced concepts will find their way into production cars during the next 20 years.

"However, the potential for rapid introduction is there if conditions demand crash adaptation."

The probable individual areas of future innovation "do not have the spectacular quality often associated in popular discussion with innovation and 'high technology,'" the report said.

It added, "The next 20 years it should be clear, will not be filled with electric or hydrogen-fueled or self-driving autos, nor will cars pour forth from fully-automated factories.

"Moreover, the primary system of innovation will continue to be the incremental one-system - at - a - time, one - market-segment-at-a-time approach."

Nevertheless, said the report, the effects of a number of incremental innovations are cumulative: "Their impact over the next 20 years on the automobile and its use is likely to be very large, particularly in terms of the competitive balance within the world auto industry."

Whatever the source of innovative ideas, inside or outside the auto industry, "the most important determinant of the rate of innovation actually reaching users in the next 20 years will be the type and intensity of competition in the world auto industry."

The MIT analysts said that the "great question" is whether all the competing interests and perceptions of reality within each country and across the developed world, can be balanced.

"We have no final answers, but there are many positive signs," they wrote.

"The pace of copying, collaboration and direct investment has stepped up dramatically in the U. S. and Europe since the late 1970s. The major producers and component suppliers, both in Japan and the West, seem to be internationalizing rapidly."

Cited were the new U. S. assembly plants of Honda and Nissan, the General Motors-Toyota collaborative manufacturing venture in California, GM's new "Buick City" and the innovative Pontiac Fiero production system and BL's process of collaborating with Honda and others.

The major uncertainties, the study report noted, are that the "full process of rebalancing and assimilation will take many years. Individual producers inevitably will make catastrophic errors from time to time, which governments will be hard pressed to ignore or to remedy creatively. Labor leaders and company heads will face a difficult task in explaining the demands of the future to the rank and file.

"Finally, the trade cycle and the general sluggishness of the world economy will put periodic pressures on the weakest producers and national industries, which governments will feel compelled to alleviate."

Changeovers and vacations trim inventories

Domestic car supply cut to 47 days

Continued from Page 1

ures significantly via sales increases as well as plant shutdowns. The AMC-built Renault Alliance nearly halved its days' supply, for example, despite an inventory decline of only 2,500 units. Encore pulled off nearly as good a sales feat.

The Aug. 1 inventory was divided this way: General Motors, 51.43 percent; Ford Motor Co., 26.19 percent; Chrysler Corp., 16.70 percent; AMC, 3.59 percent; VW, 1.53 percent, and Honda, 0.56 percent.

One month earlier, the breakdown was GM, 48.85 percent; Ford, 29.30 percent; Chrysler, 16.70 percent; AMC, 3.44 percent; VW, 1.23 percent, and Honda, 0.48 percent.

Standard-size and luxury models had heavier shares of the Aug. 1 inventory compared with a month earlier. The Aug. 1 breakdown was subcompact, 20.48 percent; compact, 27.71 percent; intermediate, 28.31 percent; standard, 14.15 percent, and luxury, 9.35 percent.

The comparable July 1 shares: Subcompact, 20.45 percent; compact, 28.18 percent; intermediate, 28.99 percent; standard, 13.57 percent, and luxury, 8.81 percent.

• There was a 51-day supply of subcompacts on Aug. 1, broken down this way: Daytona, 84 days; Laser, 76; Lynx, 72; Charger, 66; Omni, 60; Turismo, 59; Escort, 58; Horizon, 58; Rabbit, 56; Encore, 50; EXP, 49; Pontiac 1000, 47; Chevette, 43; Alliance, 43; Accord, 19, and Fiero, 16.

The compact-cars and their days' supplies: Eagle, 102; Topaz, 73; Aries, 71; Cimarron, 66, Capri, 66; Dodge 600 two-door and convertible, 66; Camaro, 65; Reliant, 62; Tempo, 61; LeBaron, 56; Firenza, 54; Skyhawk, 52; 2000 Sunbird, 50; Mustang, 48; Firebird, 44, and Cavalier, 34.

Intermediates and their days' supplies: Malibu, 283 (there were only 92 Malibus left in stock, but they were selling *very* slowly); Chrysler E Class, 90; Dodge 600 four-door, 85; New Yorker E, 81; Phoenix, 73; Thunderbird, 65; Grand Prix, 58; Bonneville, 56; Regal, 56; Skylark, 53; Citation, 51; Cougar, 49; Monte Carlo, 45; Century, 43; LTD, 40; Pontiac 6000, 40; Omega, 39; Marquis, 35; Celebrity, 31; Ciera, 26, and Cutlass, 26.

Days' supplies of standard-size cars: Parisienne, 66; Diplomat, 51; LeSabre, 51; Chevrolet, 50; Gran Fury, 47; Grand Marquis, 46; Crown Victoria, 44, and Oldsmobile 88, 35.

For luxury cars: Eldorado, 76; Corvette, 74; Mark VII, 73; Toronado, 64; Fifth Avenue, 63; Riviera, 62; Seville, 53; Lincoln, 44; Oldsmobile 98, 29; Continental, 27; Electra, 21, and Cadillac, 19.

Charles Kalka

W. Blair Thompson

John D. Debbink

Paul D. Pender

Mark R. McCabe

Ross M. Haun

Fisher Body, GMAD are casualties of reorganization

2 major divisions leave GM scene

Continued from Page 3

two firms was in 1910 when Fisher sold Cadillac 150 closed bodies (Fisher pioneered the closed body). By 1912, Fisher's sales to GM had grown to 105,000, and it was still making bodies for other firms.

That changed in 1919 when GM bought 60 percent of Fisher Body Corp. for $27.6 million. The agreement stipulated that, except for some open body styles supplied to Chrysler Corp., Fisher Body would produce bodies exclusively for GM.

On June 30, 1926, Fisher Body became a division of GM when GM purchased the Fisher brothers' remaining interest. The price was $208 million.

Fisher Body employes had a fierce loyalty to their company and to the family that ran it. The old-timers never really acknowledged that they worked for GM, despite what it said on their paychecks. They worked for Fisher Body or for "the Fisher boys."

Although Fisher Body Division is gone, the Fisher name survives at GM in Fisher Guide Division, which was formed last month by combining eight Fisher Body hardware plants with Guide Division.

GMAD does not have the long history of Fisher Body, but it (and its predecessor) have been on the scene since before World War II.

Before the war, plants in South Gate, Calif., and Linden, N. J., were building Buicks, Oldsmobiles and Pontiacs from parts made by those divisions. This activity was expanded with the formation of B-O-P Assembly Division in 1945.

In 1963, GM began making Buicks, Oldsmobiles and Pontiacs in certain Chevrolet plants and Chevrolets in plants of the B-O-P Assembly Division. B-O-P Assembly became GMAD in 1965.

The division grew. In 1968, it took over six Chevrolet and Fisher Body plants (doubling GMAD's size) and eventually it operated every assembly plant except the home plants of the divisions.

Caldwell elected to board

NEW YORK. — Philip Caldwell, chairman and chief executive of Ford Motor Co., has been elected to the board of directors of Russell Reynolds Associates, Inc., an executive recruiting firm.

NEW-CAR STOCKS

	Aug. 1, 1984	July 1, 1984	Aug. 1, 1983
Alliance	43	78	49
Encore	50	72	....
Spirit	....	....	40
Concord	....	....	65
Eagle	102	102	84
AMERICAN MOTORS	49	78	52
Horizon	58	66	41
Reliant	62	48	40
Turismo/TC3	59	67	35
Plymouth	47	35	34
Plymouth Total	59	54	35
LeBaron	56	67	51
Laser	76	75	....
Cordoba	....	....	50
Fifth Avenue	63	99	56
New Yorker E	81	99	74
E-Class	90	101	80
Chrysler Total	67	84	61
Omni	60	65	46
Daytona	84	77	....
Charger/024	66	77	49
Aries	71	55	34
400/600	66	71	57
Mirada	....	....	88
600 4-door	85	89	98
Diplomat	51	48	41
Dodge Total	68	66	48
CHRYSLER CORP.	66	68	48
EXP	49	48	37
Escort	58	65	29
Fairmont	....	....	45
Tempo	61	74	45
Mustang	48	63	56
Thunderbird	65	80	83
LTD	40	50	56
Crown Victoria	44	55	41
Ford Division	54	64	48
LN7	....	....	71
Lynx	72	73	43
Topaz	73	78	46
XR-7/Cougar	49	60	63
Zephyr	....	....	14
Marquis	35	38	46
Grand Marquis	46	59	32
Capri	65	75	81
Total Mercury	51	60	48
Continental	27	41	82
Lincoln	44	41	62
Mark VII	73	62	61
Lincoln Total	42	45	64
FORD MOTOR	52	61	49
Skyhawk	52	59	38
Skylark	53	42	38
Century	43	42	69
Regal	56	59	46
LeSabre	51	47	39
Electra	21	24	58
Riviera	62	49	66
Buick Division	48	47	49
Cimarron	66	111	68
Eldorado	76	57	56
Cadillac	19	26	42
Seville	53	52	55
Cadillac Division	36	40	48
Chevette	43	58	61
Cavalier	34	42	36
Citation	51	47	78
Camaro	65	65	52
Celebrity	31	34	71
Malibu	283	93	41
Monte Carlo	45	52	51
Chevrolet	50	52	49
Corvette	74	68	22
Chevrolet Division	44	48	51
Firenza	54	49	43
Cutlass Ciera	26	26	50
Omega	39	36	34
Cutlass Supreme	26	25	30
Olds 88	35	32	23
Olds 98	29	26	37
Toronado	64	64	62
Oldsmobile Division	32	31	35
Fiero	17	20	....
1000	47	67	68
2000 Sunbird	50	54	30
Phoenix	73	95	66
Firebird	44	44	54
6000	40	33	58
Bonneville	56	84	59
Grand Prix	58	58	63
Pontiac	66	82	71
Pontiac Division	46	52	55
GENERAL MOTORS	42	44	47
VOLKSWAGEN	56	70	67
HONDA	19	15	20
Total Cars, U. S.	47	52	48
SUBCOMPACT	51	60	44
COMPACT	53	58	44
INTERMEDIATE	43	46	50
STANDARD	46	49	41
LUXURY	41	44	51

Suzuki models trickling in from Puerto Rico, Guam

Non-west deals have Chevy Sprints

Continued from Page 1

untarily by the Japanese Government.

In addition, cars coming in from U. S. territories meet the safety and emission standards enforced on the mainland. Vehicles in U. S. protectorates are also subject to the same recall notification procedures.

There are some indications that unauthorized importation has subsided as Puerto Rico's domestic market improves and manufacturers crack down on traffic out of Guam.

But introduction of the Sprint last May has apparently awakened interest in states where the minicar is not sold and, therefore, created a market for Suzuki vehicles from other sources.

General Motors has only 17,000 Sprints to sell during the current quota year and is distributing them only in Alaska, Arizona, California, Hawaii, Washington, Idaho, Nevada, Oregon and Utah.

But to the dismay of Chevrolet, the same vehicle has been spotted in some Eastern dealerships bearing the Puerto Rican designation SA 310.

"Those are unauthorized sales and we don't warrant those vehicles," said a Chevy spokesman. "But it could reflect poorly on us because people associate the car with Chevrolet."

He said the division became aware of the problem shortly after the Sprint was introduced, but it has no way of tracking how many Suzuki minicars are being sold and by whom. However, he said it is "not just Chevy dealers" who are retailing the unauthorized cars.

"We're in contact with Suzuki," said the Chevy representative. "We've discussed the situation with them and those discussions are continuing, but we're not even sure that Suzuki has control over it."

Bernard Neary, executive vice president of the South Florida Automobile Dealers Assn., said he was aware of only one local importer of the Suzuki minicar — South Florida Auto Center of Miami.

However, South Florida Auto Center's general manager, Gene Hernandez, denied that the firm has ever brought the three-cylinder vehicle into the U. S. He said his company imports Suzuki's Jeep-style SJ 410 vehicles from Puerto Rico, but does not handle the SA 310.

"No, sir, I don't have that car," said Hernandez. "Chevrolet has the Sprint. I imagine some private individuals are bringing one or two in, but I really don't know of anybody who is."

Christopher Bates, an economist monitoring Japanese imports at the U. S. Department of Commerce, said 7,295 Japanese-manufactured cars were brought into the U. S. through Puerto Rico during the third year of voluntary restraints which ended March 31.

Bates said Japanese import numbers are not available from other third countries because the figures are not aggregated by the U. S. Census Bureau and therefore are considered "business confidential."

• But he said the combined Japanese imports from Guam, the Virgin Islands, Panama and other third countries "are roughly the same order of magnitude" as the Puerto Rican total.

Passage of Japanese cars from Puerto Rico to the U. S. climbed to 7,295 for the year ended March 31, 1984. It was 5,877 during 1982-83 and 3,240 in 1981-82. Prior to the voluntary restraints, Bates said approximately 100-to-200 Japanese cars came into the country from Puerto Rico each year.

"It is purely conjecture on my part," Bates said, "but there is such a strong demand for Japanese vehicles in this country that dealers may be willing to pay a price beyond what they did a year ago.

"What happens, essentially, is that a dealer in the U. S. wants to get hold of six vehicles or so and makes an offer to someone in Puerto Rico," he said.

"Assuming what they bring in meets U. S. environmental and safety standards, there is nothing the U. S. Government can do, and nothing the manufacturers can do without running the risk of violating anti-trust laws."

U. S. NAMEPLATES SALES PER OUTLET

FIRST HALF

Subcompact

1984 Position		Make	1983 Position
1—	49	Rabbit	46— 2
2—	38	Escort	40— 3
3—	37	Alliance	54— 1
4—	26	Encore	....
5—	19	Fiero	....
5—	19	Chevette	18— 4
7—	14	Horizon	9— 6
8—	13	Lynx	17— 5
8—	13	Omni	9— 6
10—	10	Charger	8— 8
10—	10	Laser	....
12—	9	Daytona	....
12—	9	Turismo	7— 9
14—	5	1000	6—10
15—	3	EXP	3—11

Compact

1—	38	Cavalier	23— 3
2—	29	Reliant	34— 1
3—	27	Tempo	4—15
4—	22	2000 Sunbird	15— 5
4—	22	Skyhawk	14— 8
4—	22	Aries	26— 2
7—	21	Camaro	17— 4
8—	19	Firebird	15— 5
9—	18	LeBaron	15— 5
10—	15	Mustang	13— 9
11—	14	Topaz	2—17
12—	11	Firenza	8—11
13—	7	Eagle	11—10
14—	6	Cimarron	7—11
15—	5	600 Coupe	7—11
16—	4	Capri	5—14

Intermediate

1—	61	Cutlass/Supreme	54— 1
2—	45	Ciera	26— 3
3—	38	Century	21— 4
4—	36	Regal	41— 2
5—	35	Celebrity	14— 9
6—	23	6000	13—10
7—	22	XR-7	12—12
7—	22	LTD	17— 7
9—	20	Marquis	21— 4
10—	19	Skylark	19— 6
11—	17	Thunderbird	12—12
12—	14	Grand Prix	15— 8
12—	14	Monte Carlo	9—18
14—	13	Bonneville	13—10
15—	11	Citation	11—14
16—	9	New Yorker E	6—21
17—	8	Omega	10—17
18—	7	Dodge 600	6—21
19—	6	E-Class	7—19
20—	3	Phoenix	5—23
	....	Malibu	11—14

Standard

1—	46	Olds 88	39— 1
2—	28	LeSabre	25— 2
3—	28	Grand Marquis	21— 4
4—	27	Chevrolet	23— 3
5—	19	Crown Victoria	15— 6
6—	9	Parisienne	2—10
7—	5	Diplomat	6— 7
8—	3	Grand Fury	4— 8
	....	Cordoba	3— 9
	....	Mirada	1—11

Luxury

1—	63	Cadillac	55— 1
2—	27	Lincoln	17— 4
3—	22	Eldorado	20— 2
4—	16	Electra	13— 6
5—	15	Olds 98	18— 3
6—	13	Fifth Avenue	16— 5
7—	12	Seville	9— 8
7—	12	Mark VII	10— 7
9—	10	Continental	5—11
10—	9	Riviera	8— 9
11—	7	Toronado	6—10
12—	3	Corvette	3—12

SALES PER OUTLET

FIRST HALF

1984 Position			1983 Position
1—	316	Honda	246— 3
2—	249	Toyota	259— 1
3—	239	Mitsubishi	197— 4
4—	221	Nissan	254— 2
5—	192	Oldsmobile	161— 5
6—	168	Buick	142— 6
7—	168	Chevrolet	129— 7
8—	141	Ford	112—10
9—	141	Volvo	119— 8
10—	127	Pontiac	85—15
11—	115	Volkswagen	87—13
12—	108	Mazda	117— 9
13—	103	Cadillac	91—12
14—	100	Mercury	75—16
15—	98	Subaru	101—11
16—	97	Mercedes	86—14
17—	96	Audi	53—21
18—	89	BMW	66—17
19—	70	Dodge	63—19
20—	68	Renault	66—17
21—	55	Chrysler	47—22
22—	55	Saab	43—24
23—	54	Plymouth	55—20
24—	50	Lincoln	32—27
25—	47	Jaguar	39—25
26—	38	Porsche	34—26
27—	37	Isuzu	47—22
28—	30	Peugeot	23—28
29—	15	Alfa Romeo	16—30
30—	14	Chevrolet Sprint	0
31—	8	Dodge/Mitsubishi	10—31
32—	7	AMC	21—29
33—	6	Plym./Mitsubishi	8—32
34—	5	Bertone/ Pininfarina	0

Cadillac gets convertible look

E&G Classics, Inc., Columbia, Md., is offering an aftermarket kit to give the '85 Cadillac Coupe DeVille the convertible look.

Honda vaults to top spot in 1st-half sales per dealer

Continued from Page 1

passed 86 in 1983; Audi, at 96, replaced its 83 high from 1974; BMW's 89 surpassed 66 last year; Saab's 55 was up from a record 43 in 1983; Jaguar moved to 47 from the year-ago record of 39, and Peugeot's 30 erased the former record of 25 set in 1981.

Average sales of domestic units per new-car dealer climbed to 204 the first half of this year from 162 in 1983. The imported-car average for the same period dipped to 117 from 119.

The average for General Motors dealers made an impressive gain from 1983, up to a first-half mark of 251 from 196. Ford Motor Co. dealers boosted their average to 183 from 140, and the Chrysler Corp. average expanded to 131 from 118 a year earlier.

The American Motors corporate average, including AMC, Renault domestic and Renault imported cars slipped to 68 from 75. Volkswagen, which also includes U. S.-built and imported passenger cars, had a 115 midyear average, up from 87 in 1983. VW's import line enjoyed a 58-percent sales increase this year.

Honda, which topped VW in the domestic market by a 50-percent margin in the first half of 1984, still sells the majority of its cars from imported stocks and is considered an import in the dealer survey and sales-per-dealer calculations. Its 316 average was the highest for any make for the first half.

• Among the domestics, Cadillac was the top average first-half nameplate with a 63-per-outlet figure. Second was Oldsmobile's Cutlass/Cutlass Supreme at 61, followed by the VW Rabbit, 49; Oldsmobile Eighty-Eight, 46; Oldsmobile Cutlass/Ciera, 45; Ford Escort, 38; Chevrolet Cavalier, 38; Buick Century, 38; Renault Alliance, 37, and Buick Regal, 36.

Domestic nameplate leaders by market segment for the first half of 1984 were: Rabbit, 49, was best subcompact; Chevrolet Cavalier, 38, topped the compacts; Cutlass/Supreme, 61, led intermediates; Oldsmobile Eighty-Eight, 46, was first among standards, and Cadillac, 63, was the top luxury nameplate.

SALES PER OUTLET BY MAKE: TOTAL U. S. MARKET

FIRST SIX MONTHS

	1984	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Honda	316	246	236	262	251	266	216	199	105	106	61
Toyota	249	259	241	300	295	245	229	254	160	144	132
Mitsubishi	239	197	0	0	0	0	0	0	0	0	0
Nissan	221	254	209	225	259	223	182	198	137	130	95
Oldsmobile	192	161	129	140	127	152	155	164	143	86	77
Buick	168	142	123	126	116	119	125	125	126	77	69
Chevrolet	168	129	123	137	159	192	199	190	175	139	176
Ford	141	112	101	107	107	149	178	172	161	126	169
Volvo	141	119	104	92	68	75	55	50	42	71	54
Pontiac	127	85	85	93	99	130	141	137	118	73	78
Volkswagen	115	87	80	127	138	126	114	132	89	144	144
Mazda	108	117	100	123	98	108	50	41	37	104	105
Cadillac	103	91	73	68	66	99	108	103	101	72	62
Mercury	100	75	64	67	59	93	106	89	74	51	60
Subaru	98	101	95	103	95	96	69	55	36	32	20
Mercedes	97	86	78	80	64	70	54	62	55	52	46
Audi	96	53	53	57	48	48	47	41	40	73	83
BMW	89	66	63	55	49	49	45	49	47	30	30
Dodge	70	63	53	69	52	75	86	85	90	57	86
Renault	68	66	15	12	13	32	25	27	11	11	13
Chrysler	55	47	31	18	26	36	45	46	44	31	16
Saab	55	43	29	24	21	24	25	23	15	19	15
Plymouth	54	55	53	73	45	64	77	82	97	64	101
Lincoln	50	32	30	22	23	42	54	56	38	25	24
Jaguar	47	39	21	8	5	8	7	8	13	11	6
Porsche	38	34	21	18	17	23	30	35	21	30	43
Isuzu	37	47	33	44	0	0	0	0	0	0	0
Peugeot	30	23	21	25	22	23	16	21	18	20	12
Alfa Romeo	15	16	7	6	10	10	17	17	16	15	11
Chevrolet Sprint	14	0	0	0	0	0	0	0	0	0	0
Dodge/Mitsubishi	8	10	11	13	18	20	15	24	12	19	11
AMC	7	21	30	46	46	44	59	61	76	90	106
Plym./Mitsubishi	6	8	9	13	20	16	12	19	8	0	0
Bertone/Pininfarina	5	0	0	0	0	0	0	0	0	0	0
Fiat	0	0	20	33	35	51	46	51	43	68	48
Imperial	0	2	4	7	0	0	0	0	0	0	0

Honda, Volkswagen and Renault figures include U. S.-built cars and imports.

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Industry nears 5 million for year

Week's car output rises to 120,213

By Keith Gave
Detroit Reporter

U. S. auto production is nearing the 5-million mark, but current output shows the effects of model changeover.

Some Chrysler lines renewed limited production last week, but Volkswagen of America, despite plans to resume production a week ago, won't resume building cars in the U. S. until at least August 20.

General Motors resumed production at three plants, but shut down three others for model changeover.

Domestic manufacturers projected completion of 120,213 cars last week, 9.36 percent more than 109,923 completed the previous week and 17.33 percent above 102,455 in the same week a year ago.

Year to date, 4,972,089 cars have been built in the U. S., a 25.84 percent increase over the 3,951,158 finished at this time last year.

Of last week's estimated car production in the U. S., General Motors accounted for 56.86 percent, followed by Ford Motor Co., 29.33 percent; Chrysler, 6.82 percent; American Motors, 3.99 percent, and Honda, 3.00 percent.

Workers began returning to Volkswagen's Westmoreland (Pa.) facility Aug. 6, as members of the plant engineering department completed a multi-million-dollar project to retool the facility for production of the new Golf.

VW began calling workers back in what company officials called a "phased-in return" in preparation for production, which is scheduled to begin Aug. 20.

Chrysler has scheduled its six U. S. car and truck assembly plants to operate this week with two regular shifts at each plant.

General Motors resumed production at Leeds (Mo.), Willow Run (Mich.) and Wilmington (Del.). It shut down plants in Detroit, Fairfax (Kans.) and Oklahoma City, bringing to 21,400 the number of hourly workers on temporary layoffs.

GM said it scheduled Saturday overtime at its Flint G-line and at Lordstown, O.

Ford resumed second-shift production at its Hapeville (Ga.) plant, where it builds Thunderbird, LTD, Marquis and Cougar.

Wide-ranging House bill would regulate safety, more

Continued from Page 3

which proposes criminal penalties for corporate officials who "willingly and knowingly" fail to tell the public and the government of a safety defect.

He cited a number of product liability cases where the auto makers faced huge punitive and compensatory damages. His point: When the auto makers pay these, the cost is passed along to consumers in higher prices and/or to stockholders in smaller dividends, whereas in handing out jail terms, only the responsible corporate official is hit.

Strong manufacturer opposition over the feasibility of a crashworthiness index seems to foretell death to the bill.

NHTSA has been diligently continuing to crash cars at 35 MPH (one-third more force than the 30-MPH compliance speed) and releasing data much too late to be of any value in buying current models.

In general, NHTSA stands by the repeatability of its data and downplays variability, but the auto makers are vigorous opponents of ratings and any suggestion that crash results relate to real-world experience.

A 1972 law requires NHTSA to compile consumer data on occupant protection, damage susceptibility, ease of diagnosis and repair and insurance costs. This mandate has still to be accomplished.

The gray-market provision in the Wirth bill would stem the growing tide of nonconforming cars — as would two earlier Senate bills which never received final Congressional action.

Even NHTSA, which has been notably silent while its sister agency EPA has been carrying the ball, called the growing number of gray-market cars a serious problem and is looking at several possible solutions.

EPA will probably settle the matter by effectively outlawing such wholesale importations by November.

In summary, putting together various bills by several congressmen, adding Administration-backed proposals and adding several highly controversial and consumer-oriented measures produced a lively hearing but not legislation which is going anywhere this year.

CANADIAN CAR PRODUCTION

	Week Ended Aug. 11, 1984	Week Ended Aug. 13, 1983	Week Ended Aug. 4, 1984	July Total	Jan. 1 to Aug. 13, 1983	Jan. 1 to Aug. 11, 1984
AMERICAN MOTORS	600	605	610	852	17,758	14,068
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FORD MOTOR	8,045	5,364	9,061	15,069	149,931	264,092
GENERAL MOTORS	4,378	2,975	5,719	45,342	336,748	391,772
VOLVO	.....	.....	.....	855	5,935	6,482
Total Cars, Canada	13,023	8,944	15,390	62,118	608,229	676,414

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 11, 1984	Week Ended Aug. 13, 1983	Week Ended Aug. 4, 1984	July Total	Jan. 1 to Aug. 13, 1983	Jan. 1 to Aug. 11, 1984
CHEVROLET	10,263	12,007	17,377	95,093	488,089	623,375
DODGE	3,500	2,133	2,451	11,250	82,821	122,586
FORD	20,046	16,175	21,861	60,487	538,114	719,973
GMC	6,193	3,152	5,112	31,318	156,086	202,323
INTERNATIONAL	1,567	1,032	1,757	4,160	30,413	45,962
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,800	1,909	3,630	8,429	48,522	114,696
NISSAN	.....	.....	.....	8,459	.....	57,738
AM GENERAL	50*	50*	50*	210*	1,530*	1,620*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,200*	30,600*	32,200*
Total Trucks, U. S.	54,419	37,458	53,238	223,606	1,378,254	1,920,473

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 11, 1984	Week Ended Aug. 13, 1983	Week Ended Aug. 4, 1984	July Total	Jan. 1 to Aug. 13, 1983	Jan. 1 to Aug. 11, 1984
CHRYSLER CORP.	5,700	2,277	3,931	15,025	76,570	210,841
FORD MOTOR	1,928	2,739	3,348	4,572	82,765	92,892
GENERAL MOTORS	994	2,319	922	22,726	152,004	180,351
INTERNATIONAL	173	69	217	466	3,444	4,681
Total Trucks, Canada	8,795	7,404	8,418	42,789	314,783	488,765
N. American Trucks	63,214	44,862	61,656	266,395	1,693,037	2,409,238

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Car output slips in Canada, but trucks move up

Canadian auto and truck production continued to fluctuate last week as vacations and model changeovers affected output.

Reduced activity at General Motors and Ford Motor Co., along with an idle Volvo, resulted in a decline for autos last week. At the same time, Canadian truck makers saw output improve slightly as Chrysler Corp. stepped up assembly.

The Canadian industry targeted completion of 13,023 cars last week, down 15.38 percent from the prior week's 15,390, but 45.61 percent greater than the year-ago week's 8,944.

Vacationing workers at Volvo's Halifax (N. S.) plant are scheduled to return Aug. 20.

Year to date, 676,414 cars have been assembled in Canada, 11.21 percent above 608,229 assembled during the same 1983 period.

Canadian truck makers slated assembly of 8,795 units last week, 4.48 percent better than previous week's 8,418 and 18.79 percent above 7,404 built during the year-ago week.

So far this year, 488,765 trucks have been completed, 55.27 percent more than 314,783 finished at this time last year.

Truck production rises for week; 54,419 assembled

Domestic truck production improved slightly last week but a lack of activity at Nissan helped keep totals below normal.

U. S. manufacturers projected assembly of 54,419 trucks last week, 2.22 percent greater than the previous week's 53,238 and 45.28 percent better than the year-ago week's 37,458.

So far this year, 1,920,473 trucks have been completed in the U. S., a 39.34 percent improvement over the 1,378,254 assembled during the same 1983 period.

Nissan's Smyrna (Tenn.) facility remained idle last week for scheduled vacations. Production at the plant is expected to resume today (Aug. 13).

General Motors was the only truck maker to schedule overtime last week. GM's Pontiac facility worked one Saturday (Aug. 11) overtime shift.

U. S. CAR PRODUCTION

	Week Ended Aug. 11, 1984	Week Ended Aug. 13, 1983	Week Ended Aug. 4, 1984	July Total	Jan. 1 to Aug. 13, 1983	Jan. 1 to Aug. 11, 1984
AMERICAN MOTORS	4,800	4,500	4,551	19,207	106,515	122,951
AMC Total	.....	.....	.....	.....	4,071	.....
Concord	.....	.....	.....	.....	3	.....
Eagle	.....	.....	.....	.....	4,068	.....
Renault Total	4,800	4,500	4,551	19,207	102,444	122,951
Alliance	3,000	3,018	2,640	10,685	97,972	66,954
Encore	1,800	1,482	1,911	8,522	4,472	55,997
CHRYSLER CORP.	8,200	14,969	129	68,574	507,344	767,611
Plymouth Total	3,500	5,298	38	21,661	183,544	226,714
Horizon	2,900	2,333	.....	10,760	65,617	96,775
Reliant	200	2,920	17	7,590	114,843	110,551
Caravelle†	200	45	21	622	3,084	5,758
Gran Fury	200	.....	.....	2,689	.....	13,630
Chrysler Total	1,400	3,879	40	21,621	118,414	256,151
LeBaron	.....	922	.....	6,692	53,245	77,225
Laser	.....	645	.....	3,808	.....	46,064
Chrysler E-Class	200	2,312	40	3,722	65,169	63,310
Fifth Avenue	1,200	.....	.....	7,389	.....	69,552
Dodge Total	3,300	5,792	51	25,292	205,386	284,746
Omni	2,600	2,070	.....	10,374	74,529	91,480
Aries	200	2,406	22	6,569	85,234	87,865
Daytona	.....	361	.....	2,642	.....	34,207
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	200	955	29	3,216	27,145	48,509
Diplomat	300	.....	.....	2,491	.....	22,685
FORD MOTOR	35,255	29,070	35,846	79,506	888,618	1,063,294
Ford Division	22,224	17,869	21,016	49,288	564,499	686,547
Escort	6,462	5,322	5,714	14,576	157,404	210,846
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,079	1,739	3,117	7,167	69,218	83,536
LTD	4,234	3,073	3,540	9,319	103,438	131,178
Thunderbird	2,635	2,023	2,651	3,784	115,949	91,447
Crown Victoria	1,587	1,613	1,623	4,136	56,307	47,040
EXP	1,112	.....	797	2,176	1,184	21,698
Tempo	3,113	4,099	3,574	8,130	37,271	100,802
L-M Division	13,031	11,201	14,830	30,218	324,119	376,747
Mercury Total	9,608	8,551	10,679	21,286	255,451	271,831
Lynx	1,238	1,911	1,971	2,792	85,691	41,622
Capri	265	421	222	655	13,305	10,427
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,326	1,067	2,725	6,477	44,159	70,732
Cougar	3,157	2,794	3,202	4,609	73,474	65,531
Grand Marquis	1,435	1,319	1,733	4,299	58,791	57,051
LN7	.....	.....	.....	.....	290	.....
Topaz	1,187	1,039	826	2,454	11,140	26,468
Lincoln Total	3,423	2,650	4,151	8,932	68,668	104,916
Continental	901	.....	1,097	2,365	8,793	23,914
Lincoln	2,144	2,650	2,589	5,571	39,684	62,395
Mark VI/VII	378	.....	455	996	20,191	18,607
GENERAL MOTORS	68,358	50,257	66,434	345,702	2,369,340	2,881,105
Buick Division	12,346	10,321	11,324	83,467	546,602	631,767
Skylark	2,246	.....	.....	6,740	61,382	60,691
Skyhawk	.....	1,473	.....	10,865	46,160	93,826
Somerset Regal	629	.....	223	948	.....	1,658
Century	4,123	623	4,428	20,799	100,876	143,757
Regal	.....	4,367	.....	15,269	154,495	131,396
Buick	2,932	3,053	4,069	17,772	154,301	136,857
Riviera	816	805	1,048	4,481	29,388	32,920
Electra (fwd)	1,600	.....	1,556	6,593	.....	30,662
Cadillac Division	7,238	1,558	6,788	28,431	187,161	211,766
Cimarron	260	.....	764	796	12,324	11,046
Seville	536	524	674	2,881	20,959	25,446
Eldorado	1,192	1,034	1,504	6,409	46,383	49,897
Cadillac	1,560	.....	1,695	7,884	107,495	88,036
DeVille (fwd)	3,690	.....	2,151	10,461	.....	37,401
Chevrolet Division	22,714	21,774	23,152	113,533	761,277	977,790
Chevette	2,849	3,868	2,884	11,290	109,323	119,309
Cavalier	6,349	7,699	4,633	29,587	179,436	254,793
Celebrity	5,242	1	5,396	24,992	83,861	189,356
Camaro	5,214	1,467	4,600	19,464	119,269	164,305
Citation	.....	1,342	1,701	11,496	63,253	70,017
Malibu/El Camino	.....	2,232	.....	.....	94,973	16,346
Monte Carlo	1,530	2,457	1,496	6,275	57,215	72,271
Chevrolet	780	2,034	1,694	7,203	39,008	70,062
Corvette	750	644	748	3,226	14,939	21,331
Oldsmobile Division	18,665	12,867	19,090	81,852	620,145	721,496
Omega	.....	.....	.....	2,520	36,269	29,289
Firenza	.....	822	102	4,446	29,964	44,492
Cutlass Supreme	3,510	3,534	3,897	14,325	178,563	175,073
Cutlass Ciera	4,795	2,955	5,517	21,250	125,577	176,995
Oldsmobile	6,028	4,929	5,971	25,774	224,656	227,110
Olds 98 (fwd)	3,067	.....	2,413	9,228	25,116	37,501
Calais	625	.....	305	944	.....	1,732
Toronado	640	627	885	3,365	.....	29,304
Pontiac Division	7,395	3,767	6,080	38,149	254,155	338,286
Acadian†	200	271	181	1,054	22,933	10,378
2000 Sunbird	1,454	180	.....	11,451	65,329	91,588
1000	526	1,199	768	2,846	27,662	25,386
Firebird	2,547	251	2,444	11,332	58,099	74,993
Phoenix	.....	380	.....	804	16,925	14,116
Grand Prix/Bonneville	.....	1,486	.....	.....	63,207	29,733
Parisienne	468	.....	419	1,620	.....	17,118
Fiero	2,400	.....	2,449	10,096	.....	75,355
HONDA	3,600	1,463	2,963	9,864	25,616	81,697
VOLKSWAGEN	.....	2,196	.....	.....	53,725	55,431
Total Cars, U. S.	120,213	102,455	109,923	522,853	3,951,158	4,972,089
Total Cars, Canada	13,023	8,944	15,390	62,118	608,229	676,414
N. American Cars	133,236	111,399	125,313	584,971	4,559,387	5,648,503
N. American Trucks	63,214	44,862	61,656	266,395	1,693,037	2,409,238
North American Cars and Trucks	196,450	156,261	186,969	851,366	6,252,424	8,057,741

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Shop volume continues to post increase

By Francis J. Gawronski
Service Editor

Although the rate of growth of service and parts business in new-car dealerships cooled off in June, shop volume continued to show an increase over the business recorded in the year-earlier month.

According to the Automotive News Service Index, service and parts business in June

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amounted to 109.2 percent of the volume done in June, 1983.

June's increase was the smallest of the year. In May, the jump in shop volume was 16.9 percent; in April, it was 15.1 percent.

June also marked the 16th consecutive month in which service and parts business topped the volume of the same month a year earlier.

As in the previous 14 months, all indicators used in the Service Index were up in June, led by gross profit on all labor, parts and accessory sales—the most important indicator from the dealer's viewpoint. Gross profit was up 18.2 percent over the year-earlier figure.

Shop parts sales, those used in customer-paid and warranty work, were up 14.0 percent, while total labor sales (customer-paid and warranty) bettered the year-ago figure by 9.6 percent.

Sales of all parts and accessories increased 7.8 percent, while work orders written im-

Continued on Page 43, Col. 1

From Pontiac for '88

Jim Dunne

Stepping in for Bonneville, Grand Prix

Pontiac will offer a slightly different version of this prototype test car in the fall of 1987 as a replacement for the Bonneville and Grand Prix. Codenamed the W-car, the new model will feature front-wheel drive and a 2.2-liter four-cylinder gasoline powerplant. Hidden headlights on the prototype may give way to aerodynamic headlights on the production cars. Buick and Oldsmobile will share the basic body style with Pontiac.

Stock of imports falls to 24 days; strike exacts toll

By Kathleen Hamilton
Assistant Managing Editor

This month's inventory numbers reveal one group of people who don't have to worry about rising interest rates: Import dealers. They don't have any cars left to floorplan.

There were 197,688 new imported cars in dealer, distributor and port inventories Aug. 1, the lowest total since Sept. 1, 1983.

In large part because of the German strike, the inventory of German cars fell some 40 percent during the month. Riddled by shortages, Porsche and Mercedes-Benz, especially, experienced sales declines.

On Aug. 1, there was a 24-day supply of imported cars in

Table on Page 43.

stock, compared with a 25-day supply one month earlier and a 26½-day supply a year earlier.

On July 1, there were 216,815 imported cars in stock. On Aug. 1, 1983, there were 227,819.

Like the domestics, imports had slower daily selling rates in July, making the import days' supply figure look better. But it's still a far cry from the 60-day supply considered ideal for imports.

Just how hard the strike hit the Germans is illustrated in the inventory shares. The latest survey found the German makes had 17.47 percent of the cars in U.S. inventory; the Japanese, 66.63 percent, and other European makes, 15.90 percent.

One month earlier, the Germans had 28.05 percent, the Japanese, 55.92 percent, and other Europeans, 16.03 percent. And it should be noted that even on July 1, German-car shortages were developing because of the strike that hit suppliers and manufacturers.

• The strike wasn't the sole cause of low inventories, however. European vacations traditionally slice import inventories at this time of year. Saab, for example, reported scattered acute shortages. Jaguar, too, lost sales due to shortages.

Japanese-car shipments increased slightly during the month. Honda increased its

Continued on Page 43, Col. 1

Luxury, sporty autos help push overall auto total to $19.2 billion

Europe swells U.S. trade deficit

By Jake Kelderman
Washington Reporter

WASHINGTON. — The U. S. trade deficit in automotive products in 1983 reached $19.2 billion, much of which, as one would expect, was with Japan.

As well as Japanese auto makers have done here, however, so too have their European counterparts made a mark.

Owing to the popularity of the luxury and sport sedans, the Europeans now account for some $5.3 billion of the $19.2-billion automotive trade deficit. This is about half the $10.7-billion deficit the U. S. has with Japan. But it is a deficit built on the sale of just 419,079 European vehicles, compared with 1.86 million from Japan.

If the U. S. is a cash cow for the Japanese makers, so, too, is it a cash cow for the European makers.

Maryann Keller, automotive analyst for Vilas-Fisher & Associates, of New York, said high demand in the U. S. for European luxury and performance vehicles and the appreciating dollar now account for "over 75 percent of the earnings of Europe's luxury-car companies (Mercedes-Benz, BMW, Audi, Volvo, Saab and Jaguar)."

Keller said, "The U. S. is not only providing over 80 percent of the profits reported by the Japanese auto industry, it is doing the same for European auto makers who export to the U. S."

The degree to which the U. S. is a "cash cow" varies among the European makers. As the figures in the accompanying table show, Jaguar and Saab are

Tables on Page 43.

very dependent upon the U. S., while Audi, BMW, Mercedes and Volvo are dependent to a lesser extent. It cannot be denied, however, that U. S. profits are now driving all these companies.

• Much of this has to do with the dramatic rise of the dollar against all foreign currencies, effectively making the European cars affordable in the U. S. when they might not be otherwise.

In 1977, for example, the West German mark traded at two, or slightly less than two, to the U. S. dollar. In 1983, it averaged 2.55 to the dollar. Last week it traded at 2.8 to the dollar.

In France, where the Mitterand government was forced to revalue the franc, the rise has been even greater.

European car makers, who had long considered the U. S. a good second market, now increasingly turn to it as a major source of income and one of the few places where market gains are still to be made.

The four majors (Volvo, Mercedes-Benz, BMW and Audi), for example, sold 269,727 units here among them in 1983, but by 1986, they project that they will sell as many as 410,000 units in the luxury and sport-sedan classes.

Volvo expects to break through the 100,000 level in 1985 and BMW plans to be right behind it if Audi does not get there first. Mercedes, which sold nearly 74,000 cars here in 1983, figures to get to 100,000 in two years.

If U. S. interest rates stay high, as they are expected to do (they are the primary cause of the strength of the dollar), those sales levels will mean tremendous profits for these companies.

As formidable as the Japanese makers are in the small-car market, so are the Europeans in the luxury end of the market. Surveys already show they consistently sell to a younger group of buyers than U. S. luxury-car makers. These young buyers will control better than 50 percent of the total car market in the 1990s.

Meanwhile, those same profits are allowing European makers

Continued on Page 43, Col. 5

breaking news

Fisher Body coach will keep on rolling

DETROIT. — In spite of the passing into corporate oblivion of General Motors' Fisher Body Division, the famous Fisher Body Napoleonic coach emblem used since 1922 will continue to be worn by GM cars, Chairman Roger B. Smith said. Fisher Body Division operations are being melded into other divisions.

Creager joins Bitter-Automobile

CHICAGO.—Robert E. Creager has been named executive vice president of Bitter-Automobile of America, Inc. He formerly was director of marketing for AM General and general sales manager of Jeep.

Mowrey to head AMC styling

DETROIT. — John W. Mowrey, American Motors vice president—product planning and program management, will assume design responsibilities as vice-president — product planning and design upon the retirement of Richard A. Teague. Joseph A. Bostater, vice president-quality and product integrity, has been put in charge of supply plants.

See BREAKING NEWS, Page 8, Col. 1

More sales incentives
Page 42

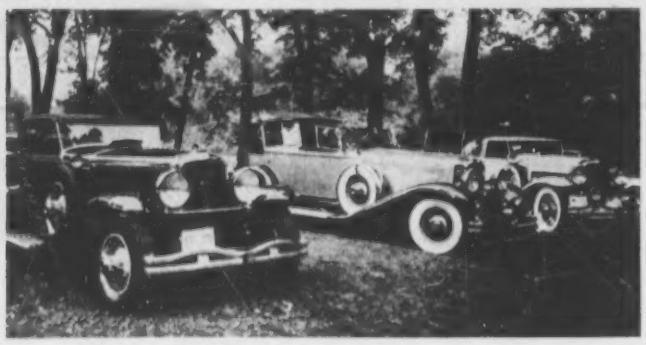
Fiberglass with class

Jim Dunne

Front-drive Cadillac limo due in 1985

Cadillac's 1985 C-body-based limousine, a foray into new assembly methods and materials, will be built by Hess & Eisenhardt Co. It features fiberglass doors, hoods and roof inserts.

NEWSPAPER



Where Duesenbergs gather . . .

The 29th annual Auburn-Cord-Duesenberg Festival will be held in Auburn, Ind., Labor Day weekend, Friday through Monday—Aug. 31-Sept. 3. Highlights will include a collector-car auction and swap meet, parade of classics and meeting of the Auburn-Cord-Duesenberg Club. Theme of the festival is, "The Year of the Duesenberg."

To eliminate 'Tower of Babel' among robots, Smith says

GM aims for integrated automation

By Roger Rowand
Engineering Editor

TRAVERSE CITY, Mich. — A new acronym has been added to the fast-growing lexicon of such code terms at General Motors where broad-scale reorganization of the North American Organization (NAO) is under way.

One of the latest acronyms is MAP for Manufacturing Automation Protocol and Chairman Roger B. Smith says that without it, computer-aided design and manufacturing will never exist the way GM wants it.

"Before we can get to the factory of the future there are longstanding problems on the plant floor that need to be resolved," Smith told a University of Michigan automotive management seminar here.

"Currently, we are limited in the manufacturing efficiency we can achieve by the Tower of Babel that exists among robots and other computer-aided programmable devices," he said.

Smith said only about 15 percent of GM's 40,000 programmable devices can communicate outside their own processes. And, he said, 30 percent to 50 percent of the costs for new automation are directly related to communications.

Each vendor's equipment uses unique language, so simply increasing automation is not the answer to better manufacturing efficiency.

"What we need is integrated automation that works in harmony with other functions in the plant," Smith said.

MAP is a common language for the factory and will be based on national and international communications standards. When created, it will allow robots to talk with each other no matter what brand name they wear, Smith said.

MAP is a joint venture between GM and seven of its major computer, controls and communications suppliers, including IBM and Hewlett Packard.

After his formal presentation, Smith said GM's Saturn project will be followed by one that may be called Jupiter. "We can't stop with Saturn. We've got to go down the road with all sorts of projects," he said.

In response to a question, Smith said the Saturn assembly plant will be new from the ground up, a green-field project.

Smith, who showed some of the Saturn project to President Reagan July 5, declined to discuss details.

"Only the President of the U. S. knows, outside of GM, and he isn't going to tell you," he said.

Lloyd Reuss, group executive, Chevrolet-Pontiac-Canada, said, "You really can't look at Saturn as simply a vehicle. That's been one of the problems with the press. The press has looked at it as only a vehicle, but the car itself is just a part of a much bigger story.

"The big news, the real excitement, is the fact the brightest people of every kind within GM and within our suppliers throughout the world are rethinking every phase of what it takes to bring a new product to market.

"Saturn is a laboratory of change," Reuss said.

Chairman Smith downplayed reports of salaried employe layoffs.

"I don't see a reduction in the white-collar workforce," he said. "We added 5,000 salaried employes last year and we'll probably add another 5,000 in the coming year."

He said there will be dislocations of personnel, however.

"We're in a transition phase and have to run some operations in parallel because we can't afford to miss product deadlines," he said. "For a while, we are going to have more players than we have chairs."

Suppliers get into act much earlier at GM

TRAVERSE CITY, Mich.— Suppliers have clamored to be allowed in on new-car design earlier and they are indeed getting in earlier at General Motors, Lloyd Reuss, group vice president, said here.

On one 1988 program, major suppliers will be selected by this December, some two to 2½ years earlier than usual. For the first time, many parts for prototype vehicles will come from their eventual suppliers who will get larger, life-of-platform production contracts, Reuss said.

Would save auto maker millions but not cut benefits

GM offers health-care plan to UAW

In contract bargaining last week, General Motors presented to the UAW a health care proposal that would save GM $220 million a year but would not cut benefits nor require contributions from employes.

The health care proposal was the first made to the union by GM since negotiations began a month ago.

Under the proposal, a GM hourly worker would choose one of the three health care systems:

1. The "informed choice" option uses a preferred provider network, made up of physicians and hospitals that contract with GM for health care services. The rules for the provider are agreed upon in advance.

If the employe chooses the preferred provider option but goes to a physician or hospital outside the network, the employe would bear some of the cost.

2. A second option would be a modified version of the traditional health care plan. However, controls would be placed on providers, including utilization review and prior authorization for all hospital admissions, skilled nursing and home care services, selected surgical and podiatric procedures, substance abuse treatment and out-patient psychiatric care.

The modified traditional plan also would require providers to establish review processes for in-patient and out-patient services including X-rays, lab procedures and prescription drug services.

3. The third option would be a Health Maintenance Organization, already available to GM employes. About 67,000 employes — or 200,000 to 250,000 persons including employes' dependents — are covered by an HMO.

The HMO has proven to be effective in containing costs, GM said. For example, the average length of a hospital stay has been cut in half.

UAW Vice President Donald Ephlin, head of the union's GM department, supported the concepts contained in the company's proposal. He said it is something GM and the union can build on.

He said the UAW had two "principles" on health care when negotiations began: "We did not want to shift costs to our members through co-pays and deductibles. That's not in the proposal. And we did not want to reduce benefits. That's not in the proposal either.

"In fact, if properly implemented with some suggestions we might make, there are some possible improvements in benefits for our people."

Ephlin's main concern is building safeguards into the system so employes are well-informed of the choices they make.

"We're not going to penalize our members for the misdeeds of doctors and/or hospitals," he said. "So we have to build in a lot of safeguards before we accept it."

• At Ford Motor Co., negotiators for the company and the union said many of the items in GM's health care proposal are already being done at Ford.

In fact, UAW Vice President Steven Yokich, director of the Ford department, said there are rumblings in the medical community that lawsuits will be filed over some of the practices.

"One thing we're looking at is a central laboratory service which would give us a guaranteed price," said Yokich. "We have heard there is a good possibility we'd be sued if we tried something like that."

Ford has made a health care proposal to the union but, unlike GM's, it includes co-pays and deductibles.

Health care ranks high on the list for both auto makers and the UAW in this year's negotiations.

GM's health care costs total $2.2 billion a year — or $430 per vehicle — and the company would like to cut that bill by 10 percent, said Richard O'Brien, GM general director of employe benefits.

O'Brien said health care costs have risen 15 percent a year for the past decade and the company is especially concerned about further increases since the workforce is aging and the ratio of retirees to active employes is rising.

O'Brien added GM processed 40 million claims last year.

Meanwhile, negotiations are continuing at the subcommittee level.

GM Vice President Alfred S. Warren said the corporation will be making a proposal on the job security issue this week and an economic proposal, perhaps late in the week.

Two Mitsubishi units to be consolidated

TOKYO. — Mitsubishi Motors Corp. and its marketing branch, Mitsubishi Motor Sales Co., will be formed into a single unit, effective Oct. 1.

Company officials said the aim of the consolidation is to increase company efficiency and to increase its share of domestic production.

Sinclair flair

Robert J. Sinclair, president of Saab-Scania of America, has been riding to work on his newly acquired (17th) motorcycle. Based on a BSA, the bike is powered by an 850-cc Saab two-stroke taken from an old Saab 96. Sinclair bought it on the Isle of Man.

Safety group asks FTC to force Ford recall

WASHINGTON. — As Ford Motor Co. was announcing the recall of 447,000 vehicles for seat and seat-belt repairs, the Center for Auto Safety asked the FTC to force Ford to remedy alleged steering and transmission problems in certain Ford cars.

The center said last week that 1981-83 Ford Escort and Mercury Lynx models equipped with automatic transmissions can experience "failure to shift into higher gears, locking-up and rough shifting which ends in costly repairs."

Approximately 1.2 million vehicles are involved.

The group is also asking FTC to require Ford to extend its warranty covering certain rack-and-pinion steering systems to an additional 5.3 million 1978-83 Fairmont, Thunderbird, Zephyr, Mustang, Granada, LTD, Capri, Cougar, XR-7, Marquis and Continental models.

Ford currently offers an extended warranty on rack-and-pinion steering repairs to an estimated 900,000 vehicles in 17 Northern and Mountain states and in Canada. The center wants the Ford coverage applied nationwide.

GM Saturn moves ahead

Project Saturn, General Motors' so-called "no-year" small-car development, will move from technical exercise to fully operational engineering status by the end of this year.

At least one of the planned series of Saturn vehicles will be given a model year target date, and move from under the reins of GM Vice President Alex C. Mair's Technical Staffs Group and into the hands of the Chevrolet-Pontiac-GM of Canada Group, where it will receive platform status.

It is believed the first of the revolutionary subcompacts will be introduced as a 1989 model in a single body style.

A number of versions are on the drawing boards at GM Design Staff, however, including sedan, aero sedan, coupe, 2-plus-2 and shuttle van.

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60th year — No. 5036

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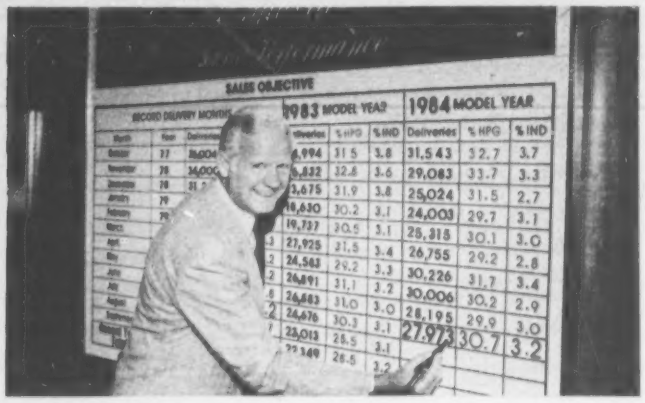

Cadillac likes these numbers

Cadillac's general sales manager, L. B. (Braz) Pryor, pens in a new July sales record of 27,973—the best July in Cadillac's 82-year history. The new record exceeded the former July record of 25,696 set in 1978 by 8.86 percent and was 13.36 percent ahead of the 24,676 deliveries in the year-ago month.

On selling-rate basis

Early-month sales hit '84 bottom

By Jenny L. King
Staff Writer

Early August new-car sales brought good news and bad news.

First, the bad news: Sales were down from the '83 level, though it was only the second period in 22 this calendar year they have fallen short. And the daily selling rate was lowest for any 1984 period.

The good news was that year-to-date sales passed the five million mark, a full two months ahead of the 1983 pace. There was good news for Honda, too, which earned its largest share of the domestic market for any 10-day period.

Domestic sales for August 1-10 were down 0.84 percent, to 177,182 from 178,686. With nine selling days both this year and last, the daily rate was off 0.84 percent, to a calendar-year low of 19,687 from the year-ago 19,854.

Sales since the first of the year totaled 5,107,637, up 24.86 percent from 4,090,579 in 1983. Last year, the domestics didn't reach the five million mark until the first 10 days in October.

Honda's 2.34-percent share of the market topped its previous record of 2.26 percent established in the final period of February. Honda sales were up 118.62 percent, to 4,145 from 1,896 a year ago.

Ford Motor Co. reported sales of 42,373 new cars in early August, an increase of 8.98 percent from 38,880 in 1983. Chrysler was down 7.59 percent, to 21,423 from 23,183. General Motors' 102,561 total was off 6.07 percent from 109,189.

American Motors' estimate was 5,330, up 36.67 percent from 3,900, while Volkswagen was down 17.58 percent, to 1,350 from 1,638.

The early August domestic market was divided as follows: GM at 57.88 percent; Ford at 23.92 percent; Chrysler at 12.09 percent; AMC at 3.01 percent; Honda at 2.34 percent, and VW at 0.76 percent.

A year ago, GM had 61.11 percent; Ford had 21.76 percent; Chrysler held 12.97 percent; AMC had 2.18 percent; Honda earned 1.06 percent, and VW had 0.92 percent.

Sales results for the individual domestic makes included ascents and descents. Plymouth was down 40.03 percent from the year-ago period, Dodge was off 17.06 percent and Chrysler was up 45.02 percent. Ford was up 6.38 percent, Mercury was up 9.34 percent and Lincoln was up 33.39 percent.

Buick was up 9.13 percent, Pontiac was up 13.96 percent, Chevrolet was down 18.93 percent, Cadillac was down 11.91 percent and Oldsmobile was off 5.84 percent.

Sales of American Motors' AMC products were down an estimated 45 percent from last year while Renault cars were up 51.52 percent. VW was down 17.58 percent and Honda, up 118.62 percent, doubled its sales.

Chevrolet Cavalier was the top nameplate for the period with sales of 9,476. Ford Escort was second, followed by Chevrolet Celebrity, Oldsmobile 88 and standard Chevrolet.

DOMESTIC SALES

	Aug. 1-10, 1984	Aug. 1-10, 1983
Renault		
Alliance/Encore	5,000†	3,300†
AMC	330†	600†
AMERICAN MOTORS	5,330†	3,900†
Chrysler	9,661	6,662
Plymouth	5,067	8,449
Dodge	6,695	8,072
CHRYSLER CORP.	21,423	23,183
Ford	26,769	25,163
Mercury	12,244	11,198
Lincoln	3,360	2,519
FORD MOTOR CO.	42,373	38,880
Buick	23,149	21,213
Cadillac	7,592	8,618
Chevrolet	34,269	42,272
Oldsmobile	22,411	23,601
Pontiac	15,140	13,285
GENERAL MOTORS	102,561	109,189
VOLKSWAGEN	1,350	1,638
HONDA	4,145	1,896
U. S. INDUSTRY TOTAL	177,182	178,686

†—Estimate

SAE gets a look at GM math setup

DETROIT. — The GM20 cars will be the topic of speaker Jack H. King, who has been manager of manufacturing engineering - assembly, Fisher Body Division, when the Detroit Section of SAE meets Sept. 25 at Roma's of Bloomfield.

King will discuss details of General Motors' first large-scale application of a product math system which utilizes digitized body surface data for construction of major tooling.

He also will cover other aspects of automated systems used in GM's body manufacturing.

How to sell the Butcher, the Baker and the Candlestickmaker—

KC/1500 162 cu. ft.

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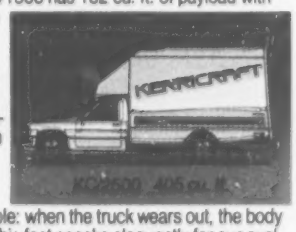

Kerricraft bodies have a streamlined fairing that decreases wind resistance and increases fuel economy. Also, cooling and refrigeration capability including cab-only A/C, flat floors, and a variety of custom features.

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truck industry news

2,441,736 units retailed in U. S. through July

7-month sales best since record '78

July retail sales of new trucks of all types in the U. S. topped the 300,000 mark for the sixth straight month, and the seven-month total was the second highest in industry history.

During the month, according to preliminary reports, franchised dealers and factory outlets retailed 347,387 vehicles, an increase of 33.5 percent over last year's 260,201 units.

The January-July total was up 39.2 percent to 2,441,736 units, compared with 1,753,762 in the same period a year ago. The alltime seven-month high of 2,472,365 sales was set in 1978.

Compact trucks, both domestic and imports, accounted for almost 42 percent of the January-July count. The total was 1,011,915 units, a gain of 66.5 percent over the year-earlier 607,752 units.

The domestic small trucks continued to increase their share of this market segment. Through July, they accounted for 67 percent of total sales, up almost 9 percentage points from a year ago.

The domestics' seven-month sales hit 677,721 units, a gain of 91.4 percent over last year's 380,108. The imports were up 31.7 percent, from 253,691 units in 1983 to 334,194.

• During the month, Ford increased its lead over Chevrolet by almost 3,500 units. Through July, its sales were 13,593 units higher than Chevrolet's.

Ford dealers sold 98,534 vehicles in July, an increase of 22 percent over last year's 80,781. The seven-month count was up 25.5 percent to 698,226, compared with 556,304 at the same time a year ago.

Chevrolet reported that its dealers retailed 95,093 units during the month, a gain of 19.5 percent over the year-earlier 79,546. Through July, the total was 24.1 percent higher than last year, 684,633 versus 551,820.

With two months remaining in the 1984 model year, GMC said its sales through July had exceeded the 12-month total for each of the last four model years.

Duncan A. Brodie, general director of truck sales, said dealers retailed 266,079 trucks in the 10-month period, topping last year's 250,676 for the full model year.

The calendar-year count for GMC was 197,719 units, up 27.2

Continued on Page 28, Col. 3

Starting on the second-million S-trucks

The 1,000,001st compact S-truck built at three General Motors Truck & Bus Group plants is driven off the assembly line at the Pontiac plant. Preceding the GMC Jimmy sports/utility truck was the millionth S-truck, a Chevrolet Blazer. Since introducing compact trucks in 1981, when the market was dominated by imports, GM has gained sales leadership.

Early NHTSA action due on splash/spray

Congress in 1983 ruled that all new commercial tractors and trailers operated on the interstate system must have devices to reduce rain splash and spray by Jan. 6, 1985, but NHTSA has yet to act on the mandate.

What is the status of the rule?

Richard Burdette, NHTSA spokesman, said "we are behind schedule, but my understanding is that we intend to reach the congressional mandate. I know we are trying madly to meet the deadline."

He said a notice of proposed rulemaking is "not far away."

"There are two ways to approach an issue," he explained. "We can say we don't know anything about the issue and ask for information to find out."

In that case, NHTSA might issue an advanced notice of proposed rulemaking.

"Or," he added, "we can try to do the research up front and put out a definite notice of proposed rulemaking. That's been the approach for the splash-and-spray rule."

According to a NHTSA engineer, the agency ran in-house tests on splash-and-spray devices shortly after the rule was included in the Surface Transportation Assistance Act (which legislated longer and wider trailers).

• Tests of splash-and-spray reduction devices, conducted in the late 1970s, as well as movies of the spray guards in action, seemed to indicate the devices worked as their manufacturers claimed.

Shortly after the spray-device rule was passed by Congress, however, in-house tests by NHTSA, where the devices were evaluated by visual means, seemed to indicate otherwise.

Wind played a large factor in the results, and even in the best situations, a spray cloud was observed.

After conducting its initial tests, NHTSA contracted with Systems Technology, Inc., to conduct further tests, and earlier this year, the firm evaluated the spray devices by both electronic and visual means. The results however, have not been released.

The electronic tests, which used lasers and photocells to determine how much light passes through a spray cloud, can show a percentage improvement in splash-and-spray visibility.

Before it can rule on splash-and-spray devices, NHTSA said it must determine what a percentage improvement means in terms of increased visibility to motorists following or passing trucks.

The agency also must determine how well the devices have to work to warrant an investment by truck operators.

• The Motor Vehicle Manufacturers Assn. also conducted splash-and-spray tests, similar to the tests conducted by STI for NHTSA, and preliminary results were released recently.

Truck manufacturers, said Carl McConnell, MVMA splash-and spray project manager, don't have any strong objections to installing the devices, but they are concerned with the

Continued on Page 22, Col. 5

Fruehauf unit acquires facility in West Germany

DETROIT.—Fruehauf Corp.'s German operation, Ackermann-Fruehauf oHG, has purchased a modern truck-trailer manufacturing facility in Sindorf, West Germany, from Peter Bauer, a family-owned trailer-maker based in Cologne.

Terms of the sale of the 41-

Continued on Page 20, Col. 5

Truck quality is better; still, dealers find fault

Quality has been the buzzword in the automotive industry since the start of the decade, and although it appears to be vastly improved, many truck dealers still find fault with the products they receive.

Like beauty, quality seems to be in the eyes of the beholder. What is a big problem to one dealer is not one at all, or a relative minor one, to another.

In a survey of truck quality, Automotive News asked dealers whether poor workmanship is a major problem today. Three-quarters of the respondents reported none, although many conceded there are minor faults.

Paint was the big complaint among the respondents. To some it was a major problem, while others termed it minor, but still a nuisance.

Since trucks are not shipped to dealers gift-wrapped, much of the paint damage and dents in sheet metal occur during the vehicles' journey from the assembly plant to the dealership.

While dealers are aware of this, they note that it takes time and money to correct the problems, and that prompt reimbursement often is hard to come by, if at all.

• A GMC dealer in the Southeast with paint headaches called them more a nuisance than a problem.

"The paint usually is too thin to match properly when touch-up or repair is needed," he explained. "But the big problem is to get paid for what has to be done. Factory service reps don't want to pay for more than 'spot' painting without a hassle."

Another GMC dealer in the same area, who said he had no major complaints, noted:

"Most of our problems come from shipping damages. Our transporter is not a neat trucking outfit. Their equipment is poorly maintained, their drivers have a typical union outlook and the product they ship looks

Continued on Page 20, Col. 3

Optimistic Lennox says 'we can look beyond survival'

Harvester nears break-even point

Editor's Note: *The clouds that have been hanging over International Harvester since the start of the decade appear to be clearing. While the firm still is heavily in debt, IH management and industry observers think the worst is over. This final article in a three-part series takes a look at what lies ahead.*

By Jack Walsh
Truck Editor

International Harvester isn't yet "out of the woods," but its optimistic chairman, Donald D. Lennox, says that for the first time since 1979 "we can look beyond survival."

A dramatic surge in big-truck sales, coupled with Harvester's extensive cost-cutting moves, spinoff of numerous assets and restructuring of operation, has brought the company "pretty close" to the break-even point, according to Lennox.

"We're in a positive cash-flow position now," he said. "Our trucks and diesel engines are doing better than we expected, and parts and service volume is good, about what we had anticipated."

Lennox indicated, however, that making a profit on operations depends on a turnaround in the agricultural-equipment business, and he said that at this time "no one can adequately predict when that will be."

Donald D. Lennox
looking beyond survival

Neil A. Springer, Truck Group president, thinks retail sales of Class 8 trucks—the market segment in which Harvester is No. 1—will hit about 132,000 units in the U. S. this year, with his firm taking 22 to 24 percent of the total.

Sales in 1985 should be about the same as this year, he believes, with slight increases in 1986 and 1987. "By 1989, the total should be about 160,000, the best since the alltime high of about 173,000 in 1979," he says.

Lavon Fife, a Harvester economist, said the farm-equipment market "can't get much worse. We've seen three years of declining demand in every market category. This year has been as bad as 1983, and in some sectors it's been worse.

"A modest increase is possible in 1985," he added. "Farmers should be in a better cash-income position. But there are no strong signals of a significant upturn. Farmers are playing it conservatively; they've been badly scared for the last three years."

Meanwhile, Lennox said Harvester will continue to run a tight ship.

"Further cost-cutting moves will be taken," he added. "They'll be made basically in the ag group, but there also is room for improvements in other areas."

Some of the improvements

Continued on Page 31, Col. 1

Neil A. Springer
truck outlook bright

Automotive News

EXTRA

August 20, 1984

SHOWROOM PROFITS

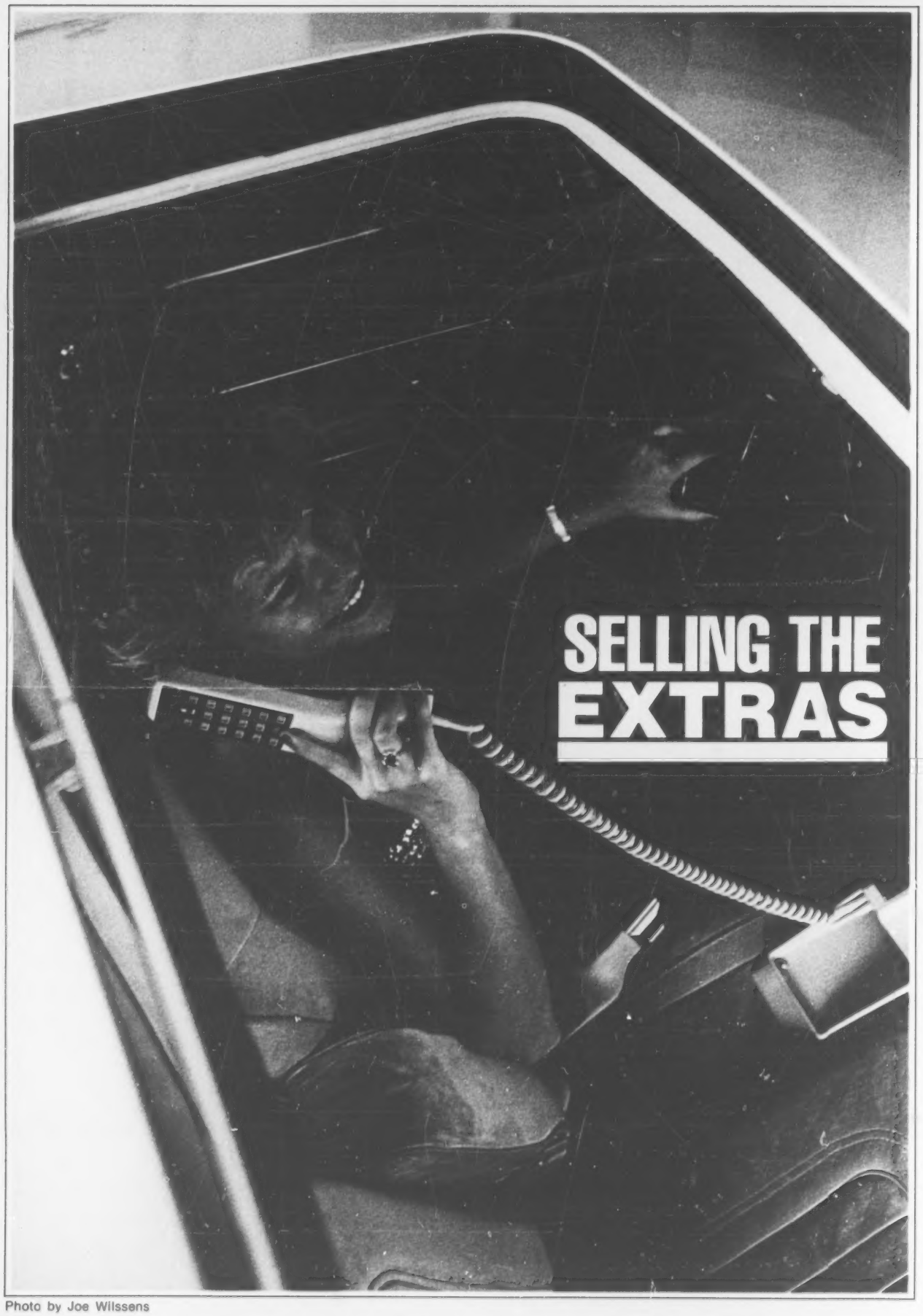


Photo by Joe Wilssens

With sales up dealer profits climb upward

Optimism for the future has never been greater

By Colleen Belli
Assistant Industry Editor

The profitability of the nation's new car and truck dealerships is on the upswing. More importantly, dealers are optimistic their healthy performance will sustain.

For the first five months of 1984 dealer net profit before taxes as a percent of total sales was 3.0 percent. This compares with 2.3 percent for the first five months of 1983 and the record high profit margin of 3.5 percent set in 1952, according to NADA.

The sharp recovery in sales began in 1983, permitting dealership profitability to return to more normal levels after three low years. The profit margin was 2.14 percent in 1983, at that time the highest profit margin recorded since 1972.

Dealers profit expectations for the future are up. At the beginning of 1984, dealers expressed greater optimism than at any time in the past seven years.

In January, 1984, the NADA quarterly Optimism Index reached a level of 180, an all-time high. The mid-year index recorded a level of 176 points. The record low of 17 was recorded in April, 1980.

NADA said the survey results have closely matched dealers' actual profit experience and also has served as a barometer of national economic trends.

Throughout 1981 and 1982 when many industry analysts were constantly predicting an imminent turnaround in new vehicle sales, dealers showed no significant increase in optimism. In retrospect it can be noted that the low level of dealer optimism was well-founded.

The NADA Optimism Index began its most recent rise in early 1983 and subsequently new car sales began to improve. The current high level of dealer optimism indicates that dealers believe the industry's recovery will continue throughout 1984.

• For the first six months of this year factory pre-tax profit margins climbed to 10.76 percent. The margin is up from 5.97 percent in 1983 and represents the first time since 1974 that the factory level reached 10 percent.

The increased factory profit margin marks a sharp climb from three loss years—1980, 1981 and 1982—when no profits were made.

While in the strictest sense it is not comparing apples to apples, it is inter-

Continued on Page E-2

Cover photo: The luxurious 1984 Buick Riviera equipped with Astroroof and cellular mobile telephone.

Profits

Continued from Page E-1

esting to note the difference in factory and dealer pre-tax margins.

Dealers recorded a pretax profit of 2.14 percent in 1983 compared with 5.97 percent for the factory. While low profits were recorded by dealers in 1980, 1981 and 1982, it was unique in that they were ahead of the factory. Dealer pre-tax profits were 0.61 percent in 1980, 1.16 percent in 1981 and 1.30 percent in 1982 while the factory recorded a loss in each of those years.

Presently, however, the factory margin of 10.76 percent is much higher than the dealer margin of 3.0 percent.

• NADA also reported that the recovery in sales resulted in an increase in the new vehicle department's share of total dealership sales. It posted a more normal 63.4 percent share.

The used vehicle department's share of total sales declined only slightly while the service and parts department's share fell sharply from 15.8 percent in 1982 to 14.1 percent in 1983.

NADA said all dealership departments did, however, record not only dollar sales increases but also unit volume increases in the amount of work performed. The new vehicle department for the average dealership recorded a 19.7 percent increase in new unit sales. Used unit sales increased 9.6 percent and the total number of repair orders performed by the average dealer increased 8.0 percent.

A random sampling of dealers throughout the country by Automotive News revealed an optimistic picture for 1984.

Tim Jostes, sales manager of Tom Blaskovich Chevrolet, E. Chicago, said, "No question about it (dealer confidence). Consumer confidence is almost as high as I've ever seen it. That's where it's coming from. Our sales and profits are up 40 percent from last year.

Consumers prefer their cars loaded with options, he added. "If they want to make an investment in an automobile they might as well get what they want. It's a considerable purchase."

Jostes described his dealership as a consumer-oriented shop. In fact, according to Jostes, Tom Blaskovich Chevrolet rates as the number two dealership in the country on General Motors' customer satisfaction index.

"We are a customer-oriented dealer. We don't push service. We explain service. We put everything on the table. We don't want to sell a customer a car one time. We want to sell them again and again.

"We don't push anything. We explain things. We sell what they want. If the customer understands he'll buy. If he's confused, he'll hesitate," Jostes explained.

Business has picked up for trucks, too, he said. "Companies are replacing aging trucks that should have been replaced two years ago. The market is catching up."

The sales manager expressed optimism regarding the good news coming out of Washington, including low inflation and reduced unemployment. "Good news makes people feel good again. I wish Mr. Reagan could do something about interest rates. That would help also.

"I think the media can break the upswing. As long as people have confidence they'll buy. Bad publicity can slow this thing down. That's the only fear I have today," Jostes said.

Jack Roach of Roach Cadillac, Kansas City, Mo., was equally optimistic. "I'm very positive and very excited. Cadillac has certainly been a bell ringer. The acceptance of the new downsized C car has been very good."

Roach said his sales volume will be 1,500 plus for 1984, up over last year. The new C car has been a hit with younger buyers, in the 25 to 40-year age group. The 50-year plus age group still wants the traditional Cadillac.

To increase the profitability per unit, the dealer sells custom extras. Roach explained, "We customize cars as much as possible—with different wheels, premium tires, different grills, different tops and different trunks — something to give people exclusivity. It certainly helps to sell the car. If you buy a fine car you want something exclusive."

Roach added that his dealership sells service contracts on more than 50 percent of its cars.

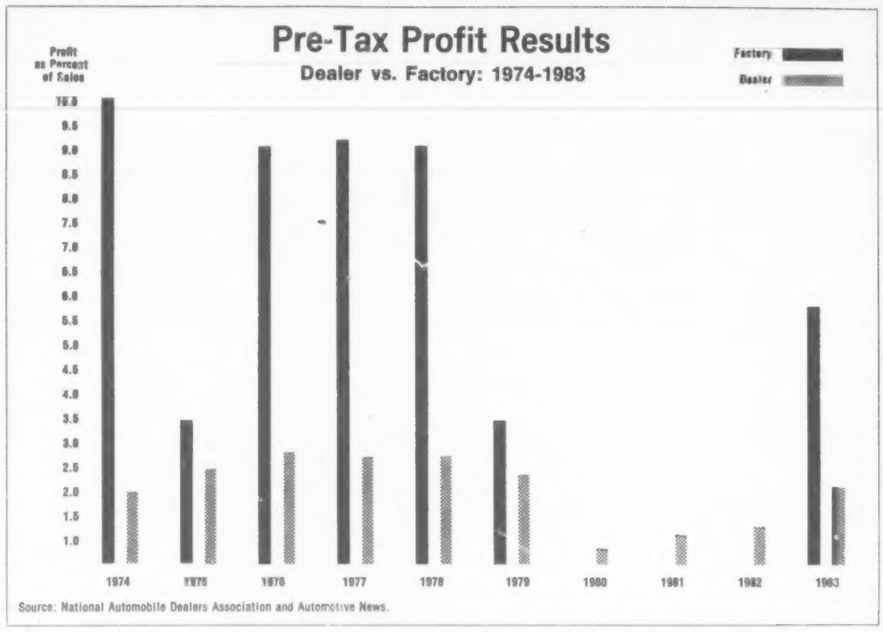
Lewis Ewert of Reno AMC-Jeep, Reno, Nev., said his sales outlook is "excellent." For the first nine months of the model year through June, sales were 715 units, up from 466 at the same time last year.

"American Motors has initiated 10.9 percent financing and the access to financing has been very good. It definitely stimulated sales on our Renault line," he said.

Tom Driesbach of Driesbach Cadillac Co., Detroit, said, "The sales and profit outlook is better than the past three years. We expect to have 900 to 1,000 sales this year. Last year sales were 850."

To spark some new excitement, Driesbach has added an Avanti sports model in his showroom. He began selling the Avanti line two years ago, keeping three or four in stock yearround. He sells 10 to 12 per year.

"It is added income and it has increased showroom traffic. It's a great little car and not in direct competition with any of our cars," Driesbach explained.



Source: National Automobile Dealers Association and Automotive News.

Engines refined for 1985

Expanded use of EFI and turbos

By Roger Rowand
Engineering Editor

The 1985 car year won't go down in the record books as a great year for new automobile engines. It will have, however, a significant number of important innovations and reworks.

Power plants for the upcoming model year have been refined, honed for keenness of edge, smoothed and polished.

At Chrysler Corp., for example, they'll be talking a great deal — and enthusiastically — about the 2.2-liter with electronic fuel injection. That package will be available on an expanded number of cars this year and the company expects it to appeal to a wide variety of car buyers.

"An expert who knows engines says you will like this 2.2 liter EFI. But customers who just want to go when it suits their fancy will like the engine just as much as the enthusiasts, because it's always ready. And, it's the only one in town with a five-year, 50,000-mile warranty," said L. Donald Gschwind, vice president, program management.

"This and our turbo are fully electronically controlled for optimum performance and increased reliability. Should something go astray, on-board diagnostics guide the service people to the problem," Gschwind said.

The Dodge Omni GLH gets some optional muscle power this fall when the turbo becomes available.

The turbocharger becomes

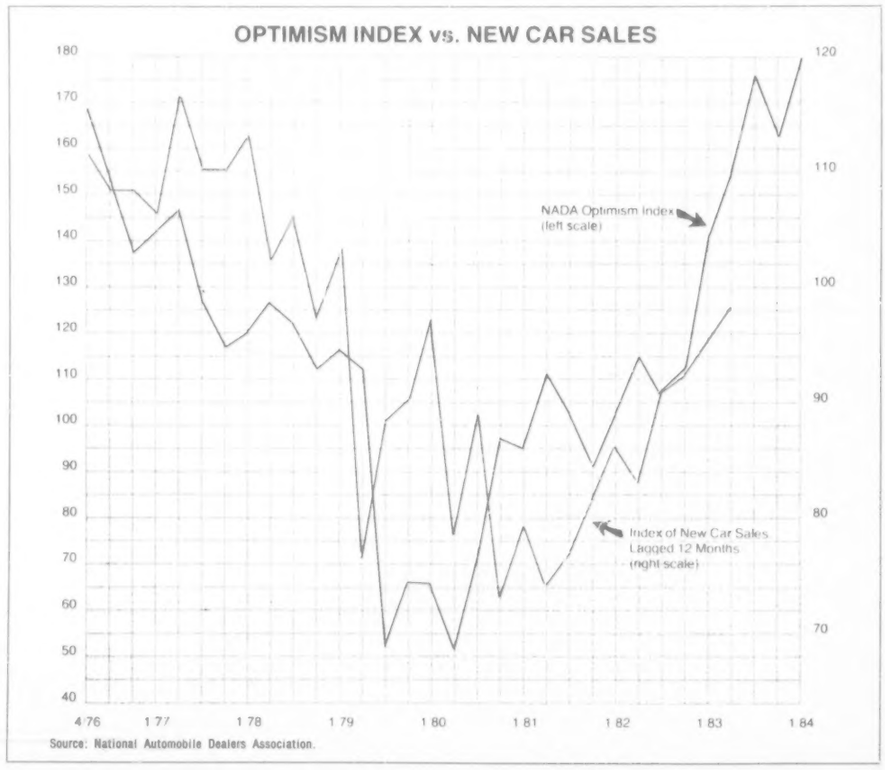
Continued on Page E-6

Expectations for Dealership Profits

Percent of Dealers Expecting Profits to:

	INCREASE	NO CHANGE	DECLINE	INDEX VALUE
1/79	30.2	52.3	17.5	116
4/79	29.1	50.5	20.4	112
7/79	13.6	36.3	50.1	52
10/79	16.9	42.4	40.7	67
1/80	17.9	40.5	41.6	66
4/80	9.2	25.4	65.3	51
7/80	23.0	40.0	37.1	74
10/80	26.5	43.3	30.3	98
1/81	25.5	48.4	26.1	95
4/81	30.0	51.5	18.6	111
7/81	27.0	52.5	20.5	104
10/81	22.1	50.2	27.7	92
1/82	27.6	48.8	23.6	103
4/82	33.4	47.4	19.2	115
7/82	27.1	51.7	21.2	106
10/82	32.2	49.0	18.8	113
1/83	46.8	44.8	8.4	141
4/83	54.4	38.1	7.5	155
7/83	65.5	30.5	4.0	176
10/83	55.0	40.4	4.6	163
1/84	65.8	30.9	3.3	180

Source: National Automobile Dealers Association.



Source: National Automobile Dealers Association.

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7-month sales best since record '78

Continued from Page 18

percent from the year-earlier 155,472. During the month, dealers sold 32,144 trucks, an increase of 37 percent over last year's 23,459 and the second-best July in GMC history. The July record of 35,865 sales was set in 1978.

• Chrysler-Plymouth and Dodge dealers sold 29,888 new trucks during the month, up 35 percent from last year's 22,137. Through July, the Chrysler total was 319,019, almost double the year-ago 159,546.

In July, 16,396 minivan sales represented 54.9 percent of Chrysler's total for the month. Through July, 103,367 of the small vans were retailed, accounting for 32.4 percent of the seven-month count.

In July, only 17 of the discontinued Volkswagen front-wheel-drive compact pickups were retailed, compared with 355 a year ago. Through July, the total was 368, down sharply from the year-earlier 3,633.

Toyota dealers sold a record 22,392 small trucks during the month, an increase of 63.4 percent over last year's 13,702. The seven-month total was up 55 percent to 144,206 units, compared with 93,060 in 1983.

• In July, Nissan dealers retailed 12,316 units, a decline of 23.8 percent from the year-ago 16,158. Through July, the total was 124,562, a gain of 62.1 percent over the 76,858 retailed in 1983.

Nissan's January-July total included 64,681 compact pickups assembled in the firm's Tennessee plant, and 6,128 of these vehicles were included in the July count.

July sales of Mazda compact trucks were up 68.6 percent, from 6,691 units a year ago to 11,282. The total through July was 71,320, a gain of 78.6 percent over the previous year's 39,936.

During the month, Isuzu dealers retailed 3,380 vehicles, an increase of 67.7 percent over last year's 2,016 units. The seven-month total was 22,880, up 74.1 percent from the year-earlier 13,141.

Mitsubishi dealers sold 1,329 trucks in July, a gain of 94.6 percent over the year-ago 683. Through July, the total was 8,760, up 88.4 percent from last year's 4,649 units.

Big Three July, year-to-date sales

	July 1984	July 1983	year to date 1984	year to date 1983
Ford				
Vans	12,896	13,202	102,917	96,448
Club Wagon	2,245	1,777	19,188	17,795
Ranger	18,640	15,997	132,976	111,413
Courier	.....	.....	.....	5,657
Bronco	3,846	2,783	27,800	24,613
Bronco II	10,061	6,190	58,514	25,626
Pickups	45,122	36,389	325,740	251,565
Mediums	4,393	3,755	24,042	18,627
Heavies	1,331	688	7,049	4,560
Chevrolet				
Vans	13,455	11,527	102,295	85,981
Sportvan	1,993	1,497	15,207	11,568
S-10	16,179	15,064	118,786	111,194
S-10 Blazer	12,276	8,273	82,904	54,508
LUV	.....	418	.....	3,425
El Camino	1,886	1,924	15,310	12,224
Blazer	4,261	2,098	29,178	16,908
Suburban	4,470	3,105	31,435	22,604
Pickups	38,296	34,134	278,602	224,511
Mediums	2,277	1,506	10,916	8,897
Chrysler				
Vans	6,526	6,647	45,861	44,642
Ram Wagon	3,276	3,544	27,207	23,200
Voyager	7,145	.....	50,770	.....
Caravan	7,173	.....	52,627	.....
Mini Ram Van	2,078	.....	9,970	.....
Ram 50	4,695	2,975	27,207	16,150
Other Plymouth Trucks	.....	702	378	5,922
Ramcharger	2,174	1,661	17,337	12,331
Rampage	1,139	877	6,662	6,974
Pickups	10,000	5,731	81,000	50,327
GMC				
Vans	4,063	4,307	29,239	29,420
S-15	4,605	3,609	27,439	25,290
S-15 Jimmy	3,069	1,797	20,057	10,512
Jimmy	820	636	5,477	4,301
Caballero	275	142	1,761	1,182
Suburbans	1,567	1,025	9,969	6,922
Pickups	11,701	9,148	75,190	60,341
P Models	778	354	3,442	2,213
Mediums	3,936	1,736	16,872	10,999
Heavies	1,330	705	8,273	4,292

Marketing & Media

Continued from Page 27

that sales, on average, went up 29 percent compared with the two months before the programs.

Two months after, sales dropped 25 percent.

Maritz also said that during a program, sales volume is 75 percent higher for enrolled dealers. On a national basis, when an auto company offers and promotes incentives, about 85 percent of dealers normally enroll.

Rick Comfort, sales promotional manager for American Motors' Philadelphia zone, said, "Money motivates people to a point. After that, they need the lapel pin, the plaque or the trip."

An incentive program must be tied to attainable and measurable objectives, Comfort believes. The goal is to increase sales volume — not necessarily per-car profit. To do that, a dealer must offer consumers lower prices or better financing, he said.

Comfort said it takes two to three weeks for people to adjust their attitudes and affect sales. Their participation must be reinforced every two weeks with short-term bonuses. Ninety-days is the maximum a program can be run; after that, dealers lose interest, Comfort said.

AMC credits its "Reach for Success" trip incentive, combined with 10.9 percent financing, for a big sales increase in the Philadelphia area and nationally as well.

Personnel

Dennis H. Plansker was elected group senior vice president of Campbell-Ewald. He also became director of broadcast promotion. He supervises production of all broadcast materials for Chevrolet.

Mark Rowlands became senior media planner on Dodge car and truck California marketing account, Direct Connection and new business at BBDO/Detroit.

Judy Hoomaian succeeded him as Dodge truck planner.

Ziebart Corp. named **Gary S. Tessmer** regional advertising manager. He will work with Ziebart auto appearance and protection center dealers in 22 states on local ad planning and needs.

Michael Mizak joined Grey Advertising as art director on the American Motors/Renault account.

Campbell-Ewald also appointed four new senior vice presidents. They are: **James T. Birchfield, John B. Hammond Jr., Robert S. Schenkel** and **David S. Stone.**

Birchfield is responsible for the agency's field offices and Chevrolet dealer asociation programs. He now also manages Chevrolet's car catalog program.

Hammond is account supervisor for Chevrolet small cars. Schenkel is senior executive producer for all production on Eastern Airlines and National Car Rental accounts. Stone is now director/agency information services. He was director/computer center.

BBDO promoted four people on its Dodge truck account: **Timothy S. Miller** became senior account executive, forward planning and special projects. He was succeeded as account executive by **Anthony Kuhn. William Freed** is a new account executive, and **Lorrie Mathis** was named assistant account executive on Dodge truck.

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factories list auction dates

American Motors

Aug. 21—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Aug. 22—Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Aug. 23—Corry Auto Auction, Corry, Pa.; Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Kansas City Auto Auction, Kansas City, Mo., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 28—Aptco Auto Auction, Taylor, Mich.

Aug. 29—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Aug. 30 — Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 31 — Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Aug. 21 — Harrisonburg Auto Auction, Harrisonburg, Va.

Aug. 23—Denver Auto Auction Ltd., Englewood, Colo.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N. J.

Aug. 29—Clanton's Auto Auction, Darlington, S. C., and Brasher's Southern California Auto Auction, Fontana, Calif.

Aug. 30—Aptco Auto Auction, Taylor, Mich.

General Motors

Aug. 22—Clanton's Auto Auction, Darlington, S. C.

Aug. 23—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Grand Prairie, Tex.

Aug. 29—Golden Gate Auto Auction, Fremont, Calif.

Aug. 30—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Model breakdown

Auction Averages

	AUGUST	JULY	JUNE
1984	$9,631	$11,772	$10,601
1983	7,804	7,793	8,284
1982	5,881	6,759	6,185
1981	5,199	5,681	5,091
1980	4,509	4,222	4,358
1979	3,650	4,100	3,963
1978	2,525	2,644	2,432
1977	1,974	2,114	1,830
Overall Average	$5,303	$ 5,560	$ 5,436

Used Car Sales

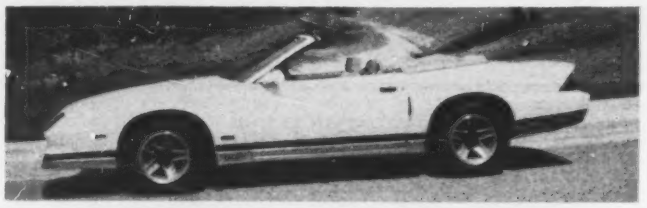
Auction Averages

August to date	$5,303
Month ago	$5,560
Year ago	$5,164

Consumers Digest honors Chrysler, Toyota

WASHINGTON. — Chrysler Corp. and Toyota were among eight companies presented with the first annual Consumers Digest Hall of Fame Awards.

Chrysler was honored for "originating and continuing to offer a five-year, 50,000-mile drivetrain warranty on all its passenger cars." Toyota captured the award "for the consistent high quality of its entire model line, its high owner satisfaction and commitment to safer design."



Converting the Camaro

American Custom Coachworks, Ltd., Beverly Hills, Calif., plans to build 250 four-passenger Camaro convertibles with automatic tops. The dealer wholesale cost for the conversion is $5,450, the company said.

Anglo American names Thee and Dickinson

NASHVILLE.—Anglo American Auto Auctions, Inc., has named Dennis M. Thee vice president and director of sales. Thee comes from Ford Motor Co., where he was advertising/merchandising manager of Lincoln-Mercury fleet sales.

The firm also named Gary Dickinson group security chief for its nationwide chain of auto auctions. Dickinson formerly was an auto theft investigator for the state of Texas.

auction directory

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Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

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Stockpile now at 24 days

Strike helps slice import inventory

Continued from Page 1

shipment of imported car rather significantly but it sold nearly all the extra cars within the month, leaving it with an import supply good for five days, compared with three days on July 1. It also had a 19-day supply of Ohio-built Accords on Aug. 1.

International Automobile Importers, Inc., refused to supply inventory figures for Bertone and Pininfarina, so AUTOMOTIVE NEWS estimated them from shipments and sales. Combined, IAI's days supply is an estimated 285 days, compared with the 122-day supply of the same two models that Fiat was carrying one year ago.

One year ago, Fiat was selling the cars at a daily rate about 50 percent higher than IAI's new network is doing, and it had about half the current inventory.

Renault's days' supply improved during the month because it halted shipments to the U. S. Its sales rate declined slightly during July.

Inventories of imported trucks (including Nissan's Tennessee-built trucks) were 86,785 on Aug. 1, up from 79,783 a month before but down from 22,209 a year earlier.

There was a 39-day supply of imported trucks on Aug. 1, up from 34 days on July 1 and down from 52 days on Aug. 1, 1983. Shipments of trucks increased during the month, and the sales rate slowed, resulting in the heavier stockpile.

But the truck sales rate was higher than a year ago—the reason for the large difference in the days-supply figures despite the small difference in inventories.

The combined import car-truck total on Aug. 1 was 284,473 units, down from 296,598 a month earlier and 316,028 a year earlier. But because of the changes in sales rates, the Aug. 1 supply of 27 days was the same as on July 1. On Aug. 1, 1983, there was a 31-day supply of imported vehicles in stock.

There were 131,723 new Japanese cars in inventory Aug. 1—a 20-day supply. Both numbers were higher than the July 1 equivalents: 121,233 units and 18 days.

In order: Honda (imports only), 5 days; Toyota, 15; Mazda, 17; Subaru, 18; Chevrolet Sprint, 20; Nissan, 27; Mitsubishi, 47; Isuzu, 58, and Chrysler's Mitsubishi-built captive imports, 64. The model-by-model breakdown of the Chrysler captives was: Dodge Vista, 39; Plymouth Vista, 43; Dodge Colt, 57; Plymouth Colt, 65; Plymouth Conquest, 99, and Dodge Conquest, 106.

• There were 34,534 German cars in stock Aug. 1, worth 43 days. One month earlier the stockpile stood at 60,820, or 53 days. The German cars and days' supplies: Mercedes-Benz, 17; Porsche, 19; Audi, 37; BMW, 46, and Volkswagen, 54.

There were 31,431 other European imported cars in stock Aug. 1—a 44-day supply. One month earlier, when the IAI cars were not yet included, inventory for the category was 34,762, a 51-day supply.

Those makes and their days' supplies: Jaguar, 19; Maserati, 22; Saab, 32; Volvo, 33; Peugeot, 37; Alfa Romeo, 120 and Renault, 148. In addition, there was the 285-day supply of IAI cars: 205 days for Pininfarina and 406 for Bertone.

Days-supply figures for imported trucks were Mazda, 22; Toyota, 29; Mitsubishi and Nissan, 40; Chrysler, 74, and Isuzu, 87.

Dingell, import firms attack passive-restraint rule

Continued from Page 2

make it harder for companies to meet the CAFE standards. Dingell also wants it made clear the 10 percent applies only to U. S. sales—not worldwide.

Dingell also questioned the provision that makers can return to installing only active belts if states with two-thirds of the U. S. population have belt-use laws. He wants to be sure that company efforts are not thwarted by last minute court cases.

In its petition for reconsideration, the AIA argued that lead time should not start until NHTSA has made a final decision on test procedures. AIA also wants more information on how convertibles will be handled and whether they should be counted during the phase-in period.

But the heart of the AIA proposal is a "bubble" concept to give companies flexibility by allowing them to carry forward and carry back models with passive restraints during the phase-in period.

Exceeding the percentage requirement could help meet a future and higher percentage; but failing to meet a percentage and requiring carryback would mean a penalty equivalent to allowing only one unit for a one-and-a-half unit.

Service volume continues gains

Continued from Page 1

proved 0.5 percent over the volume recorded in June, 1983.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

For the first half of 1984, service and parts business amounted to 117.4 percent of the volume done in the same period last year.

Leader in the six-month period was shop parts sales, up 25.3 percent, followed by sales of parts and accessories, up 20.1 percent, and gross profit, up 19 percent.

Labor sales increased 15.7 percent during the period, while repair orders written were up 8.0 percent.

SERVICE INDEX
109.2*

	June, '84 vs. June, '83	6 mos., '84 vs. 6 mos., '83
Gross Profit on All Labor and P&A Sales	+18.2%	+19.0%
Repair Orders Written	+ 0.5%	+ 8.0%
Total Labor Sales (Customer & Warranty)	+ 9.6%	+15.7%
Shop Parts Sales (Customer & Warranty)	+14.0%	+25.3%
Sales of All Parts and P&A	+ 7.8%	+20.1%

*—Survey by Automotive News shows that dealers' service and parts business in June, 1984, was 109.2 percent of business in June, 1983. Service business in the six months of 1984 was 117.4 percent of business in the corresponding period in 1983.

GM unit to name group director of public affairs

DETROIT. — General Motors' Chevrolet-Pontiac-GM of Canada Group will appoint a group director of public affairs on Sept. 1.

Public relations and internal communications functions will report to the new PA director, who also will work closely with GM's government relations and public policy organizations.

While GM's Buick-Oldsmobile-Cadillac Group also will announce public relations appointments in September, the organization is expected to be structured differently than C-P-C's.

PPG constructing Flint test facility

FLINT.—PPG Industries has broken ground for an automotive coatings applications test facility here adjacent to the new Buick City manufacturing and assembly complex.

PPG has been designated sole coatings supplier for Buick City. The PPG complex is slated to begin operation in February.

IMPORT STOCKS

	Aug. 1, 1984	July 1, 1984	Aug. 1, 1983
Chevrolet/Suzuki	20	18	....
Chrysler	64	67	55
Honda	5	3	19
Isuzu	58	57	39
Mazda	17	20	20
Mitsubishi	47	34	72
Nissan	27	22	21
Subaru	18	20	33
Toyota	15	13	15
JAPANESE MODELS	20	18	23
Audi	37	31	28
BMW	46	57	29½
Mercedes-Benz	17	8	23
Porsche	19	13	18
Volkswagen	54	108	47
GERMAN MODELS	43	53	25
Alfa Romeo	120	109	100
Bertone	406	n/a	....
Fiat	....	....	122
Jaguar	19	11	24
Lancia	....	....	44
Maserati	22	20	n/a
Peugeot	37	46	73
Pininfarina	205	n/a	....
Renault	148	152	107
Saab	32	41	35
Volvo	33	47	32
OTHER MODELS	44	51	55
TOTAL IMPORTED CARS	24	25	26½
Chrysler	74	81	95
Isuzu	87	60	103
Mazda	22	26	26
Mitsubishi	40	36	422½
Nissan*	40	24	33½
Toyota	29	29	52
TOTAL IMPORTED TRUCKS	39	34	52
TOTAL IMPORTED VEHICLES	27	27	31

*—Including domestic-made trucks

Chevy Baseball Hall of Fame addition

Rick Ferrell, left, who has been inducted into the Baseball Hall of Fame, donates his 1947 catcher's mask to Chevrolet's George Borst, manager, sales promotion, passenger-car merchandising. Ferrell's mask will be part of Chevrolet's Traveling Baseball Hall of Fame, which is slated to visit 100 malls in 1984.

UAW says poll shows public supports union's position

By Michelle Krebs
Financial Editor

The American public overwhelmingly supports the UAW's bargaining position in this year's contract talks, especially on the issue of job security, according to a public opinion poll conducted on behalf of the union.

"The public understands and supports our stand in our fight," Bieber said at a Detroit press conference at which portions of the survey results were disclosed. "The public realizes the central role the auto industry plays in our economy."

Bieber said that 70 percent of those surveyed believe American corporations have a responsibility to keep jobs in the U. S., and 84 percent oppose plans by U. S. auto companies to build more small cars overseas.

Eighty-two percent responded favorably to the union's bargaining stance of job security as the top priority coupled with "reasonable" wage and benefit gains. The job security aspect was the most popular with those surveyed; 73 percent responded that that was the portion of the union's position they liked the most.

The telephone survey of 1,515 adults across the U. S. was conducted by James Lauer and Associates, of Alexandria, Va., between June 23 and 25 at a cost of $35,000 to the union.

Though most of the survey was favorable to the union, portions were not.

"Not everything is the way I'd like it if I were writing a list to Santa Claus," Bieber admitted.

Overall, the respondents perceive the auto worker as a hard-working, dedicated individual trying to build high-quality vehicles. About three-quarters said so.

However, 51 percent said they thought auto workers resisted modern work practices and production methods that would make the industry more productive.

The public was also split on auto worker pay levels. Forty percent think they are overpaid, 39 percent said their pay is about right and only 9 percent think they are underpaid.

Bieber said he wasn't shocked by the findings since a Louis Harris poll conducted for Business Week magazine showed similar results.

"We'll have to work on that attitude," he said.

On the other hand, the American public isn't well informed about how much the auto companies are making and 45 percent weren't aware of what has been termed by some as the "obscene" bonuses paid to auto executives.

Of those who knew about the bonuses, however, 45 percent said they were excessive and only 7 percent thought the bonuses were in line with what the executives deserve.

As for the impact the survey results will have on negotiations at General Motors and Ford Motor Co., which are headed into their fifth week, Bieber expects nothing immediately.

"It shows we're on the right side of this fight," he said.

Trade deficit tops $19 billion in '83

Continued from Page 1

to continue to be competitive in Europe where sales have stagnated and competition has gotten intense.

In 1983, for example, just 1.2 percentage points and 68,200 units separated sales leader Ford Motor Co. from sixth-place finisher General Motors. In June of this year, sales leader Fiat is just 2.7 percent and 134,100 units ahead of sixth-place Renault.

"For the time being, promotional pricing policies in the home markets are being supported by the earnings on U. S. sales," Keller said.

1983 Automotive Trade Deficit

Country	Units	Amount
W. Germany	237,004	$ 3,398,000,000
Italy	5,298	70,471,000
UK	17,035	400,212,000
Sweden	114,414	1,095,823,000
Belgium	4,674	43,276,000
France	40,654	299,443,000
Total EEC	419,079	$ 5,307,225,000
Canada	313,347	$ 3,407,308,000
Japan	1,868,820	$10,725,111,000
All others	(18,432)	($245,239,000)
Total U. S. automotive trade deficit 1983	2.6 million	$19.2 billion

Source: U. S. International Trade Commission.

7 weeks ahead of 1983

Year's auto output tops 5 million

By Keith Gave
Detroit Reporter

The five-millionth domestic car of 1984 was assembled last Tuesday (Aug. 14), leading its 1983 counterpart by more than seven weeks. The five-millionth car last year was built Oct. 5.

Year to date, 5,078,860 cars have been produced in the U. S., a 25.13 percent improvement over last year's pace when 4,058,722 cars were finished in the same period.

Domestic manufacturers projected completion of 111,528 cars last week, 3.25 percent below the 115,275 completed the previous week, but 5.85 percent more than the year-ago week when 105,365 cars were produced.

Of last week's estimated car production in the U. S., General Motors accounted for 48.97 percent, followed by: Ford Motor Co., 32.88 percent; Chrysler Corp., 11.16 percent; American Motors, 4.30 percent, and Honda, 2.69 percent. Volkswagen of America remained idle due to model changeover.

GM had auto assembly plants in Detroit, Baltimore, Doraville (Ga.) and Lordstown (O.) down for model changeover. Its Flint G-line was scheduled to resume production today (Aug. 20) while its Oklahoma City plant was slated to get back to work Tuesday.

Meanwhile, GM scheduled two shifts of overtime Saturday (Aug. 18) at its Janesville (Wis.) plant and one shift at its Wentzville (Mo.) plant the same day.

Ford scheduled Saturday overtime at its Wayne (Mich.) and Wixom (Mich.) plants.

DeLorean's auto career one of color, controversy

Continued from Page 2

was elected a GM vice president and was named general manager at Pontiac.

He quickly beefed up the dealer body, created a youth-image program and was a prime mover in making Pontiac a regular contender for the No. 3 slot in sales.

In 1969, he was moved into the hot spot as general manager of Chevrolet, the youngest man ever to head that division.

In 1972, DeLorean became group vice president in charge of car and truck divisions and moved to the 14th floor in the GM Building in Detroit.

He left GM in 1973 amid reports his flamboyant and vocal personal and business styles did not sit well with others at the top in GM.

After a brief spell with the National Alliance of Businessmen in Washington, DeLorean moved back into the car business. In January, 1974, he formed John Z. DeLorean Corp. which later became DeLorean Mfg. and began the process of designing and building the car company, DeLorean Motor Co.

The DeLorean sports car went into production in Belfast in February, 1981, and ceased production in May, 1982. A few months later DeLorean was arrested in Los Angeles on the drug charges of which he was acquitted last week.

DeLorean wins full acquittal

Continued from Page 2

while Robert Perry, who assisted Walsh, said he was "shocked and surprised."

A statement released by the U.S. Attorney's office by Robert Bonner said, "The jury has spoken. That is the heart of the criminal justice system. As all who believe in the system must, we accept the verdict."

The acquittal came just two months short of the second anniversary of DeLorean's arrest on Oct. 19, 1982, at the Sheraton Plaza La Reina near the Los Angeles airport and a year after two others netted with DeLorean — William Morgan Hetrick and Stephen Arrington—changed their pleas to guilty under agreements struck with the U.S. Attorney's office.

The decision last week clears the way for sentencing of the pair, which was delayed until the conclusion of the case against DeLorean.

Ford in Canada 80 years

OAKVILLE, Ont. — Ford of Canada marked its 80th birthday Aug. 17, anniversary date of the company's charter. The first Canadian-built Ford, a Model C, was built Oct. 10, 1904.

Truck production climbs to 56,545; 2-millionth near

Domestic truck production rose slightly last week as output for the year neared the two-million mark.

Nissan's Smyrna (Tenn.) plant returned to production following three weeks of vacation, helping to bring the week's truck output to 56,545, a 4.07 percent increase over the previous week's 54,332 and a hefty 56.44 rise over the year-ago week's total of 36,145.

So far this year, 1,976,931 trucks have been assembled in the U. S., a 39.90 percent increase over the 1,413,118 built during the same 1983 period.

Both General Motors and Ford scheduled overtime on Saturday (Aug. 18) at truck plants. GM's Detroit plant and Ford's Lorain (O.) plant each scheduled one shift of overtime.

Week's production of cars, trucks rises in Canada

Canadian auto and truck production rose last week as the major manufacturers returned to full swing following vacations and model changeover.

Ford Motor Co. and General Motors were back to normal as the Canadian industry targeted 16,073 cars for production. That was a 30.98 percent increase over the previous week's 12,271 and a 77.37 percent rise above the 9,062 in the same week last year.

Year to date, 691,735 cars have been produced in Canada, an 11.55 percent increase over the 620,087 completed in the same period in 1983.

Canadian truck makers scheduled assembly of 13,631 units last week, a 1.35 percent increase over 13,449 the previous week, but a dramatic 112.92 percent rise over the 6,402 built in the same 1983 week.

So far, 507,050 trucks have been completed in Canada, a 57.74 percent improvement over the 321,448 in the same period last year.

U. S. CAR PRODUCTION

	Week Ended Aug. 18, 1984	Week Ended Aug. 20, 1983	Week Ended Aug. 11, 1984	Aug. to Date	Jan. 1 to Aug. 20, 1983	Jan. 1 to Aug. 18, 1984
AMERICAN MOTORS	4,800	4,003	3,997	11,528	111,015	126,948
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	4,003	3,997	11,528	106,944	126,948
Alliance	3,100	2,588	2,550	7,234	100,990	69,604
Encore	1,700	1,415	1,447	4,294	5,954	57,344
CHRYSLER CORP.	12,450	17,639	9,454	21,981	526,663	781,315
Plymouth Total	4,250	5,893	3,614	7,887	189,892	231,078
Horizon	2,800	2,577	2,784	5,584	68,650	99,459
Reliant	700	3,267	308	1,018	118,653	111,359
Caravelle†	450	49	270	733	3,079	6,278
Gran Fury	300	.....	252	552	.....	13,982
Chrysler Total	3,500	5,516	2,218	5,742	124,493	260,469
LeBaron	450	1,377	100	550	54,767	77,775
Laser	300	1,127	52	352	1,445	46,416
Chrysler E-Class	550	3,012	277	851	68,281	63,937
Fifth Avenue	2,200	.....	1,789	3,989	.....	72,341
Dodge Total	4,700	6,230	3,622	8,352	212,278	289,768
Omni	2,500	2,216	2,558	5,058	77,099	93,938
Aries	700	2,373	223	936	87,940	88,588
Daytona	300	488	49	349	561	34,556
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	600	1,153	283	900	28,200	49,192
Diplomat	600	.....	509	1,109	.....	23,494
FORD MOTOR	36,673	31,855	34,818	92,999	920,390	1,099,530
Ford Division	22,687	20,246	21,971	57,268	585,060	708,981
Escort	6,911	4,434	6,424	16,763	161,915	217,719
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	2,794	3,075	2,874	7,539	72,362	86,125
LTD	4,633	2,586	4,300	11,057	106,171	135,877
Thunderbird	2,407	3,995	2,619	6,617	119,966	93,838
Crown Victoria	1,416	1,531	1,567	3,957	57,838	48,434
EXP	1,261	.....	1,108	2,847	1,184	22,955
Tempo	3,265	4,625	3,079	8,488	41,896	104,033
L-M Division	13,986	11,609	12,847	35,731	335,330	390,549
Mercury Total	9,864	8,989	9,515	25,786	264,036	281,602
Lynx	1,513	1,441	1,241	3,936	41,723	43,138
Capri	264	1,021	253	650	14,305	10,679
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,544	1,512	2,313	6,492	45,606	73,263
Cougar	2,984	2,373	3,159	8,064	75,887	68,517
Grand Marquis	1,524	1,401	1,328	3,893	60,196	58,468
LN7	.....	.....	.....	.....	290	.....
Topaz	1,035	1,241	1,221	2,751	12,428	27,537
Lincoln Total	4,122	2,620	3,332	9,945	71,294	108,947
Continental	1,088	.....	875	2,621	8,793	24,976
Lincoln	2,574	2,620	2,090	6,224	42,310	64,915
Mark VI/VII	460	.....	367	1,100	20,191	19,056
GENERAL MOTORS	54,605	48,376	63,526	158,097	2,417,654	2,931,059
Buick Division	11,194	8,354	10,217	28,205	552,986	640,832
Skylark	3,111	.....	2,218	5,329	61,382	63,774
Skyhawk	1,998	375	.....	1,998	46,608	95,824
Somerset Regal	2,800	.....	78	3,012	.....	3,907
Century	1,365	824	4,178	8,200	98,879	145,177
Regal	.....	3,841	.....	.....	158,543	131,396
Buick	.....	2,216	1,626	4,067	157,308	135,551
Riviera	.....	1,098	816	1,445	30,266	32,920
Electra (fwd)	1,920	.....	1,301	4,154	.....	32,382
Cadillac Division	307	2,550	5,822	10,202	189,165	210,657
Cimarron	307	234	253	1,018	12,633	11,286
Seville	.....	777	523	927	21,529	25,433
Eldorado	.....	1,539	1,171	2,073	47,508	49,876
Cadillac	.....	.....	1,539	2,556	107,495	88,015
DeVille (fwd)	.....	.....	2,336	3,628	.....	36,047
Chevrolet Division	23,428	15,554	22,839	60,158	791,164	1,001,343
Chevette	2,849	3,892	2,745	7,325	117,230	122,054
Cavalier	9,358	2,380	5,783	17,786	188,223	263,585
Celebrity	2,118	798	5,052	10,407	81,280	191,284
Camaro	5,078	1,711	5,238	13,076	121,857	169,407
Citation	877	1,663	553	2,450	64,595	71,447
Malibu/El Camino	.....	497	.....	.....	97,865	16,346
Monte Carlo	1,117	1,897	1,542	3,557	61,993	73,400
Chevrolet	1,281	2,093	1,146	3,443	42,538	71,709
Corvette	750	623	780	1,979	15,583	22,111
Oldsmobile Division	11,487	16,638	16,670	39,611	636,118	730,988
Omega	.....	.....	.....	.....	36,269	29,289
Firenza	1,286	195	.....	1,347	30,470	45,778
Cutlass Supreme	2,483	6,217	3,531	8,352	185,417	177,577
Cutlass Ciera	4,651	4,324	4,992	12,953	128,525	181,843
Oldsmobile	.....	5,037	5,364	8,947	229,638	226,446
Olds 98 (fwd)	3,067	.....	1,997	6,512	.....	39,498
Calais	.....	.....	158	341	.....	1,265
Toronado	.....	865	628	1,159	25,799	29,292
Pontiac Division	81,189	5,280	7,978	19,921	248,221	347,239
Acadian†	.....	137	242	350	15,100	10,420
2000 Sunbird	2,580	.....	1,001	3,581	63,454	93,715
1000	563	1,146	902	1,925	28,862	26,325
Firebird	2,646	1,122	2,857	6,969	58,767	77,949
Phoenix	.....	544	.....	.....	17,305	14,116
Grand Prix/Bonneville	.....	1,878	.....	.....	64,733	29,733
Parisienne	.....	453	587	838	.....	17,237
Fiero	2,400	.....	2,389	6,258	.....	77,744
HONDA	3,000	1,177	3,480	8,258	27,079	84,577
VOLKSWAGEN	.....	2,315	.....	.....	55,921	55,431
Total Cars, U. S.	111,528	105,365	115,275	292,863	4,058,722	5,078,860
Total Cars, Canada	16,073	9,062	12,271	37,578	620,087	691,735
N. American Cars	127,601	114,427	127,546	330,441	4,678,809	5,770,595
N. American Trucks	70,176	42,547	67,781	174,951	1,734,566	2,483,981
North American Cars and Trucks	197,777	156,974	195,327	505,392	6,413,375	8,254,576

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended Aug. 18, 1984	Week Ended Aug. 20, 1983	Week Ended Aug. 11, 1984	Aug. to Date	Jan. 1 to Aug. 20, 1983	Jan. 1 to Aug. 18, 1984
AMERICAN MOTORS	.....	606	587	953	18,363	14,055
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FORD MOTOR	10,194	5,344	7,995	23,626	150,331	274,236
GENERAL MOTORS	5,879	2,837	3,689	12,999	341,466	396,962
VOLVO	.....	275	.....	.....	6,070	6,482
Total Cars, Canada	16,073	9,062	12,271	37,578	620,087	691,735

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 18, 1984	Week Ended Aug. 20, 1983	Week Ended Aug. 11, 1984	Aug. to Date	Jan. 1 to Aug. 20, 1983	Jan. 1 to Aug. 18, 1984
CHEVROLET	17,296	13,067	18,360	46,082	500,573	640,768
DODGE	4,400	2,912	3,696	9,567	85,754	127,182
FORD	21,237	11,974	19,747	54,100	549,315	740,911
GMC	5,189	3,881	6,011	14,268	160,370	207,330
INTERNATIONAL	1,573	1,132	1,638	4,265	31,416	47,606
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,800	2,129	3,830	9,808	50,431	118,526
NISSAN	2,000	.....	.....	2,000	.....	59,738
AM GENERAL	50*	50*	50*	130*	1,580*	1,670*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,600*	31,600*	33,200*
Total Trucks, U. S.	56,545	36,145	54,332	142,820	1,413,118	1,976,931

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 18, 1984	Week Ended Aug. 20, 1983	Week Ended Aug. 11, 1984	Aug. to Date	Jan. 1 to Aug. 20, 1983	Jan. 1 to Aug. 18, 1984
CHRYSLER CORP.	8,044	2,199	8,664	19,067	79,335	221,849
FORD MOTOR	2,750	117	2,174	6,933	83,145	95,888
GENERAL MOTORS	2,622	3,980	2,437	5,612	155,441	184,416
INTERNATIONAL	215	106	174	519	3,527	4,897
Total Trucks, Canada	13,631	6,402	13,449	32,131	321,448	507,050
N. American Trucks	70,176	42,547	67,781	174,951	1,734,566	2,483,981

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Chrysler Newark plant sets production record

NEWARK, Del. — Chrysler Corp.'s Newark Assembly Plant established a production record of 262,175 passenger cars for the 1984 model year. The previous record was 266,435 vehicles built in the 1977 model year.

The 1984 total consisted of 108,004 Chrysler Town and Country, Dodge Aries and Plymouth Reliant station wagons and 154,171 Aries, Reliant and Chrysler LeBaron four-door sedans.

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'Let's put on the gloves,' says World Congress keynoter

Tippett lashes out at auto industry naysayers

By Richard Johnson
Detroit Reporter

The U. S. auto industry may be riding high in the saddle again, but it is also taking some undeserved potshots from critics and naysayers, according to American Motors Chairman Paul Tippett.

In his keynote address last night (Aug. 26) at the opening of the 1984 Automotive News World Congress, Tippett said the same skeptics who not long ago predicted $3-a-gallon gasoline and the demise of two or more major U. S. auto manufacturers "are back at it with even more allegations, misconceptions and predictions."

The AMC chairman called on auto makers to "create a new, more accurate image of the progress we've made and the dynamic global industry that we truly are."

Tippett cited six major "misconceptions" he said are being circulated: The industry is making too much money; current profits stem from Japanese import restraints; government regulators have eased pressure on the industry; auto company executives are paid too much; the Japanese have entered a new era of trade cooperation, and the auto industry and "Smokestack America" in general are about to be eclipsed by a high-tech economy.

"It's time for us to put on the gloves and set the record straight," he said. "If we don't, we'll only make ourselves a larger target."

Tippett said industry opponents and critics are using reported earnings of $6.5 billion among Big Four companies for the first six months of 1984 as an excuse to "start beating on us again." However, he said, the manufacturers have yet to draw even against losses and investments totaling $42 billion from 1980-83.

"We're still about $35½ billion shy of getting back to the starting gate," he said. "If we continue at the current rate, we're still more than three years away from receiving that $35½ billion; three years away from just getting even. Is that your idea of making too much money? It's not mine."

Tippett defended auto industry capital outlays during the deep recession years when, he said, some skeptics regarded such investments in the U. S. as a form of throwing good money after bad.

"We can be proud that we stuck to our guns to return to profitability," he said.

Tippett denied that U. S. manufacturers are profitable

Continued on Page 64, Col. 1

Automotive News moves to new HQ

AUTOMOTIVE NEWS has moved to new headquarters.

The new address is 1400 Woodbridge, Detroit, Mich. 48207. The new telephone number is (313) 446-6000.

Bricklin-Yugo link traced

By John A. Russell
New York Staff Writer

NEW YORK. — Details on the connections between Occidental Petroleum and Bricklin Industries on the importing of the Yugoslavian-built subcompact Yugo 55 are slowly emerging, but no firm agreement has been signed.

While Occidental has refused to comment on any negotiations between the two companies, Malcolm Bricklin said last week that the two were "working out a deal."

In the case of the Yugo, Occidental is acting very much as a trading company helping the venture move along and would receive a royalty on the cars brought into the U. S.

No financial arrangements were revealed, though Bricklin said an agreement is near.

Bricklin does have an agreement with the manufacturer, Zastava, to be the sole importer

Continued on Page 64, Col. 3

Continental for '85

Lincoln makes mechanical changes

The Lincoln Continental for 1985 looks like the '84 model on the outside, but changes have been made under the hood. Four-wheel Skid Control Brakes and a single accessory drive belt have been added. Story, other pictures are on Page 35.

Chrysler explores Korea as site for small-car factory

By Dan McCosh
Detroit Reporter

Chrysler Corp.'s negotiations with the Korean conglomerate Samsung Group to build a small car for the U. S. in the 1990s now are concentrating on a tentative proposal for an auto plant making some 300,000 cars annually in Korea, with production exported to the U. S. and Southeast Asia.

But Chrysler's Korean strategy still faces numerous obstacles, according to Chrysler insiders.

Neither Chrysler nor Samsung would confirm details of a report last week in the Korean press that the two companies were close to agreeing on a plan to set up a $400 million plant at Changhon, South Korea, to build a small car.

A Chrysler spokesman stressed that the two companies were only conducting a feasibility study, as previously reported.

Chrysler is interested in Korea as a low-cost source for its small cars, but sources close to the program say the company is viewing Korea mainly as a competitor for other overseas alternatives, mainly Japan and Mexico, rather than a replacement for U. S. production capacity.

During the next four years, Chrysler is planning three new cars: The P-body, an upscale subcompact; the J-body, an intermediate specialty car, and the C-body, a full-size front-drive car; plus a new light truck program.

The unanticipated popularity of older models, particularly the M-body rear-wheel drive full-size cars, is overstretching its existing U. S. pla[illegible] capacity.

Aside from cos[illegible]nalysis, this is a major incent[illegible] to go overseas with cars si[illegible] below the J-body.

• Chrysler also is ne[illegible]ing with its Japanese affiliate Mi[illegible]J-bishi Motor Co. Ltd. to share output of a contemplated Mitsubishi-built plant in the U. S., but those negotiations have been stalled pending Washing-

Continued on Page 67, Col. 1

World Congress opens; Expo begins Tuesday

Automotive News Week under way

Automotive News Week in Detroit will be in full swing tomorrow (Aug. 28), as the third annual Automotive News World Expo brings the global automotive marketplace to Cobo Hall.

The World Expo, a three-day international buy-sell trade fair, features all aspects of the automotive original equipment business under one roof and is expected to attract thousands of OEM executives.

Automotive News Week began Sunday with the opening of the ninth annual Automotive News World Congres at the Westin Hotel. Keynoter Paul Tippett, American Motors chairman, delivered a state of the industry address.

World Congress participants, who are professionals in the auto industry and related businesses, attend 3½ days of seminar sessions dealing with the future of the industry.

Social event of the week will be tomorrow (Aug. 28) when World Expo and World Congress participants will gather in the Westin Hotel's Renaissance Ballroom for a Tuesday Evening Gala.

After a cocktail reception and dinner, Gala attendees will hear presentations by George Karnsund, president, Saab-Scania AB, and Bennett Bidwell, executive vice president, Chrysler Corp.

Karnsund will give an overview of the European auto industry, while Bidwell's topic is Detroit: Damned if it Does, Damned if it Doesn't.

The price for those who are not World Congress registrants is $38, which includes cocktails at 5:30, dinner at 6:30 and the program, which begins at 7:45. For information, call the Automotive News World Congress registration desk at the hotel at (313) 259-9336.

While World Congress is an international forum for analysis of world automotive markets and trends by 34 faculty members who are movers and shakers in the industry and related fields, World Expo unites buyers and sellers from around the world.

Thirty vehicle manufacturers are staffing business offices at the World Expo. More than 200 exhibitors from around the world will display and sell components, materials, machinery and services.

Cobo Hall, site of the World Expo, has been designated an international free trade zone during the show, allowing overseas exhibitors to ship their products duty-free.

breaking news

UAW to pick strike target this week

DETROIT.—The UAW is expected to choose its strike target this week after it receives economic proposals from Ford and General Motors. The union expects those proposals early this week and has called a meeting of its GM and Ford National Bargaining Councils for Wednesday. The International Executive Board will meet directly after the councils and it is expected to choose the target company then. (Earlier story on page 2).

GM resumes output of Calais, Somerset Regal

LANSING.—Production was scheduled to resume today (Aug. 27) at Oldsmobile's North Complex, which assembles the Olds Calais and Buick Somerset Regal, two of the new GM20 cars. The plant has been down since Aug. 8 because of poor-quality parts. Oldsmobile did not identify the part involved. A second complex, which builds the Calais and the Pontiac Grand Am was not affected because it has just started

See BREAKING NEWS, Page 8, Col. 1

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Coming in October

Lincoln-Mercury will introduce the Merkur XR4Ti in October. It is a version of the Ford Sierra.

Mercury Merkur intro scheduled for October

Lincoln Mercury's introduction of the German-built Merkur XR4Ti, pushed back by the German metalworkers' seven-week strike, is slated for sometime in October.

The two-door, five-passenger sports sedan, designed and engineered by Ford of Germany, is powered by a turbocharged electronically fuel-injected 4-cylinder engine. The car is a version of the Ford Sierra.

The Merkur XR4Ti's body design has no traditional grille and no bright plating. With its unusual biplane rear spoiler, drag coefficient is 0.32.

The Merkur has fully independent front and rear suspension, variable-ratio power rack-and-pinion steering, power disk/drum brakes, a five-speed manual overdrive transmission and a turbocharged engine.

Also standard are air conditioning, power windows, AM/FM stereo cassette four-speaker radio, eight-way adjustable front seats, power mirrors and rear washer/wiper system.

Only a few items are available as options: Metallic paint, heated seats, manual three-way glass sunroof, three-speed automatic transmission and leather seat trim.

The XR4Ti is 178.4 inches long, 54.8 inches high, 68.0 inches wide and sits on a 102.7-inch wheelbase. Curb weight is 2,910 pounds.

Combined city-highway fuel economy figures are 23.8 MPG for the manual and 22.3 MPG for the automatic.

GM, UAW open training center in Saginaw

SAGINAW, Mich. — General Motors and the UAW have established a Skills Development and Training Center here to assist Region 1-D laid-off GM-UAW workers in job retraining and job placement.

Approximately 5,700 persons from the Bay City-Saginaw area will be eligible to participate in the program. It is estimated that some 1,500 persons will be served by the program during its first year of operation.

'Test drive' takes Chevy salesman through 3 states

ATLANTIC CITY. — Rudolph Jean-Louis, a salesman for the Chevrolet 21 dealership here, apparently thought he was assisting a customer who wanted to see a vehicle and take it for a test drive.

He got the tags for a 1984 Camaro Z28 and let the "customer" take the wheel, according to local police.

But instead of a two-mile test spin, the salesman was taken on a drive through three states. When the salesman did not return, officials at Chevrolet 21 reported to police that their salesman apparently had been abducted.

Police received a phone call that evening from state police on the Connecticut Turnpike who said that they had located the salesman. The "customer" had stopped the car at a toll booth but did not have the money for the toll. At that point, the "customer" exited the vehicle. The salesman slid behind the wheel and drove away.

The salesman was unharmed and was on his way back from Connecticut late that night. The "customer" is being sought by police.

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60th year — No. 5037

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Total is 189,209, up 17 pct. over 1983

U. S. car sales climb in mid-August

By Jenny L. King
Staff Writer

Domestic new-car sales snapped their one-period losing streak with a 17.45-percent gain Aug. 11-20. Sales on a daily-rate basis were up an even more impressive 32.13 percent, with eight days in the period this year compared with nine in 1983.

U. S. new-car sales for mid-August totaled 189,209, up 17.45 percent from 161,104 a year ago and up 42.95 percent from the paltry 132,356 recorded two years earlier.

The most recent daily selling rate averaged 23,651, 32.13 percent ahead of the 17,900 of a year ago.

Ford Motor Co. reported the biggest sales gain for the mid-month period, up 25.48 percent, to 46,138 from 36,769 last year (up 41.18 percent daily rate). General Motors sales were up 16.07 percent, to 112,259 from 96,720 (up 30.57 percent daily rate).

Chrysler Corp. sales of 21,863 passenger cars were up 14.02 percent from 19,174 (up 28.31 percent daily rate). American Motors reported estimated sales of 4,800 cars, up 11.63 percent from 4,300 (plus 25.52 percent daily rate).

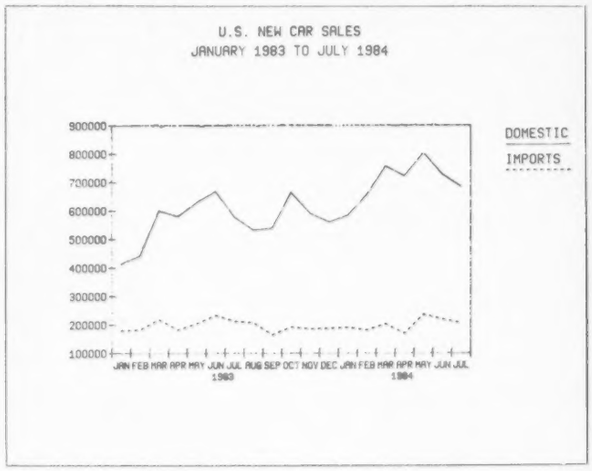
Honda was up 20.70 percent, to 2,525 from 2,092 (up 36.21 percent daily rate), and Volkswagen dropped 20.74 percent, to 1,624 from 2,049 (down 10.96 percent daily rate).

• Ford's sales increase earned it an extra 1.5 percentage points of the market, climbing to 24.38 percent from 22.82 percent last year. GM slipped to 59.33 percent from 60.04 percent. Chrysler was off to 11.56 percent from 11.90 percent. AMC sales represented 2.54 percent of the total, down from 2.67 percent. Honda earned 1.33 percent, up from 1.30 percent, and VW dropped to 0.86 percent from 1.27 percent.

Sales profiles for the various domestic makes included increases at Chrysler Corp. of 5.26 percent for Plymouth, 16.25 percent for Chrysler and 19.97 percent for Dodge. Ford Motor Co.'s Ford was up 21.74 percent, Mercury was up 36.84 percent and Lincoln was up 17.02 percent.

At GM, Buick was up 10.38 percent, Cadillac was up 9.49 percent, Chevrolet was up 23.63 percent, Oldsmobile was up 7.01 percent and Pontiac was up 27.11 percent.

AMC was down 44.44 percent and Renault was up 26.47 percent. VW dropped 20.74 percent and Honda was up 20.70 percent.



DOMESTIC SALES

	Aug. 11-20, 1984	Aug. 11-20, 1983
Renault Alliance/Encore	4,300†	3,400†
AMC	500†	900†
AMERICAN MOTORS	4,800†	4,300†
Chrysler	7,810	6,718
Imperial	.....	46
Plymouth	5,979	5,680
Dodge	8,074	6,730
CHRYSLER CORP.	21,863	19,174
Ford	28,901	23,739
Mercury	13,737	10,039
Lincoln	3,500	2,991
FORD MOTOR CO.	46,138	36,769
Buick	25,254	22,879
Cadillac	7,984	7,292
Chevrolet	36,958	29,894
Oldsmobile	24,119	22,538
Pontiac	17,944	14,117
GENERAL MOTORS	112,259	96,720
VOLKSWAGEN	1,624	2,049
HONDA	2,525	2,092
U. S. INDUSTRY TOTAL	189,209	161,104

† Estimated

DeLorean's acquittal spurs demand for car

Interested in a DeLorean sports car? A lot of people apparently have become so since John Z. DeLorean was acquitted of drug charges on Aug. 16.

"Sales have been incredible. There are only 20 left," said Donald L. Bowman, general manager of the DeLorean Division of Consolidated Stores Corp. of Columbus, O.

Consolidated purchased the 1,849-unit inventory of the bankrupt DeLorean Motor Co. and has been selling new DeLoreans since February, 1983.

Bowman said, "We've sold 78 cars since Thursday afternoon . . . We're selling them at $22,500. We didn't raise our price, though I'm sure we could have."

He noted that Consolidated has a "tremendous" spare parts supply which it distributes through Kapac, Inc., of Columbus.

Spenseley Chevrolet, Cohasset, Mass., also experienced renewed interest in the DeLorean — it had two new models in storage since 1981 — after the former car maker's acquittal. But interest is apparently waning.

"The first three or four days (following the acquittal) we had a number of inquiries. We sold one the very next day and wrote a deal on the other one but the buyer couldn't get financing. We didn't get a replacement order," said Dewey Beach, sales manager.

The cars sold for $26,175, the 1981 suggested retail price, Beach said.

Don Massey Cadillac, Inc., Plymouth, Mich., sold its two used DeLoreans as a result of telephone inquiries it received after the DeLorean acquittal, according to John Schott, used-car manager. He said they sold at a little over the price they would have brought several months ago.

"I'd say, if we had a half dozen, we'd have sold them all," he said.

National, N.K.K. sign

PITTSBURGH. — Executives of National Intergroup, Inc. and Nippon Kokkan K.K. finalized the agreement by which N.K.K. will buy a 50-percent stake in National Steel Corp., owned by NII, for $292 million in cash and notes.

Auto makers battle to build sleek cars

Aerodynamics: A weapon in styling and sales

By Jeff Spivak
Detroit Reporter

Terry Henline drew a crowd around his latest styling creation, the new Grand Am: Talking aero. Talking sloped hood, raked windshield and brusque rear window. Talking 1985.

Pontiac's chief exterior designer talked his way to the heart of the matter: "It's got nice touches," he said. "It's more rounded and the back lights are different than past practice, but the car's not aerodynamically driven."

Yes, the U.S. auto makers have added more artillery to the design war. But in the battle to establish more sleek—and modern—cars to appease the yuppies, the '85 model year won't witness the aerodynamic innovations of the previous two years.

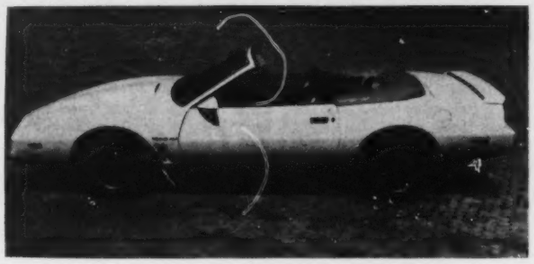
General Motors has unveiled to the press a new line of sporty cars, the GM20 or N-body cars, of which the Grand Am is Pontiac's version. The now-familiar GM look consisting of sloping hood, right-angle notchback roofline and high rear deck makes an appearance on yet another platform.

Pontiac, though, will steal the show by introducing the car with what it claims will be the lowest drag coefficient of any production vehicle in the world.

Ford Motor Co. will enter Chrysler's mini-van market, having applied its aero approach for the Aerostar. The extreme wind-tunnel design, with the windshield and hood planes sloped at almost the

Continued on Page 36, Col. 3

CAMARO OR FIREBIRD — "CONVERTIBLES"



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Volvo honors 14 salespeople for performance

ROCKLEIGH, N. J.—Fourteen Volvo salespeople have been elected to the North American Top Car Guild and invited to participate in a study trip to Volvo North American headquarters here.

The salespeople are being honored, said William J. Hoover, marketing vice president, for their high levels of performance and professionalism.

Guild members are: Bruce P. Andrews, Orange County Volvo, Garden Grove, Calif.; William C. Wasilewski, Volvo City West, Milford, Conn.; Hashim Dadabhoy, S.T.S. Motors, Scarborough, Ont., and Daniel Trent Weaver, Weaver Brothers, Raleigh, N. C.

More are: Robert M. McLean, 1500 Best Motors, Rochester, N. Y.; Donald R. Moonen, Brentwood Volvo, St. Louis; Bradford F. Hughes, Chapman Motors, Halifax, Nova Scotia; Robert J. Fredeen, Herzog Motors, Beaverton, Ore., and Steve Lehrer, Dyer & Dyer, Chamblee, Ga.

Rounding out the group are: Athur E. Awe, Volvoville U.S.A., Massapequa, N. Y.; Phillip Bazell, N. W. McKevitt, Berkeley, Calif.; John Pfau, Volvo Sales & Service Center, Lisle, Ill.; Herb Pinney Sr., Golden Imports, Beaumont, Tex., and Cameron MacPherson, Specialty Motor Cars, North Vancouver, B. C.

New York dealers form DADD chapter

NEW YORK. — James Farley, president of the Greater New York Automobile Dealers Asn., announced the formation of a local chapter of Dealers Against Drunk Driving (DADD).

The local unit is part of a national movement of auto dealers. DADD seeks to educate all segments of the community about the tragedies caused by driving while intoxicated.

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IMPORT SALES BY MODEL

	July, 1984	July, 1983	7 Mos., 1984	7 Mos., 1983
Alfa Romeo	325	223	2,056	2,007
Audi	4,013	4,655	43,836	27,439
4000	527	986	8,730	6,846
400d	.....	46	.....	834
4000S LE	293	.....	1,198	.....
4000S Quattro	311	.....	2,510	.....
5000S	2,243	2,309	25,513	10,635
5000S turbo gas	366	172	3,542	3,528
5000d/td	.....	680	.....	3,730
Quattro	2	10	44	226
Coupe	271	329	2,299	1,987
Tourist	.....	123	.....	653
BMW	5,066	5,102	42,011	31,782
318/320	2,040	3,010	20,068	17,991
325	1,108	.....	6,946	.....
528/533	1,172	1,470	8,812	9,150
633CSI	189	221	1,699	1,473
733	557	401	4,576	3,168
Chevrolet Sprint	1,436	.....	4,514	.....
Chrysler/Mitsubishi	7,107	10,416	46,826	58,641
Colt (Dodge/Plymouth)	5,118	7,325	34,549	40,238
Conquest/Sapporo/Challenger	530	3,091	4,744	18,403
Vista (Dodge/Plymouth)	1,459	.....	7,533	.....
Fiat	.....	386	.....	4,489
Honda	30,255	30,526	226,128	212,489
Civic	12,429	12,856	78,718	84,416
Civic CRX	2,446	.....	23,665	.....
Accord	10,231	12,725	81,874	110,409
Prelude	5,149	4,945	41,871	17,664
I.A.I.	255	.....	1,149	.....
Bertone	98	.....	379	.....
Pininfarina	157	.....	771	.....
Isuzu	1,499	2,042	9,492	11,880
I-Mark	247	605	2,214	8,714
Impulse	1,252	1,437	7,278	3,166
Jaguar	1,329	1,057	10,203	8,790
XJ6	1,025	912	8,388	7,291
XJS	304	145	1,815	1,499
Lancia	.....	46	21	511
Maserati	218	.....	458	.....
Mazda	16,269	14,353	98,299	103,454
GLC	4,330	4,964	26,128	31,718
626	6,922	5,264	40,726	39,997
RX-7	5,017	4,125	31,445	31,739
Mercedes-Benz	2,343	6,060	42,869	41,840
190D	184	.....	3,605	.....
190E	342	.....	7,649	.....
240D	.....	1,040	21	8,039
300D	672	1,647	9,335	10,919
300CD	97	195	942	1,119
300TD	112	238	1,418	1,601
300SD	528	1,654	8,505	10,668
380SE	185	.....	3,411	.....
500SEL	67	387	2,106	2,968
380SL/SLC	118	738	4,900	5,457
500SEC	38	161	977	1,069
Mitsubishi	2,579	3,043	22,172	17,034
Starion	278	556	4,119	3,463
Cordia	1,221	1,120	9,260	6,550
Tredia	1,080	1,367	8,793	7,021
Nissan	42,183	47,946	286,428	323,800
Sentra	17,240	19,332	114,699	130,462
Pulsar	3,482	6,289	21,642	39,142
Stanza	3,252	6,552	25,657	39,981
Maxima	6,154	6,836	38,796	43,426
200SX	5,923	2,212	36,769	22,669
300ZX	5,814	6,294	44,745	44,920
Hawaii	318	431	4,120	3,200
Peugeot	1,652	1,399	11,427	8,923
Porsche	659	2,167	13,117	13,595
944	430	1,481	8,130	7,888
911	121	427	2,949	3,548
928	108	165	1,445	1,632
Tourist	.....	94	593	527
Renault	1,114	4,103	7,600	20,151
LeCar	.....	1,697	.....	9,849
18i	444	877	1,779	2,585
Fuego	670	1,529	5,821	7,717
Saab	2,663	2,197	20,806	16,144
900	526	688	5,043	4,382
900S	717	493	6,248	4,163
Turbo	1,268	975	8,982	7,317
Tourist	152	41	533	282
Subaru	15,097	13,457	93,646	92,776
Toyota	51,962	50,191	321,420	332,308
Starlet	.....	365	258	5,189
Corolla	15,532	13,363	91,800	86,324
Tercel	9,673	13,191	57,037	94,520
Celica	8,231	12,250	51,663	72,936
Supra	2,706	1,716	17,062	17,304
Camry	7,934	5,074	53,760	26,466
Cressida	3,119	3,505	19,622	23,523
Land Cruiser	403	332	1,801	2,842
VanWagon	2,981	.....	21,031	.....
4Runner SR5	1,000	.....	2,531	.....
Hawaii	382	395	4,854	3,204
Other	1	.....	1	.....
Volkswagen	7,924	6,734	67,445	44,316
Rabbit Convertible	1,120	932	8,084	6,206
Jetta	2,526	1,742	25,489	11,864
Vanagon	1,419	1,579	12,469	8,724
Quantum	1,457	1,350	10,259	9,672
Scirocco	1,402	1,131	11,144	7,850
Volvo	10,142	8,549	67,156	56,563
DL	4,223	4,397	31,264	28,333
GL	3,032	1,294	18,284	10,097
GLT Turbo	912	1,389	6,373	8,174
GLE	.....	10	.....	204
DL/GL	554	420	2,701	3,212
Coupe	.....	3	.....	12
760	245	846	2,855	4,249
760 TurboDiesel	273	190	1,997	1,324
760 GT	884	.....	2,551	.....
Tourist	19	.....	1,131	958
TOTAL	206,090	214,606	1,439,079	1,428,932

factories list auction dates

Ford Motor Co.

Aug. 29—Clanton's Auto Auction, Darlington, S. C., and Brasher's Southern California Auto Auction, Fontana, Calif.

Aug. 30—Aptco Auto Auction, Taylor, Mich.

American Motors

Aug. 28—Aptco Auto Auction, Taylor, Mich.

Aug. 29—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Aug. 30 — Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 31 — Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

General Motors

Aug. 29—Golden Gate Auto Auction, Fremont, Calif.

Aug. 30—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Sept. 5—Hatfield Auto Auction, Hatfield, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 6—Nashville Auto Auction, Nashville, Tenn.

Sept. 11—Southern Auto Auction, Warehouse Point, Conn.

Sept. 12—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Salt Lake Auto Auction, Salt Lake City, Utah.

Sept. 13 — Indianapolis Auto Auction, Indianapolis, Ind.

Sept. 18—South Seattle Auto Auction, Inc., Kent, Wash.

Sept. 19—Brasher's Southern California Auto Auction, Fontana, Calif., and Clanton's Auto Auction, Darlington, S. C.

Sept. 20 — Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Grand Prairie, Tex.

Sept. 27—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Model breakdown

Auction Averages

	AUGUST, 1984	JULY, 1984	JUNE, 1984
1984	$9,848	$11,772	$10,601
1983	7,926	7,793	8,284
1982	5,978	6,759	6,185
1981	5,230	5,681	5,091
1980	4,494	4,222	4,358
1979	3,632	4,100	3,963
1978	2,551	2,644	2,432
1977	1,997	2,114	1,830
Overall Average	$5,316	$ 5,560	$ 5,436

Used Car Sales

Auction Averages

August to date	$5,316
Month ago	$5,089
Year ago	$5,159

Ford to acquire Pilkington share of Ford Glass

TORONTO. — Ford Motor Co. has reached an agreement with Pilkington Brothers PLC, of St. Helens, England, to acquire Pilkington's 49 percent interest in Ford Glass, Ltd., of Toronto.

Ford Glass, a subsidiary of Ford Motor Co., supplies curtain-wall systems and other products for high-rise commercial projects.

Ford Glass has a float glass plant in Scarborough, Ont., and the only high-vacuum coating line in Canada at its Downsview (Ont.) plant where it manufactures insulating glass units, mirrors and tempered glass. The firm also operates 19 retail glass centers across Canada.

used-car auction directory

Display Rates: $68.50 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $21.50; 13 times, $20.00; 26 times, $18.00; 52 times, $15.00. For Frequency Display Rates contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 12 days in advance. Next closing: Aug. 29 for Sept. 10 issue.

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Richard Head's Auto Auction, Columbia, Mo. Every Thurs., 12 P.M. Lease cars—will pickup. 314-474-9595. Member NAA & WAA.

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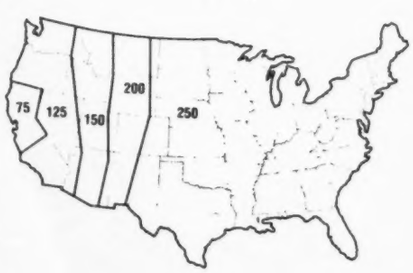

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REACH DEALERS THRU AN AD IN THIS SECTION

Domestics lead the way

Month's registrations reach a high for 1984

By Jenny L. King
Staff Writer

The new-car registrations total moved above the 900,000 mark for the first time this year in June, climbing 4.73 percent above the May level and 6.80 percent above the figure for June, 1983.

According to statistics from R. L. Polk & Co., U. S. passenger-car registrations numbered 927,849 in June. The May total was 885,974, and in June, 1983, it was 868,738.

Domestic registrations of 703,901 were up 2.43 percent from May's 687,178. The June figure surpassed the 637,182 of a year earlier by 10.47 percent.

Imports accounted for 24.14 percent of total new-car registrations in June, down from 26.65 percent a year ago, though up from 22.44 percent in May. Import registrations of 223,948 were down 3.29 percent from 231,556 in June of 1983.

As imports dropped 2.51 percentage points for the month, and American Motors dipped 0.36 percentage points (to 1.80 percent), the competition increased shares of the market. Ford Motor Co. was up 1.26 percentage points, to 18.53 percent from 17.27 percent last year.

General Motors gained 0.87 percentage points in June, to 45.65 percent from 44.78 percent. Chrysler Corp. was up 0.45 percentage points, to 9.88 percent from 9.43 percent. Miscellaneous domestics again were too few in numbers to earn a share of the market: They slipped into obscurity from 0.01 percent a year ago.

• Registrations for the first half of 1984 were up 17.76 percent to 5,015,409 from 4,258,857 through June, 1983. Total registrations topped the first half of 1982 by more than 1.2 million, or 32.75 percent. Two years ago the total was 3,778,109.

First-half domestic registrations were up 24.39 percent this year compared with 1983, to 3,816,981 from 3,068,670. The difference between 1984 and 1982 first half totals was 41.47 percent: Two years ago domestics numbered 2,698,079 January through June.

First-half import registrations were up a scant 0.69 percent this year, to 1,198,428 from 1,190,187. Their share of the market plunged more than four percentage points, to 23.90 percent from 27.95 percent.

American Motors, Chrysler and the miscellaneous domestics also lost ground in the first half. AMC was down 0.48 percentage points, to 1.84 percent from 2.32 percent. Chrysler slipped 0.35 percentage points, to 9.41 percent from 9.76 percent, and miscellaneous domestics were erased to 0.00 percent from 0.01 percent.

Ford Motor Co., and each of its three makes, was up in its share of the market for the first half. The corporation was up 2.30 percentage points to 18.95 percent; Ford climbed 1.25 percentage points, Mercury was up 0.78 percentage points, and Lincoln was up 0.27 percentage points.

GM expanded to 45.90 percent of the total market from 43.31 percent. Three of its makes, Chevrolet, Oldsmobile and Pontiac, were up but Buick and Cadillac lost in shares of the market.

NEW-CAR MARKET SHARES IN U.S.

	JUNE					6 MONTHS				
	Regis., June, 1984	Percent Share of Market	Regis., June, 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 6 Mos., 1984	Percent Share of Market	Regis., 6 Mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Chevrolet	146,662	15.81	137,245	15.80	+ 0.01	798,402	15.92	621,770	14.60	+ 1.32
Ford	112,034	12.07	102,455	11.79	+ 0.28	630,952	12.58	482,638	11.33	+ 1.25
Oldsmobile	101,900	10.98	93,541	10.77	+ 0.21	559,353	11.15	460,403	10.81	+ 0.34
Buick	84,920	9.15	80,972	9.32	− 0.17	451,988	9.01	388,577	9.12	− 0.11
Pontiac	63,335	6.83	51,309	5.90	+ 0.93	343,577	6.85	236,572	5.56	+ 1.29
Mercury	45,634	4.92	39,456	4.54	+ 0.38	251,963	5.03	181,025	4.25	+ 0.78
Dodge	35,026	3.77	31,733	3.66	+ 0.11	179,293	3.58	154,217	3.62	− 0.04
Chrysler	29,130	3.14	23,985	2.76	+ 0.38	149,102	2.97	122,681	2.88	+ 0.48
Plymouth	27,551	2.97	26,155	3.01	− 0.04	143,556	2.86	138,909	3.26	− 0.40
Cadillac	26,722	2.88	25,967	2.99	− 0.11	148,939	2.97	137,211	3.22	− 0.25
AMC	16,705	1.80	16,185	1.86	− 0.06	92,395	1.84	98,738	2.32	− 0.48
Lincoln	14,250	1.54	8,127	0.94	+ 0.60	67,321	1.34	45,536	1.07	+ 0.27
GENERAL MOTORS	423,539	45.65	389,034	44.78	+ 0.87	2,302,259	45.90	1,844,533	43.31	+ 2.59
FORD MOTOR CO.	171,918	18.53	150,038	17.27	+ 1.26	950,236	18.95	709,199	16.65	+ 2.30
CHRYSLER CORP.	91,707	9.88	8,,873	9.43	+ 0.45	471,951	9.41	415,807	9.76	− 0.35
AMC	16,705	1.80	16,185	1.86	− 0.06	92,395	1.84	98,738	2.32	− 0.48
IMPORTS	223,998	24.14	231,556	26.65	− 2.51	1,198,428	23.90	1,190,187	27.95	− 4.05
MISC. DOMESTIC	32	0.00	52	0.01	− 0.01	140	0.00	393	0.01	− 0.01
TOTAL	927,849		868,738			5,015,409		4,258,857		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York, Oklahoma, 1984, from manufacturers' sales records. Oklahoma '83 figures not available. Current Alaska delayed.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

JUNE, 1984 VS. JUNE, 1983

	1984 Month	1984 Year	1983 Month	1983 Year
AMC Alliance FWD	8,783	47,485	12,105	68,024
Encore FWD	6,520	34,512		
Spirit			456	3,868
Concord			996	7,575
Concord SW			403	3,499
Eagle 4WD	296	2,105	814	5,493
Eagle 4WD SW	1,106	8,293	1,411	10,279
TOTAL AMC	16,705	92,395	16,185	98,738
Chrysler Laser FWD	5,325	26,509		
LeBaron FWD	9,158	42,287	7,016	35,454
LeBaron SW FWD	870	5,009	1,143	5,129
E-Class/New Yorker FWD	6,893	40,458	6,900	32,889
Cordoba			1,184	7,698
New Yorker Fifth Ave./Newport	6,884	34,839	7,636	40,484
Imperial			106	1,027
Total	29,130	149,102	23,985	122,681
Plymouth Horizon FWD	6,363	38,481	5,705	24,641
Turismo FWD	4,653	22,873	4,045	17,295
Reliant FWD	10,734	54,310	10,195	63,326
Reliant SW FWD	3,936	20,307	4,405	24,312
Gran Fury	1,865	7,585	1,805	9,335
Total	27,551	143,556	26,155	138,909
Dodge Omni FWD	5,786	32,948	4,985	22,232
Charger FWD	4,701	25,310	4,996	20,318
Daytona FWD	4,282	22,293		
Aries FWD	7,991	41,166	8,924	44,879
Aries SW FWD	3,219	16,805	3,793	19,579
600 '84/400 '83 FWD	2,482	11,493	3,163	17,103
Diplomat	3,144	11,203	2,864	13,131
Mirada			476	2,847
600 FWD	3,421	18,075	2,532	14,128
Total	35,026	179,293	31,733	154,217
TOTAL CHRYSLER CORP.	91,707	471,951	81,873	415,807
Ford Escort FWD	22,147	128,622	28,427	129,841
Escort SW FWD	7,141	41,778	9,541	45,093
EXP FWD	2,565	12,731	2,673	12,319
Fairmont			3,040	41,086
Tempo FWD	21,644	123,860	8,678	9,520
LTD	12,527	70,479	10,903	57,096
LTD SW	5,163	27,936	4,379	22,835
LTD Crown Victoria	13,532	67,207	8,417	51,543
LTD Crown Victoria SW	2,746	15,616	1,762	11,624
Mustang	11,896	65,327	11,893	58,747
Thunderbird	12,673	77,396	12,742	42,934
Total	112,034	630,952	102,455	482,638
Lincoln Town Car	7,841	37,659	4,459	23,927
Mark VII	2,949	17,093	2,615	13,683
Continental	3,460	12,569	1,053	7,926
Total	14,250	67,321	8,127	45,536
Mercury Lynx FWD	4,201	25,551	6,867	31,332
Lynx SW FWD	1,125	6,996	2,007	9,271
LN7 FWD			684	3,601
Capri	1,456	9,625	2,291	11,748
Zephyr			975	12,201
Topaz FWD	5,764	36,671	2,363	2,588
Marquis	8,716	42,125	5,071	23,799
Marquis SW	1,069	6,402	1,621	7,901
Grand Marquis	11,606	60,464	7,898	45,638
Grand Marquis SW	1,733	7,947	1,379	6,781
Cougar	9,964	56,182	8,300	26,165
Total	45,634	251,963	39,456	181,025
Lincoln-Mercury Division Total	59,884	319,284	47,583	226,561
TOTAL FORD MOTOR CO.	171,918	950,236	150,038	709,199
Buick Skylark FWD	9,742	51,344	12,098	52,720
Skyhawk FWD	12,085	53,104	6,886	31,950
Skyhawk SW FWD	1,117	5,168	1,283	5,628
Century FWD	14,780	82,272	12,717	59,573
Century SW FWD	3,034	14,513		
Regal	18,413	98,599	20,345	105,149
Regal SW			1,625	7,592
LeSabre	12,271	69,403	12,382	59,505
Electra	3,135	30,234	7,710	35,222
Electra FWD	4,804	10,063		
Buick SW	1,364	7,221	1,933	9,268
Riviera FWD	4,175	26,067	3,993	21,970
Total	84,920	451,988	80,972	388,577
Cadillac DeVille	8,495	57,423	12,086	61,465
DeVille FWD	3,324	7,212		
Cimarron FWD	1,473	8,855	1,964	10,035
Fleetwood & Chassis	3,116	22,133	3,487	20,930
Fleetwood FWD	1,625	3,350		
Eldorado FWD	5,704	32,799	5,793	30,790
Seville FWD	2,985	17,167	2,637	13,991
Total	26,722	148,939	25,967	137,211
Chevrolet Chevette	14,784	92,700	18,378	89,763
Camaro	19,704	98,926	18,060	83,765
Cavalier FWD	26,210	135,948	20,611	78,374
Cavalier SW FWD	8,088	43,642	8,073	28,510
Citation FWD	9,040	52,419	11,660	55,261
Malibu			4,885	26,383
Malibu SW			5,370	26,333
Celebrity FWD	21,490	117,331	15,277	67,769
Celebrity SW FWD	9,482	46,152		
Monte Carlo	11,252	68,533	8,941	45,879
Impala	5,010	26,101	4,767	22,290
Caprice	13,457	73,202	11,723	58,614
Chevrolet SW	5,924	29,292	6,368	27,422
Corvette	2,221	14,156	3,132	11,407
Total	146,662	798,402	137,245	621,770
Oldsmobile Omega FWD	4,281	23,585	6,339	27,694
Firenza FWD	4,811	22,261	3,814	16,109
Firenza SW FWD	1,445	6,975	1,690	6,232
Cutlass Ciera FWD	19,833	106,571	16,561	74,953
Cutlass Ciera SW FWD	4,969	21,597		
Cutlass Supreme/Calais	29,801	180,085	27,271	142,867
Cutlass SW			2,240	11,123
Delta 88	23,286	117,228	20,013	98,954
98	1,735	34,986	9,638	52,160
98 FWD	5,304	10,583		
Oldsmobile SW	2,856	15,701	2,690	12,800
Toronado FWD	3,579	19,781	3,285	17,511
Total	101,900	559,353	93,541	460,403
Pontiac 1000	2,264	13,357	3,635	17,221
Firebird	9,710	50,514	8,550	44,474
2000 Sunbird FWD	11,026	54,009	9,013	35,958
2000 Sunbird SW FWD	1,144	6,006	1,390	5,737
Phoenix FWD	1,416	7,032	2,748	14,721
Bonneville	5,991	35,605	5,943	29,977
Bonneville SW			1,579	7,126
6000 FWD	9,704	51,651	7,696	36,773
6000 SW FWD	2,048	9,882		
Grand Prix	6,940	38,563	8,391	40,894
Parisienne	3,372	18,136	1,793	2,912
Pontiac SW	1,432	7,703	571	779
Fiero	8,288	51,119		
Total	63,335	343,577	51,309	236,572
TOTAL GM CORP.	424,208	2,302,928	389,034	1,844,533
Checker			7	233
Miscellaneous Domestic	32	140	52	393
Domestic Station Wagon Total	71,011	370,941	66,656	314,853
Domestic Grand Total	703,901	3,816,981	637,182	3,068,670
Import Total	223,948	1,198,428	231,556	1,190,187
Grand Total All Registrations	927,849	5,015,409	868,738	4,258,857

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available. Current Alaska registrations delayed.

BLS reports productivity rise in vehicle field

WASHINGTON. — Productivity in the motor-vehicle industry rose 14.2 percent in 1983, according to new figures released by the U.S. Bureau of Labor Statistics (BLS).

The BLS reported that the large gain was due to a 30.6-percent increase in auto industry output, coupled with a 14.3-percent increase in employe hours.

The BLS said that demand for motor vehicles rose significantly in 1983 compared with 1982, when output declined 8 percent.

The big upturn in auto industry productivity also helped spur output among other industrial sectors, including steel, the BLS said.

Chrysler, GM boost industry's total

Week's output jumps to 135,401

Domestic auto production rose sharply last week as Chrysler Corp. and General Motors scheduled overtime.

U. S. manufacturers projected completion of 135,401 cars, up 15.84 percent from the 116,890 produced the previous week, but down 2.01 percent from the 138,176 built in the same week last year.

Chrysler scheduled daily assembly at all six of its domestic plants with Belvidere (Ill.) and St. Louis No. 2 working two 8-hour Saturday (Aug. 25) overtime shifts.

GM scheduled two shifts of Saturday (Aug. 25) overtime at its Lakewood (Ga.) plant and one shift each at Linden (N. J.), Janesville (Wis.) and Lordstown (O.). Ford slated one shift of Saturday overtime at its Wayne (Mich.) plant.

Meanwhile, Volkswagen resumed production last week after more than a month off for model changeover, although output was limited. A company spokesman said U. S. production wouldn't be back to normal until at least December.

Of last week's estimated production, General Motors accounted for 55.30 percent, followed by: Ford Motor Co., 26.77 percent; Chrysler, 12.11 percent; American Motors, 3.55 percent; Honda, 2.20 percent, and Volkswagen of America, .07 percent.

Chrysler, Korean firm talk about small car for U. S.

Continued from Page 1

ton's decision on the Voluntary Restraint Agreement (VRA) limiting exports of Japanese cars to the U. S., which expires March 31, 1985.

A Korean-built car presumably would be exempt from the VRA. Regardless, the Mitsubishi plan is much closer to reality.

Although a Korean car plant could conceivably be built by 1987, it would be unlikely to be able to supply any volume to the U. S. much before 1990, the sources said.

Chrysler would have to supply technical support for both the car and the plant, since Samsung has no experience in the car business.

But the major stumbling block is the Korean Government's opposition to expanding car production beyond the two existing manufacturers: Hyundai Motor Co. Ltd., in which Japan's Mitsubishi holds 10 percent equity, and Daewoo Motor Co., Ltd., 50 percent owned by General Motors.

Korea concluded an economic plan in 1983 that ended passenger-car production at a third auto maker, Kia Motor, and concurrently GM lot management control at Daewoo.

Recently, GM anounced that Daewoo would build a new plant to produce 167,000 cars annually based on the new Opel Kadett, with about 80,000 units sold in the U. S. through GM divisions beginning in 1986.

Now Samsung, which like Hyundai and Daewoo is a heavy industrial conglomerate, must convince the Korean Government that a third player in Korea would not reverse efforts to increase production efficiency by consolidating an industry now totaling about 100,000 cars annually.

Complicating Samsung's position is Mitsubishi's interest in Hyundai, a potential competitor, since Chrysler is a 15 percent holder in Mitsubishi, which also is a major supplier of Chrysler cars and components.

Conspiciously absent from the Korean scenario is Ford Motor Co., which had a working arrangement with Hyundai in the late 1960s.

Ford recently announced an expansion of its facilities in Taiwan, but mainly has been relying heavily on its Japanese affiliate Mazda Motors, Ltd., for small cars for the Southeast Asian market and the U. S.

Responding to a question about Chrysler's Korean plans, Donald F. Ephlin, UAW vice president and director of the GM department, said the union is very concerned about the importing of vehicles and components.

Canadian makers post production gains for week

Auto and truck production in Canada posted strong gains again last week as output picked up following model changeover.

The Canadian industry targeted 17,110 cars for completion, a 13.67 percent increase over the previous week's build of 15,052, and an 11.65 percent rise over the 15,324 finished in the same week last year.

Truck production was scheduled at 16,002, a 19.92 percent increase over the 13,342 completed a week earlier, and 31.96 percent better than the 12,126 trucks completed in the year-ago week.

To date this year, 707,824 cars have been produced in Canada, an 11.68 percent increase over the 633,777 completed in the same period last year. And Canadians have built 522,763 trucks so far this year, a 57.07 percent improvement over last year's 332,821.

Truck production tops 2 million; 39 pct. above '83

U. S. manufacturers produced their two-millionth truck of the year last week as production continued at a pace nearly 40 percent faster than in 1983.

Year to date, 2,037,719 trucks have been built, a 39.31 percent rise above the 1,456,429 built during the same period last year.

Last week, domestic truck makers slated 59,109 trucks for production, a 1.52 percent increase over the 58,224 units completed last week, and 38.17 percent more than the 42,780 in the year-ago week.

Both General Motors and Ford scheduled overtime on Saturday (Aug. 25) at truck plants. GM's Detroit and Janesville (Wis.) plants and Ford's Lorain (O.) plant scheduled one shift of overtime.

Chrysler Corp. scheduled two eight-hour Saturday (Aug. 25) overtime shifts at the company's Warren (Mich.) assembly plant.

CANADIAN CAR PRODUCTION

	Week Ended Aug. 25, 1984	Week Ended Aug. 27, 1983	Week Ended Aug. 18, 1984	Aug. to Date	Jan. 1 to Aug. 27, 1983	Jan. 1 to Aug. 25, 1984
AMERICAN MOTORS	610	.....	.....	1,563	18,369	14,665
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FORD MOTOR	9,225	9,358	10,012	32,669	158,970	283,279
GENERAL MOTORS	7,050	5,744	5,040	19,210	346,096	403,173
VOLVO	225	222	.....	225	6,485	6,707
Total Cars, Canada	17,110	15,324	15,052	53,667	633,777	707,824

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 25, 1984	Week Ended Aug. 27, 1983	Week Ended Aug. 18, 1984	Aug. to Date	Jan. 1 to Aug. 27, 1983	Jan. 1 to Aug. 25, 1984
CHEVROLET	18,606	13,600	18,333	65,725	514,789	660,411
DODGE	4,900	3,266	4,382	14,449	89,066	132,064
FORD	21,732	16,955	21,395	75,990	566,737	762,801
GMC	5,291	4,485	5,417	19,787	164,409	212,849
INTERNATIONAL	1,600	1,122	1,590	5,882	32,559	49,223
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,830	2,302	3,868	13,706	52,560	122,424
NISSAN	2,100	.....	2,189	4,289	.....	62,027
AM GENERAL	50*	50*	50*	180*	1,630*	1,720*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,600*	32,600*	34,200*
Total Trucks, U. S.	59,109	42,780	58,224	203,608	1,456,429	2,037,719

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 25, 1984	Week Ended Aug. 27, 1983	Week Ended Aug. 18, 1984	Aug. to Date	Jan. 1 to Aug. 27, 1983	Jan. 1 to Aug. 25, 1984
CHRYSLER CORP.	8,292	2,783	7,983	27,298	81,534	230,080
FORD MOTOR	2,940	2,918	2,821	9,944	86,081	98,899
GENERAL MOTORS	4,579	6,303	2,321	9,890	161,552	188,694
INTERNATIONAL	191	122	217	712	3,654	5,090
Total Trucks, Canada	16,002	12,126	13,342	47,844	332,821	522,763
N. American Trucks	75,111	54,906	71,566	251,452	1,789,250	2,560,482

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Aug. 25, 1984	Week Ended Aug. 27, 1983	Week Ended Aug. 18, 1984	Aug. to Date	Jan. 1 to Aug. 27, 1983	Jan. 1 to Aug. 25, 1984
AMERICAN MOTORS	4,800	4,775	4,702	16,230	115,018	131,650
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	4,775	4,702	16,230	110,947	131,650
Alliance	3,200	2,894	3,017	10,351	103,578	72,721
Encore	1,600	1,881	1,685	5,879	7,369	58,929
CHRYSLER CORP.	16,400	19,881	13,635	39,566	547,002	798,900
Plymouth Total	5,400	6,328	4,643	13,680	196,085	236,871
Horizon	3,300	2,652	2,884	8,968	70,827	102,843
Reliant	1,300	3,591	939	2,557	122,130	112,898
Caravelle†	500	85	534	1,317	3,128	6,862
Gran Fury	300	.....	286	838	.....	14,268
Chrysler Total	5,000	5,672	3,886	11,128	130,309	265,855
LeBaron	900	1,993	658	1,658	56,544	78,883
Laser	800	740	393	1,245	2,572	47,309
Chrysler E-Class	700	2,939	604	1,605	71,193	64,691
Fifth Avenue	2,600	.....	2,231	6,620	.....	74,972
Dodge Total	6,000	7,881	5,106	14,758	220,608	296,174
Omni	3,000	3,227	2,624	8,182	80,815	97,062
Aries	1,200	2,770	809	2,245	90,313	89,897
Daytona	400	550	322	771	1,349	34,978
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	800	1,334	718	1,818	29,653	50,110
Diplomat	600	.....	633	1,742	.....	24,127
FORD MOTOR	36,244	32,842	38,804	131,374	948,874	1,137,905
Ford Division	23,121	21,296	24,906	82,608	602,543	734,321
Escort	6,529	8,581	7,078	23,459	166,929	224,415
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,562	.....	2,844	11,151	72,292	89,737
LTD	4,943	3,318	4,639	16,006	109,377	140,826
Thunderbird	2,952	3,846	2,757	9,919	123,850	97,140
Crown Victoria	1,113	1,910	2,880	6,534	59,735	51,011
EXP	1,053	.....	1,263	3,902	1,184	24,010
Tempo	2,969	3,641	3,445	11,637	45,448	107,182
L-M Division	13,123	11,546	13,898	48,766	395,098	403,584
Mercury Total	9,955	8,892	10,021	35,898	272,395	291,714
Lynx	1,464	2,293	1,471	5,358	48,354	44,560
Capri	303	.....	263	952	14,334	10,981
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,713	1,634	2,645	9,306	47,385	76,077
Cougar	3,377	2,237	3,312	11,769	78,079	72,222
Grand Marquis	1,201	1,766	1,475	5,045	61,953	59,620
LN7	.....	.....	.....	.....	290	.....
Topaz	897	962	855	3,468	13,399	28,254
Lincoln Total	3,168	2,645	3,877	12,868	73,936	111,870
Continental	836	.....	1,022	3,391	8,793	25,746
Lincoln	1,973	2,654	2,427	8,050	44,952	66,741
Mark VI/VII	359	.....	428	1,427	20,191	19,383
GENERAL MOTORS	74,882	76,981	56,796	235,170	2,495,964	3,008,132
Buick Division	15,128	15,240	10,756	42,895	568,361	655,522
Skylark	3,200	1,954	3,157	8,575	64,357	67,020
Skyhawk	1,773	861	2,007	3,780	47,396	97,606
Somerset Regal	.....	.....	12	224	.....	1,119
Century	3,363	3,000	1,381	11,579	102,323	148,556
Regal	877	4,644	.....	877	162,384	132,273
Buick	3,377	3,555	2,385	9,829	160,537	141,313
Riviera	938	1,226	.....	2,383	31,364	33,858
Electra (fwd)	1,600	.....	1,814	5,648	.....	33,777
Cadillac Division	5,943	5,413	3,083	18,921	195,377	219,376
Cimarron	304	397	256	1,271	12,983	11,539
Seville	605	726	.....	1,532	22,310	26,038
Eldorado	1,344	1,440	.....	3,417	49,043	51,220
Cadillac	.....	2,850	.....	2,556	111,041	88,015
DeVille (fwd)	3,690	.....	2,827	10,145	.....	42,564
Chevrolet Division	29,729	26,635	22,507	88,966	816,563	1,030,151
Chevette	3,368	4,472	2,796	10,640	121,118	125,369
Cavalier	10,484	5,133	8,623	27,670	192,776	273,334
Celebrity	3,877	3,953	2,120	14,286	85,426	195,163
Camaro	4,887	3,888	5,128	18,013	126,185	174,344
Citation	2,739	1,716	990	5,302	66,258	74,299
Malibu/El Camino	192	668	.....	192	98,362	16,538
Monte Carlo	1,370	2,657	1,108	4,918	64,374	74,761
Chevrolet	2,206	3,524	1,026	5,394	45,858	73,660
Corvette	606	624	716	2,551	16,206	22,683
Oldsmobile Division	13,582	21,680	11,116	52,822	657,074	744,199
Omega	.....	1,020	.....	.....	37,940	29,289
Firenza	1,362	600	1,284	2,707	30,611	47,138
Cutlass Supreme	3,012	7,817	2,540	11,421	193,179	180,646
Cutlass Ciera	2,902	4,522	4,758	15,962	132,186	184,852
Oldsmobile	2,278	6,758	.....	11,225	236,494	228,724
Olds 98 (fwd)	2,845	.....	2,521	8,811	.....	41,797
Calais	461	.....	11	813	.....	1,737
Toronado	722	963	2	1,883	26,664	30,016
Pontiac Division	10,500	8,013	9,334	31,566	258,589	358,884
Acadian†	.....	105	323	673	15,237	10,743
2000 Sunbird	3,224	1,306	2,681	6,906	65,693	97,040
1000	948	638	812	3,122	30,012	27,522
Firebird	2,563	2,498	2,671	9,557	61,554	80,537
Phoenix	.....	491	.....	.....	17,849	14,116
Grand Prix/Bonneville	.....	1,882	.....	.....	66,611	29,733
Parisienne	.....	1,093	.....	838	1,633	17,237
Fiero	2,400	.....	2,421	8,679	.....	80,165
Grand Am	1,365	.....	426	1,791	.....	1 791
HONDA	2,975	1,441	2,872	11,105	28,256	87,424
VOLKSWAGEN	100*	2,256	81	181	58,236	55,612
Total Cars, U. S.	135,401	138,176	116,890	433,626	4,193,350	5,219,623
Total Cars, Canada	17,110	15,324	15,052	53,667	633,777	707,824
N. American Cars	152,511	153,410	131,942	487,293	4,827,127	5,927,447
N. American Trucks	75,111	54,906	71,566	251,452	1,789,250	2,560,482
North American Cars and Trucks	227,622	208,316	203,508	738,745	6,616,377	8,487,929

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Echlin acquires all shares of German firm

BRANFORD, Conn. — Echlin, Inc., has acquired all shares of Grau Bremse GmbH, of Heidelberg, West Germany.

Grau is a manufacturer of air brake systems and has annual sales of $20 million.

Echlin manufactures automotive and truck electrical and fuel system parts as well as hydraulic and air brake parts. Its annual sales total $700 million.

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Automotive News

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First-night speakers

Joe Wilssens

At Automotive News World Congress

Opening-night speakers at the Automotive News World Congress chat with Keith E. Crain, center, Automotive News publisher and editorial director. At left is Paul Tippett, American Motors chairman. At right is Robert McBride, president of National Steel Corp.

2 strike targets picked; contract clock ticks away

By Marjorie Sorge
Labor Editor

DETROIT. — On top of the complex issues of economics, job security and outsourcing, the major behind-the-scenes issue in the auto contract talks is the continuation of pattern bargaining.

Last week, the UAW chose both General Motors and Ford Motor Co. as targets, claiming that the economic proposals from both were inadequate and that the best strategy would be to continue talks at both firms. The two contracts expire Sept. 14 and as that deadline approaches a single target company may be chosen. That decision will be totally up to UAW President Owen Bieber.

The last time the UAW chose twin targets was in 1970, when GM and Chrysler Corp. were picked. In the final days, GM was chosen and there was a 67-day strike. GM was also the target in 1979. There was no strike and there were pattern agreements. There was no target picked in 1982. Both sides are still optimistic a settlement can be reached this year without a strike.

Proposals from GM and Ford, presented last week, are vastly different, indicating the companies are not interested in traditional pattern agreements. For example, GM proposed to continue profit-sharing with some modifications and offered two lump-sum payments in a three-year agreement, $600 in the first, $300 in the second and nothing in the third. Ford offered no wage increases and said profit sharing was enough.

Pattern contracts are traditionally negotiated at the target company, then transferred to the other firm with some modifications. That pattern was cracked in 1982 when concession packages were bargained at Ford and GM.

"What we are looking to do is put together a total agreement that obtains those goals that we

Proposals: Page 54.

have before us to do," said UAW President Owen Bieber. ". . . Historically, with the exception of 1982, it has always been a pattern agreement. I think there are a lot of things which indicate that a lot of the pieces are back together. By the same token those pattern agreements are not always identical word for word in each instance. You have to look at the basic goals and the basic priorities we have set forth."

The idea of a return to pattern agreements met with resistance at Ford.

"If the plan (dual targets) reflects an opportunity for the companies to arrive separately at clearly independent agreements it might be a great boon for the industry," said Peter J. Pestillo, Ford vice president, labor relations. "Maybe we are going in sufficiently different ways that separate agreements are in order. If it instead embraces a need to bargain separately and simultaneously arrive at a common agreement, it introduces a real complexity that is a serious issue.

"If the concept is that we will arrive at one time with the equivalent of two agreements

Continued on Page 54, Col. 1

Diversity a trademark of World Expo exhibits

By Colleen Pelli and Jeff Stivak

You never know whom you will meet or what new business opportunities you will find at the Automotive News World Expo. The diversity of exhibitors is one of the Expo's attractions.

This year, Pontiac brought a boat. Cadillac brought a 1931-model V-16 Dual-Cowl Phaeton. Hess & Eisenhardt displayed its Oldsmobile Toronado Caliente. Waller Motors showed its new patented sinusoidal cam lobe ening.

And by far the largest vehicle on display was the tall integral sleeper made by Volvo White.

For three days last week the "Motor Capital of the World" became a global crossroads for buying and selling by auto manufacturers and suppliers. The third annual World Expo, held at Detroit's Cobo Hall, attracted more than 200 exhibitors this year, up from 175 last year. According to Tony Merpi, managing director of the event, "We are pleased at the number of people who are back here for the second and third time. They conducted business here before. They are the ones that were aggressive and made appointments with people and are back. They are the successful ones."

Merpi added, "Exhibitors and attendees alike can literally compress miles of travel hours into three days of business dis-

Continued on Page 53, Col. 3

breaking news

GM price hike averages $292

DETROIT.—General Motors said introductory prices of its 1985-model passenger cars will be increased by an average of 2.3 percent, or $292, over the comparably equipped 1984 models. GM said the hike provides 2.0 percent for increased costs and 0.3 percent to recognize product improvements.

Toyota-Chevy revives Nova name

DETROIT.—General Motors reportedly plans to call its new subcompact, built at its Fremont, Calif. plant run jointly with Toyota Motor Co. Ltd., "Nova," resurrecting the name of an old Chevrolet compact.

Starr named Chevrolet sales chief

DETROIT. — Robert W. Starr, 53, has been appointed Chevrolet general sales manager, succeeding Robert E. Cook, 61, who will head a study for the Chevrolet-Pontiac-Canada Group of General Motors until he retires next April. Starr has been assistant general sales manager in charge of Chev-

See BREAKING NEWS, Page 8, Col. 1

Bidwell says auto makers don't tell their story effectively

Communication—a Detroit failure

By Matt DeLorenzo

Citing the auto industry's failure to communicate its side of the story effectively, Bennett E. Bidwell, Chrysler executive vice president, said Detroit is partly to blame for its negative image.

Bidwell's comments came during the Automotive News World Congress last week.

By not taking the lead in being heard, the industry often suffers by "trying to ride out the storm." As a result, when anything happens, Bidwell said Detroit is damned if it does, damned if it doesn't.

Reciting a litany of past blunders by Detroit over the last decade, Bidwell said the industry had been criticized for failing to anticipate demand for fuel-efficient cars during the two oil shocks, chastised for driveability problems when it tried to use low power-to-weight ratios to improve fuel economy, blamed for high prices and low quality.

He said things turned around in the early '80s. Detroit, Bidwell explained, "cut its costs to the bone. It got rid of the frills and brought its break even under control.

"It went to work, no-holds barred, on quality. It had the guts to continue to pour billions of dollars into new product programs and high-tech manufacturing, design and processing systems . . . even as it was losing its capital base in huge chunks."

• Bidwell said the program worked. "Chrysler made it through, interest rates declined, the inflation rate dropped, the market boomed, thousands of workers were called back, and the American auto industry returned to record levels of profitability.

"And Detroit stepped back, with justifiable pride and wait-

Continued on Page 53, Col. 1

Sporty road car

Luxury with performance

The Grand Am, Pontiac's all-new five-passenger specialty coupe, features front drive with choice of two transmissions and two engines. A five-speed manual can be ordered with the new Tech IV 2.5-liter four, and three-speed automatic with the four or with the multi-port injected 3.0-liter six. Story, other pictures on Page 16.

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Cook promises rewards, discipline

Porsche to use system to work toward goals

By Arthur Flax
Assistant Truck Editor

Having resigned itself to participating in the traditional dealer franchise system, Porsche will work within the system toward the goals it set when it tried to change the system, John A. Cook, president and chief executive officer of Porsche Cars North America, Inc., said last week.

Cook addressed the Automotive News World Congress.

Last February, Porsche tried to change its way of doing business because it wanted to improve customer satisfaction with its product, and because it wanted to "gain control of its destiny," Cook said.

Under the traditional dealer system, Cook said, "We will insist that the customer is treated with respect and will receive exceptional service."

He added, "We will reward dealers who treat customers well and build markets . . . We will give dealers an opportunity to be exposed to training . . . We will inject some discipline into the organization. (If a dealer has) no parts, no training, (he'll get) no cars."

Cook characterized Porsche owners as "Super Achievers" who expect the best.

"They earn at least $75,000 a year, work 60 to 80 hours a week and have high standards of excellence and high levels of expectations," he said.

Porsche broke away from its long-time importer, Volkswagen of America, because it felt no mass merchandiser could concentrate on its limited production in an appropriate manner, according to Cook.

Cook said, "It's not good enough to build the best product anymore. We felt it was important to get in the retail situation. We will continue to build a unique product and we will build a retail organization that is the best."

As of Sept. 1, Cook said, Porsche Cars North America began importing and distributing cars in the U.S. He said 303 dealers have signed to sell and service the cars.

Porsche had proposed the establishment of 40 company-operated centers, with dealers serving as agencies. The proposal, Cook said, would have cut dealer costs, but also their margins.

Dealers answered the proposal with a barrage of lawsuits. Porsche was forced to go back to the traditional franchise system.

"It seems we had little choice," Cook said. "We could spend two years in court, or four months getting our company in busines."

He added, "Our attorneys said we could win, but in two years . . . the franchise system . . . is too strong to change . . .

"We're stuck with the traditional system until the general public gets fed up. You remember what happened with buzzers and cutting wires under the dashboard."

The lessons Porsche learned

Continued on Page 8, Col. 3

Joe Wilssens

Dauch talks H-car

Richard E. Dauch, Chrysler executive vice president, told the Automotive News World Congress Chrysler's new Sterling Heights assembly plant will be a "showplace" that will turn out high-quality H-cars beginning this month.

Cars to roll next April

Runyon maps success of Nissan's U.S. plant

By Joseph Bohn
Marketing Editor

Nissan Motor Mfg. Corp., U.S.A., has proved that U.S.-built vehicles can be competitive in cost and quality, and its high degree of employe communications and involvement is a major reason for its success, according to president Marvin T. Runyon.

Nissan Motor Co., Ltd., has an extensive "Vehicle Evaluation System" in which it compares vehicles from Japanese plants with those made at others around the world.

"Our VES scores started out equal to or better than the corporate goals established by our parent company, and we've continued to maintain this level throughout our production line acceleration," Runyon told the Automotive News World Congress.

Encouraged by its success in building trucks, Nissan will begin building its two-door Sentra model at Smyrna, Tenn., in April, 1985, while continuing to build trucks at a rate of 10,000 per month.

"We expect to begin a two-shift operation in June of next year and work toward building up to 5,000 Sentras a month along with up to 10,000 trucks," Runyon said.

Over the next three years, Nissan will add a four-door model and increase production to 100,000 cars and 140,000 trucks annually—its maximum capacity at Smyrna.

"Our 3.4-million-square-foot facility was designed and constructed with the capacity of building 240,000 vehicles, so we will not have to expand our physical operation to introduce cars," Runyon said.

An additional $85 million in tooling and equipment will be spent to handle car production.

• "Because of the timetable on the Sentra launch, we won't do stamping initially at Nissan in Tennessee for Sentra," Runyon said. "However, over the three-year period, we will be changing to in-house stamping of 57 panels, which include 42 large parts and 15 small parts."

A 3,200-ton transfer press will be installed to upgrade the capacity for those panels.

In the body assembly area, the re-spot line will be modified to assemble both cars and trucks, and other unique car assembly equipment will be installed.

Automated equipment will be added which will ultimately do 70 percent of the welding. At that time, major sub-assembly operations, such as doors, hoods, and trunk lids will be changed to in-house operations.

All paint processes will be common for both cars and trucks. This means conveyors,

Continued on Page 53, Col. 1

Imports post threat to supplier revival, he says

Bieber: Pattern bargaining to stay

By Marjorie Sorge
Labor Editor

Pattern bargaining is still a very important part of the UAW's negotiating strategy and and will not disappear in the current talks with Ford and General Motors, according to UAW President Owen Bieber.

He also told the Automotive News World Congress that many suppliers will go out of business if the Big Three auto makers are allowed to continue to import foreign vehicles and parts for the U.S. market.

Bieber told the Congress he sees very little difference in the bargaining in this year's talks when, compared with those of previous years.

Pattern bargaining is reaching an agreement with one maker and then transferring it to the other company with a little tailoring to meet the needs of the other firms.

However, in the early 1980s, concessions contracts were negotiated at Chrysler Corp., which not only removed that company from pattern bargaining but set wages substantially below those at Ford and GM. The Big Two negotiated away from the pattern in 1982.

In last year's talks with Chrysler, workers were given current wage parity with Ford and GM. While the Chrysler/UAW contract does not expire until October, 1985, the UAW has already indicated it intends to try to reopen that contract in light of Chrysler's record profits this year.

While Chrysler Chairman Lee Iacocca told the Detroit News last week he is not interested in early talks, Bieber told the World Congress he expects to be back at the table with Chrysler before the contract expires.

Bieber indicated this move is part of the UAW's master plan to get the Big Three companies back on pattern.

However, economic proposals presented to the UAW by Ford and GM last week were substantially different and, while they were presented on the same day, it is unlikely the Big Two are interested in pattern contracts.

• Bieber also warned the attendees that outsourcing plans by the U.S. car manufacturers threaten the well-being of the supplier and parts industries.

"GM and Ford and Chrysler won't be buying many domestic parts for the cars they build in Mexico and Japan and Korea and Europe," he said. "And the temporary boom we're in right now will become a bust for many of you very shortly if the Big Three implement their foreign sourcing strategies.

"The bottom line is that a lot of you are going to go out of business if GM, Ford and Chrysler proceed with their plans to import more of the cars they sell," he said.

During the question-and-answer period, Bieber was asked how much interchange there is between the present union leadership and the retirees such as past Presidents Doug Fraser and Leonard Woodcock and former Vice President Irving Bluestone.

"They are all good friends of mine, all good friends of my fellow officers, all good friends of the International Executive Board," Bieber said.

"I am now the president of the UAW. The other people who occupy the offices have the responsibility of formulating the policies and trying to win those policies at the collective bargaining table.

"Just as Walter Reuther was the president during his term in office, Leonard Woodcock was the president during his term in office, and Doug Fraser during his term in office, Owen Bieber is going to be the president in his term in office as well."

Nissan '85 cars increase $135; trucks up $87

CARSON, Calif.—Nissan Motor Corp. in U.S.A. has raised prices an average of $135 on some of its '85 cars.

The increase consists of $123 on the base vehicles and $12 on optional equipment.

Increases announced last week were $100 on all Stanza and Sentra models, $150 on Pulsar NX and $200 on the 300-ZX.

Nissan's lowest-priced car, the Sentra standard two-door sedan, is priced at $5,499 for 1985.

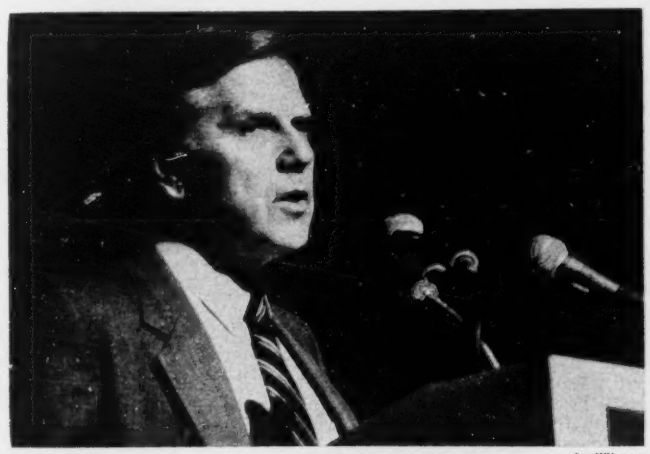
Two car lines have not yet been priced. The Maxima figures will be announced shortly before the '85 model goes on sale Oct. 1, and the 200-SX will be priced around Jan. 1.

Other 1985 models are being shipped to dealers and may be sold as soon as they are received.

Nissan truck prices have been raised an average of $87 for 1985. The breakdown is $81 on the base truck and $6 for optional equipment.

The regular bed standard truck is unchanged at $5,999, and other trucks have been hiked $100 to $250.

Nissan said the combined increase on its cars and trucks is $124, or 1.3 percent. The base vehicles rose an average of $113 and optional equipment went up $11.



Joe Wilssens

Cook explains Porsche's breakaway

Porsche broke away from Volkswagen of America because it wanted marketing control it felt a mass marketer could not provide, John A. Cook, president of the new Porsche Cars North America, told his audience at the Automotive News World Congress. Building a good product is not enough, he said. Service must be equally good, and Porsche is committed to a superior dealer network.

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60th year — No. 5038

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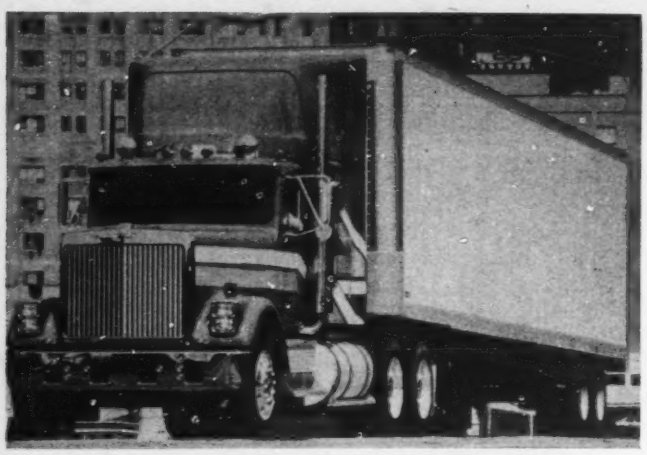

Aerodynamics plus look of a classic

The new International 9370 long-nose conventional tractor, according to International Harvester's Truck Group, combines "highly advanced aerodynamics with the looks of a classic." It shares many of the design features in the earlier 9670 cabover model.

IH eyes wider share of a premium market

By Jack Walsh
Truck Editor

KANSAS CITY.—International Harvester is seeking a wider share of the premium conventional market with the introduction of the 9370, which it is promoting as the "Rolls-Royce of the trucking industry."

The new conventional, which is being built in Harvester's Canadian plant in Chatham, Ont., replaces the 4200 and 4300 Series Transtar conventionals and features a grille similar to the Rolls-Royce.

Thomas L. Dougherty, Truck Group marketing vice president, said International now accounts for 12.6 percent of the premium conventional sales in the U. S., and hopes to expand its share to more than 20 percent within three years.

He said the Truck Group is launching a special program — Project 10—to increase its penetration of this market by 10 percentage points by 1987.

"Our efforts will be concentrated in the West, where the potential is greatest for the premium conventional," Dougherty explained. "The dealers who will be participating in Project 10, as well as the Truck Group, will be spending extra money to help achieve this objective."

• The Truck Group currently is demonstrating the 9370 at showings in 29 locations throughout the U. S., to which International dealers have been invited to bring customers and prospects.

Dougherty said the major competitors in the premium-conventional market include International, Kenworth, Peterbilt, Freightliner, White and the GMC General.

He said the Truck Group estimates that about 20,000 premium conventionals will be sold at retail industrywide in the U. S. in calendar 1984.

The price of the new 9370 will

Continued on Page 31, Col. 1

Continued on Page 39, Col. 1

PACCAR Leasing adds 12 outlets, brings total to 67

BELLEVUE, Wash.—PACCAR Leasing Corp. has announced the appointment of 12 new franchises for the firm's PacLease full-service truck-leasing operations.

The new locations are in Springdale, Little Rock and Fort Smith, Ark.; Mobile, Ala.; Addison (Chicago) and Normal, Ill.; Oklahoma City; St. Louis; Minneapolis; San Diego; Toledo, and Fort Worth.

With the addition of the new

Continued on Page 31, Col. 1

'Wrangler' hits the Southwest

Bill Barnes, center, Ford Division Phoenix district sales manager, describes features of the special F-150 "Wrangler" full-size pickup to salesmen at Ralph Thomas Ford, Scottsdale, Ariz. The vehicle is one of approximately 1,000 special-edition "Wrangler" Ranger, Bronco II and F-Series trucks built with special features for district Ford dealers in Arizona, New Mexico and Western Texas.

truck industry news

First-half registrations top '78 total by 5 percent

6-month tallies hit peak

Six-month registrations of new trucks of all types in the U. S. were the highest on record, with increases in each of the eight weight classifications.

R. L. Polk & Co. reported 1,960,557 new trucks were registered in the January-June period, an increase of 43.6 percent over last year's 1,365,041 units and 5 percent higher than the previous high of 1,866,659 posted in 1978.

June registrations also hit a new high of 363,152 units, up 32.1 percent from the year-ago 274,989 and 1.8 percent greater than the 356,635 tallied in the same month in 1978, the previous mark.

The light-truck total for the first half was up 43.6 percent to 1,849,594 units, compared with 1,287,867 in the like period last year. These vehicles accounted for 94.3 percent of the industry six-month count.

Heavy trucks, Groups 7 and 8, totaled 88,566 through June, an increase of 52.4 percent over the year-ago 58,099 units. The first-half count, however, was 17 percent below the alltime high of 106,679 tallies established in 1979.

Six-month registrations of medium trucks were 17.4 percent higher than a year ago — 22,397 versus 19,075—and there were significant improvements in Groups 4 and 5.

• There have been a number of notable changes in registration trends in the last six years.

Light-truck tallies in the first half this year were almost 150,000 units higher than 1978, reflecting increases in sales of both domestic and imported compact trucks. The 1978 total was 1,702,829 units.

Medium-truck registrations have declined more than two-thirds below the 1978 levels, with drastic reductions in Groups 4 and 6. Six years ago,

Table on Page 34.

73,966 units were registered, compared with this year's 22,397.

There have been dramatic shifts, too, in group registrations. Group 1 is twice the size that it was in 1978, Groups 2, 4 and 6 are much smaller, and Group 7 has almost doubled because of the growth in mid-range diesel power.

In the first half, there were 1,047,821 registrations in Group 1, a gain of 46.2 percent over last year's 716,615 units. Six years ago, there were only 520,063 Group 1 tallies.

The Group 2 count through June was 781,714, up 38.3 percent over last year's 565,417. In 1978, however, there were a record 1,162,851 registrations in this group in the first half.

In Group 3, there were 20,050 registrations through June, an increase of 243.6 percent over the year-ago 5,835. The count was slightly higher than the 19,915 tallied in the like period six years ago.

The Group 4 count this year was 329 units, up 120.8 percent from last year's 149, but far below the 6,702 units tallied in the first half of 1978.

Group 5 totals through June were 1,097, an increase of 306.3 percent over the year-earlier 270 units. In the first half of 1978, there were 1,474 Group 5 tallies.

In the first six months of 1984, the Group 6 total was 20,971 units, a gain of 12.4 percent over the year ago 18,656. The total, however, was less than two-thirds the 65,790 units registered in the same period six years ago.

Group 7 tallies hit a record 30,196 in the first half, a gain of 30.4 percent over last year's 23,149 units. Six years ago, there were only 17,756 registrations in this group.

In Group 8, the total through June was 58,370, up 67 percent

Continued on Page 31, Col. 1

HD registrations for six months 2nd-highest ever

First-half registrations of new heavy trucks in the U. S. were the second-highest in industry history, with sharp increases in both weight groups making up this segment.

In the January - June period, according to R. L. Polk & Co. statistics, 88,566 Groups 7 and 8 trucks were registered, an in-

Continued on Page 31, Col. 1

Axle-ratio swap extended by Eaton to May next year

GALESBURG, Mich. — Eaton Corp.'s Axle & Brake Division has extended its axle-ratio exchange program to May 31, 1985. It is designed to help truck dealers convert stock vehicles to the desired axle ratio.

When it was introduced in 1981 as the axle-ratio flexibility program, the division said it was a first for the trucking industry.

The program covers gear-set exchanges for any stock vehicle that has been licensed or sees service, and is equipped with a DS341, DS381, DS381-P, DS401-P or DS460-P axle.

To order a ratio exchange, the division said, dealers in the U. S. must contact the Eaton National Parts Center in Henderson, Ky., (502) 827-2511. Canadian dealers should contact Eaton Yale, Ltd., Malton, Ont. (416) 678-2497, or Calgary, Alta., (403) 276-1192.

The only information required from the dealer, the division said, is the truck make and model, existing axle model and axle ratio and the new axle ratio desired.

The new gear set, all parts and materials to complete the conversion will be shipped directly to the dealer. When the dealer returns the exchanged gear set and other parts, the division will issue a credit for the previously ordered gear set.

U. S. TRUCK REGISTRATIONS

SIX MONTHS, 1984 VS. 1983★

Make	6 mos., 1984	Percent Share of '84 market	6 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-'83
Ford	570,845	29.12	433,863	31.78	− 2.66
Chevrolet	544,843	27.79	417,579	30.59	− 2.80
Dodge	204,730	10.44	123,765	9.07	+ 1.37
GMC	146,553	7.48	117,882	8.64	− 1.16
Jeep	68,512	3.50	33,230	2.44	+ 1.06
Plymouth*	39,391	2.01	4,768	0.35	+ 1.66
International	27,924	1.42	21,892	1.60	− 0.18
Mack	10,868	0.55	7,137	0.52	+ 0.03
Freightliner	7,258	0.37	4,956	0.36	+ 0.01
Kenworth	6,533	0.33	3,070	0.23	+ 0.10
Peterbilt	5,875	0.30	3,195	0.24	+ 0.06
White	3,400	0.17	1,064	0.08	+ 0.09
Mercedes-Benz	917	0.05	1,278	0.09	− 0.04
Volvo	881	0.05	709	0.05	.....
Autocar	581	0.03	462	0.03	.....
Western Star	256	0.01	145	0.01	.....
Miscellaneous**	321,190	16.38	190,046	13.92	+ 2.46
TOTALS	1,960,557	100.00	1,365,041	100.00	.....

★—No registrations for Oklahoma, 1983, New York and Oklahoma for 1984 compiled from manufacturers' sales records.
* Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY-DUTY REGISTRATIONS

SIX MONTHS, 1984 VS. 1983★

Make	6 mos., 1984	Percent Share of '84 market	6 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-'83
International	20,232	22.84	14,203	24.44	− 1.60
Ford	17,402	19.65	12,447	21.42	− 1.77
GMC	11,811	13.34	7,464	12.85	+ 0.49
Mack	9,287	10.49	6,145	10.58	− 0.09
Freightliner	7,258	8.19	4,956	8.53	− 0.34
Kenworth	6,533	7.38	3,070	5.28	+ 2.10
Peterbilt	5,875	6.63	3,195	5.50	+ 1.13
Chevrolet	4,162	4.70	3,286	5.66	− 0.96
White	3,400	3.84	1,064	1.83	+ 2.01
Volvo	881	0.99	709	1.22	− 0.23
Autocar	581	0.66	462	0.80	− 0.14
Mercedes-Benz	312	0.35	425	0.73	− 0.38
Western Star	256	0.29	145	0.25	− 0.04
Miscellaneous	576	0.65	528	0.91	− 0.26
TOTALS	88,566	100.00	58,099	100.00	.....

★—Groups 7 and 8 trucks only; New York and Oklahoma for 1984 compiled from manufacturers' sales records; no registrations for Oklahoma, 1983.

Total of 1,960,557 tops 1978 standard

6-month truck registrations hit peak

Continued from Page 18

from the year-ago 34,950 units, but far below the 73,756 tallies in the first half of 1978 and the alltime high of 83,631 vehicles registered through June in 1979.

• Ford was No. 1 in registrations in the first half with 570,845 units, which represented 29.12 percent of the industry total. Its share, however, was down 2.66 percentage points from last year, when it took 31.78 percent of the market with 433,863 tallies.

Runnerup Chevrolet accounted for 27.79 percent of the six-month total with 544,843 units, but it also lost market share. A year ago, it took 30.59 percent with 417,579 units, a loss of 2.80 points.

Dodge and Plymouth scored the biggest gains in penetration in the first half as a result of the heavy response to the new Chrysler minivans.

Through June, Dodge had 204,730 registrations representing 10.44 percent of the total. Its penetration was up 1.37 points from last year, when it had 9.07 percent with 123,765 tallies.

Plymouth registrations through June totaled 39,391 units good for 2.01 percent of the total. The count was 1.66 points higher than last year's 0.35 percent with only 4,768 tallies.

Introduction of the downsized Jeep Cherokee and Wagoneer boosted the Jeep penetration by 1.06 points. This year, there were 68,512 Jeep tallies representing 3.50 percent of the total. A year ago, Jeep took 2.44 percent with 33,230 registrations.

Long Lincoln limo

American Custom Coachworks, Ltd., Beverly Hills, Calif., is offering stretched Lincoln limousines which feature color TV, electric moonroof, cellular telephone and special suspension.

HD registrations for six months 2nd-highest ever

Continued from Page 18

crease of 52.4 percent over the year-ago 58,099 units.

The alltime high for the first six months was achieved in 1979, with the registration of 106,679 Groups 7 and 8 vehicles.

June tallies totaled 16,156 units, a gain of 52.3 percent over the 10,607 registered in the same month a year ago.

Six-month registrations of Group 7 trucks were up 30.4 percent to 30,196 units, compared with 23,149 last year. In the same period five years ago, 23,048 Group 7 trucks were tallied.

The Group 8 count in the first half was 58,370 units, an increase of 67 percent over last year's 34,950. But the total was far below the record 83,631 vehicles registered through June in 1979.

PACCAR Leasing adds 12 outlets, brings total to 67

Continued from Page 18

outlets, there are now 67 PacLease facilities providing service throughout the U.S. and Canada, the firm said.

Each PacLease franchise is locally owned and operated, and is equipped with a complete factory service facility and parts inventory. PACCAR Leasing headquarters in Bellevue, co-ordinates procedures and policies for the franchises.

Affiliated with PACCAR, Inc., PACCAR Leasing specializes in the leasing and rental of Kenworth and Peterbilt heavy trucks. Trailers, smaller trucks and driver leasing also are available through PacLease franchises.

U. C. dealer penalized in rollback case

HARRISBURG, Pa.—Edward D. Hobbs, a used-car dealer in Schuylkill County who was accused of rolling back odometers, will close his business for at least two years and pay $14,500 in penalties and refunds, according to the state attorney general's office here.

In an "assurance of voluntary compliance" document filed in Commonwealth Court here, Hobbs admitted no wrongdoing. However, he agreed to pay a $10,000 civil penalty and refund a total of $4,500 to three customers who bought cars with allegedly rolled-back odometers, the attorney general's office said.

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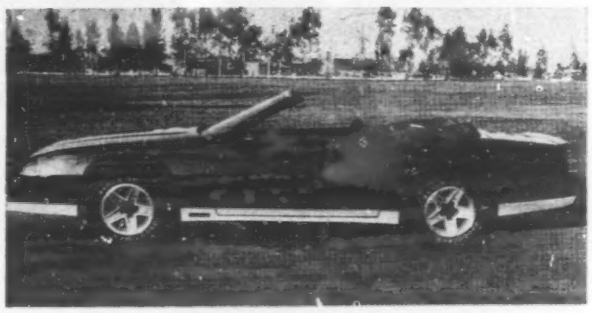

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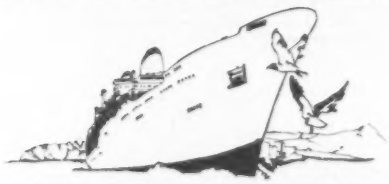

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NEW TRUCK SALES BY MAKE AND GVW CLASS

SIX MONTHS, 1984 VS. 1983★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,000-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**June '84**	.....	.....	.....	.....	.....	.....	.....	**129**	**129**
	June '83	.....	.....	.....	.....	.....	.....	.....	148	148
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**581**	**581**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	462	462
CHEVROLET	**June '84**	**51,073**	**44,281**	**3,547**	.....	**17**	**479**	**776**	**74**	**100,247**
	June '83	47,151	36,349	2,021	.....	23	408	613	33	86,598
	Year to Date '84	**275,697**	**242,990**	**19,334**	.....	**111**	**2,549**	**3,887**	**275**	**544,843**
	Year to Date '83	226,833	179,430	5,705	.....	129	2,196	3,054	232	417,579
(Memo Units) #	**June '84**	**34,599**	**18,719**	.....	.....	.....	.....	.....	.....	**53,318**
	June '83	32,019	15,760	.....	.....	.....	.....	.....	.....	47,779
	Year to Date '84	**188,747**	**98,579**	.....	.....	.....	.....	.....	.....	**287,326**
	Year to Date '83	155,049	73,868	.....	.....	.....	.....	.....	.....	228,917
DODGE	**June '84**	**26,217**	**13,031**	.....	.....	.....	.....	.....	.....	**39,248**
	June '83	13,601	10,378	.....	.....	.....	.....	.....	.....	23,979
	Year to Date '84	**135,806**	**68,924**	.....	.....	.....	.....	.....	.....	**204,730**
	Year to Date '83	74,307	49,458	.....	.....	.....	.....	.....	.....	123,765
(Memo Units) #	**June '84**	**19,393**	**8,376**	.....	.....	.....	.....	.....	.....	**27,769**
	June '83	8,713	7,603	.....	.....	.....	.....	.....	.....	16,316
	Year to Date '84	**96,781**	**43,151**	.....	.....	.....	.....	.....	.....	**139,932**
	Year to Date '83	45,599	35,062	.....	.....	.....	.....	.....	.....	80,661
FORD	**June '84**	**283,363**	**72,901**	.....	.....	.....	**853**	**2,270**	**1,051**	**105,438**
	June '83	33,139	50,676	.....	.....	.....	640	1,450	635	86,540
	Year to Date '84	**158,413**	**389,041**	.....	.....	.....	**5,989**	**12,001**	**5,401**	**570,845**
	Year to Date '83	156,684	260,675	.....	.....	.....	4,357	8,854	3,593	433,863
(Memo Units) #	**June '84**	**28,230**	**23,255**	.....	.....	.....	.....	.....	.....	**51,485**
	June '83	26,218	20,045	.....	.....	.....	.....	.....	.....	46,263
	Year to Date '84	**154,812**	**127,895**	.....	.....	.....	.....	.....	.....	**282,707**
	Year to Date '83	119,052	101,334	.....	.....	.....	.....	.....	.....	220,386
FREIGHTLINER	**June '84**	.....	.....	.....	.....	.....	.....	.....	**1,109**	**1,109**
	June '83	.....	.....	.....	.....	.....	.....	.....	1,146	1,246
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**7,258**	**7,258**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	4,956	4,956
GMC	**June '84**	**12,468**	**12,009**	**132**	.....	**220**	**424**	**1,009**	**1,230**	**27,572**
	June '83	11,108	11,492	40	.....	5	326	785	557	24,313
	Year to Date '84	**64,078**	**66,522**	**630**	.....	**986**	**2,526**	**6,179**	**5,632**	**146,553**
	Year to Date '83	50,922	56,661	130	.....	136	2,569	4,481	2,983	117,882
(Memo Units) #	**June '84**	**7,350**	**4,425**	.....	.....	.....	.....	.....	.....	**11,775**
	June '83	7,095	5,340	.....	.....	.....	.....	.....	.....	12,435
	Year to Date '84	**39,416**	**24,167**	.....	.....	.....	.....	.....	.....	**63,583**
	Year to Date '83	31,096	22,923	.....	.....	.....	.....	.....	.....	54,019
INTERNATIONAL	**June '84**	.....	.....	.....	.....	.....	**1,419**	**1,366**	**2,449**	**5,234**
	June '83	.....	.....	.....	.....	.....	1,625	1,065	1,417	4,107
	Year to Date '84	.....	.....	.....	.....	.....	**7,692**	**6,909**	**13,323**	**27,924**
	Year to Date '83	.....	.....	.....	.....	.....	7,689	5,308	8,895	21,892
JEEP	**June '84**	**11,695**	**1,607**	.....	.....	.....	.....	.....	.....	**13,302**
	June '83	4,031	2,535	.....	.....	.....	.....	.....	.....	6,566
	Year to Date '84	**57,986**	**10,526**	.....	.....	.....	.....	.....	.....	**68,512**
	Year to Date '83	19,842	13,398	.....	.....	.....	.....	.....	.....	33,240
(Memo Units) #	**June '84**	**11,695**	**1,325**	.....	.....	.....	.....	.....	.....	**13,020**
	June '83	4,031	2,199	.....	.....	.....	.....	.....	.....	6,230
	Year to Date '84	**57,986**	**8,668**	.....	.....	.....	.....	.....	.....	**66,654**
	Year to Date '83	19,842	11,132	.....	.....	.....	.....	.....	.....	30,974
KENWORTH	**June '84**	.....	.....	.....	.....	.....	.....	.....	**822**	**822**
	June '83	.....	.....	.....	.....	.....	.....	.....	458	458
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**6,533**	**6,533**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	3,070	3,070
MACK	**June '84**	.....	.....	.....	.....	.....	**296**	**61**	**1,958**	**2,315**
	June '83	.....	.....	.....	.....	.....	243	109	981	1,333
	Year to Date '84	.....	.....	.....	.....	.....	**1,581**	**261**	**9,026**	**10,868**
	Year to Date '83	.....	.....	.....	.....	.....	992	497	5,648	7,137
MERCEDES-BENZ	**June '84**	.....	.....	.....	.....	.....	**75**	**46**	.....	**121**
	June '83	.....	.....	.....	.....	.....	158	118	.....	276
	Year to Date '84	.....	.....	.....	.....	.....	**605**	**312**	.....	**917**
	Year to Date '83	.....	.....	.....	.....	.....	853	425	.....	1,278
PETERBILT	**June '84**	.....	.....	.....	.....	.....	.....	.....	**954**	**954**
	June '83	.....	.....	.....	.....	.....	.....	.....	510	510
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**5,875**	**5,875**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	3,195	3,195
PLYMOUTH	**June '84**	**7,587**	**9**	.....	.....	.....	.....	.....	.....	**75,596**
	June '83	437	476	.....	.....	.....	.....	.....	.....	913
	Year to Date '84	**39,295**	**96**	.....	.....	.....	.....	.....	.....	**39,391**
	Year to Date '83	2,595	2,173	.....	.....	.....	.....	.....	.....	4,768
VOLVO	**June '84**	.....	.....	.....	.....	.....	.....	**104**	**82**	**186**
	June '83	.....	.....	.....	.....	.....	.....	105	67	172
	Year to Date '84	.....	.....	.....	.....	.....	.....	**601**	**280**	**881**
	Year to Date '83	.....	.....	.....	.....	.....	.....	403	306	709
WESTERN STAR	**June '84**	.....	.....	.....	.....	.....	.....	.....	**43**	**43**
	June '83	.....	.....	.....	.....	.....	.....	.....	22	22
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**256**	**256**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	145	145
WHITE	**June '84**	.....	.....	.....	.....	.....	.....	.....	**430**	**430**
	June '83	.....	.....	.....	.....	.....	.....	.....	181	181
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**3,400**	**3,400**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	1,064	1,064
MISCELLANEOUS*	**June '84**	**57,421**	**760**	**19**	**85**	.....	**8**	**12**	**101**	**58,406**
	June '83	36,725	761	.....	34	.....	.....	21	86	37,627
	Year to Date '84	**316,546**	**3,615**	**95**	**329**	.....	**29**	**46**	**530**	**321,190**
	Year to Date '83	185,732	3,632	.....	149	5	.....	127	401	190,046
TOTALS	**June '84**	**194,824**	**144,598**	**3,698**	**85**	**237**	**3,554**	**5,724**	**10,432**	**363,152**
	June '83	146,192	112,667	2,061	34	28	3,400	4,266	6,341	27,489
	Year to Date '84	**1,047,821**	**781,714**	**20,059**	**329**	**1,097**	**20,971**	**30,196**	**58,370**	**1,960,557**
	Year to Date '83	716,615	565,417	5,835	149	270	18,656	23,149	34,950	1,365,041

★—New York and Oklahoma for 1984 compiled from manufacturers' sales reports; no Oklahoma registrations for 1983.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Insurance execs do favor some kind of passive restraint

Survey shows faint air-bag support

By Alison Kittrell
Crain News Service

Most insurance risk managers favor some kind of passive-restraint system to protect motor vehicle drivers and passengers, but the majority think mandatory air bags are a lot of hot air, according to a survey conducted by a sister publication of AUTOMOTIVE NEWS.

Of the 45 risk managers responding to a survey by a *Business Insurance* Risk Management Board, only 16, or 35.6 percent, thought that auto makers should be required to equip new cars with air bags.

Twenty-eight, or 62.2 percent, disagreed with the idea of mandatory air bags and one did not answer.

A recent Transportation Department regulation may require air bags, automatic seat belts or safer interiors in all new cars. The regulation would be phased in beginning in 1987. However, the regulation would be eliminated if states representing two-thirds of the population enforced mandatory seat belt use laws by April, 1989.

To get the risk manager's view of this controversy, *Business Insurance* surveyed its Risk Management Board, a group of 71 risk managers who have volunteered to respond to periodic surveys on risk management issues.

Although only a minority of the respondents supported the mandatory installation of air bags, a slightly higher percentage felt that the additional cost of air bags could be justified by lives saved, reduced medical expenses and lowered insurance costs.

• Nineteen, or 42.2 percent, said the advantages would justify the cost; 22, or 48.9 percent said the cost of air bags would not be offset by the advantages, and four, or 8.9 percent, had no opinion.

However, a majority of the risk managers said they favored the installation of automatic seat belts, which swing into place when the car door is closed, to meet the regulation. And, safer car interiors, including better-padded dashboards and a body structure designed to better absorb the shock of a crash, also found favor with a majority of the respondents.

Although a majority of respondents disagreed that the passage of mandatory seat-belt-use laws would be an effective substitute for passive restraints, most of the risk managers support the passage of such laws, without regard to the mandatory air bag regulation.

Reflecting their skepticism about air bags, the majority of risk managers said that when purchasing a car for their company fleet or for their personal use, they would choose a less-expensive car without an air bag over a more-expensive car with the device.

Whether a respondent favored requiring air bags in automobiles seemed to depend on whether he felt that air bags would be effective in protecting drivers and passengers from death or injury.

Typical of the position of those who favored mandatory air bags was the comment of the risk manager who said air bags "save lives, reduce injuries, save workers compensation and medical costs."

However, many respondents remained skeptical about whether air bags would function effectively.

The risk manager for a manufacturing firm said, "It has yet to be demonstrated that (air bags) are more effective than seat belts or that they can provide protection from other than head-on crashes . . . Seat belts protect from all sides."

Other risk managers feared that air bags would cause more dangers than they would guard against.

Still others feared that the air bags would inflate prematurely or not at all, or that they would interfere with a driver's ability to maneuver the vehicle once they inflated.

Some respondents said that air bags would be too expensive.

The final argument made against air bags by some of the respondents was that requiring them in new cars was an unwarranted intrusion on the part of the government.

• Substantially more risk managers preferred automatic seat belts to air bags. Some 29, or 64.5 percent of the respondents, said automakers should be able to substitute automatic seat belts for air bags to meet the safety regulation. Fourteen, or 31.1 percent, said they should not be able to substitute automatic seat belts, and two, or 4.4 percent, did not answer.

Most of the respondents who advocated automatic seat belts said they felt the belts would be cheaper and more effective than air bags.

The majority of risk managers also liked the idea of safer car interiors. Thirty, or 66.7 percent of the respondents, said these safer interiors should be permitted as an alternative to air bags, 13, or 28.9 percent, disapproved of the substitution; and two, or 4.4 percent, did not answer.

Several risk managers said air bags, automatic seat belts and safer interiors should all be required for maximum safety.

Some risk managers suggested that tougher vehicle inspection and drunken driving laws or stricter enforcement of speed limits would be equally or more effective in reducing accidents as any of the other alternatives.

Dodge Daytona enshrined

The Dodge Daytona Turbo Z that may be the last car to set NASCAR speed records on the sands of Daytona Beach, was enshrined in the International Motorsports Hall of Fame, Talladega, Ala., alongside a record-setting winged Daytona of another era. Doing the honors are J. S. Hannan Jr., right, Chrysler Corp.'s Memphis zone manager, and Don Naman, acting director of the hall. Joe Varde drove the Turbo Z 133 MPH on the beach. A winged Daytona of the '60s with Buddy Baker at the wheel was the first car to break 200 MPH on a closed course.

Royalty visits Goodyear

The Duke of Kent donned a crash helmet and did a few laps around the Goodyear test track during a recent visit to the company's headquarters in Akron. The Duke visited Akron, Cleveland, New York and Chicago in his official capacity as vice chairman of the British Overseas Trade Board.

factories list auction dates

American Motors

Sept. 4—D-A Auto Auction, New Stanton, Pa.

Sept. 6—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction. Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 11—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

Sept. 12—Southern Auto Auction, East Windsor, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Central States Auto Auction, Mason City, Ia.

Sept. 13—Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 14—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 18—D-A Auto Auction, New Stanton, Pa.

Sept. 20—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 25—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

Sept. 26—Southern Auto Auction, East Windsor, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Central States Auto Auction, Mason City, Ia.

Sept. 27—Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 28—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

Sept. 4—Hatfield Auto Auction, Hatfield, Pa.

Sept. 5—South Seattle Auto Auction, Inc., Kent, Wash.

Sept. 6—Aptco Auto Auction, Taylor, Mich.

Sept. 11—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 12 — Sand Mountain Auto Auction, Boaz, Ala.; Columbus Fair Auto Auction, Obetz, O., and Minneapolis Auto Auction, Plymouth, Minn.

Sept. 13—Golden Gate Auto Auction, Fremont, Calif.

Ford Motor Co.

Sept. 12—Columbus Fair Auto Auction, Obetz, O; Concord Auto Auction, Acton, Mass.; Golden Gate Auto Auction, Fremont, Calif., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Sept. 18—Harrisonburg Auto Auction, Harrisonburg, Va.

Sept. 19—Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 20—166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N. J.

Sept. 26—Brasher's Southern California Auto Auction, Fontana, Calif.

Sept. 27—Aptco Auto Auction, Taylor, Mich., and Nashville Auto Auction, Nashville, Tenn.

General Motors

Sept. 5—Hatfield Auto Auction, Hatfield, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 6—Nashville Auto Auction, Nashville, Tenn.

Sept. 11—Southern Auto Auction, Warehouse Point, Conn.

Sept. 12—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Salt Lake Auto Auction, Salt Lake City, Utah.

Sept. 13 — Indianapolis Auto Auction, Indianapolis, Ind.

Sept. 18—South Seattle Auto Auction, Inc., Kent, Wash.

Used Car Sales
Auction Averages

August	$5,189
Month ago	$5,226
Year ago	$5,272

Model breakdown
Auction Averages

	AUGUST, 1984	JULY, 1984	JUNE, 1984
1984	$9,763	$11,772	$10,601
1983	7,732	7,793	8,284
1982	5,882	6,759	6,185
1981	5,147	5,681	5,091
1980	4,310	4,222	4,358
1979	3,529	4,100	3,963
1978	2,456	2,644	2,432
1977	1,916	2,114	1,830
Overall Average	$5,189	$ 5,560	$ 5,436

auction directory

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569,539 cars assembled

August output 6 pct. ahead of '83

Domestic auto production in August is estimated at 569,539 units, the most for that month in the 20 years for which records are readily available.

The total was 6.17 percent above the 536,421 cars built in the corresponding month of 1983.

The return of three General Motors plants last week and daily overtime at all the Chrysler Corp. points weren't enough to offset downtime at the American Motors Kenosha and GM Detroit facilities.

Last week's output was estimated at 134,355 units, down 1.90 percent from the previous week's 136,959, and down 4.34 percent from 140,445 built in the same period last year.

Model changeover continued last week at GM's Baltimore and Norwood facilities. Baltimore, idle since March 30, is slated to return Sept. 10 but will build Chevrolet minivans, not cars. Norwood, down since Aug. 24, is expected back Sept. 24.

Back last week from changeover at GM were the Doraville, Lansing and Lordstown assembly points.

All car facilities were idle today (Sept. 3) in observance of Labor Day.

Iacocca emphasizes quality in new Chrysler ad campaign

Chrysler Corp. will begin a new corporate advertising campaign Wednesday (Sept. 5) emphasizing its quality efforts.

"We have one and only one ambition. To be the best. What else is there?" declares familiar spokesman Chairman Lee Iacocca. Ads appear in print and on TV.

In one phase of the campaign, quality is discussed in two TV commercials and in a four-page color gatefold in the five major news weeklies. Print runs Sept. 17.

In another phase, the restyled '85 Aries and Reliant are introduced with a 60-second commercial, a two-page Sunday supplement newspaper spread and a three-page news weekly ad.

One corporate ad features Iacocca in an assembly plant and in a design studio, rebuffing the notion that "Americans can't cut the mustard anymore," and stating his and Chrysler's quality ambitions.

The four-page gatefold also features Iacocca under the headline, "You won't settle for anything less than the best cars, best protection, best service. Neither will we."

Copy details Chrysler technology, high-mileage turbo engines, extended warranty and other points.

Corporate commercials debut Sept. 5 and run through Oct. 6. There are 90 and 60-second versions, the 90-second version running 15 times and the 60-second five times on network TV.

The K-car commercial opens in an assembly-line setting, with Iacocca saying, "If it weren't for the great success story in the '80s, I wouldn't be here today," nor others who he points out worked on these cars.

He calls the '85 K-car versions "quieter and more efficient" and the "best (made) better."

Print picks up the same theme and details the new K-cars' aerodynamics, value, improved engines, mileage, low price, recall and warranty records.

The 60-second commercial runs 20 times between Sept. 13 and Oct. 1 on various network shows.

Supplements appear in Sunday, Parade and Family Weekly Sept. 16.

Three-page units appear in news weeklies Sept. 24.

Kenyon & Eckhardt handles corporate ads.

25 for Sommer

MEQUON, Wis. — Walter G. Sommer, of Sommer's, Inc., here, has received a plaque in honor of his 25 years as a Pontiac dealer.

CANADIAN CAR PRODUCTION

	Week Ended Sept. 1, 1984	Week Ended Sept. 3, 1983	Week Ended Aug. 25, 1984	Aug. Est.	Jan. 1 to Sept. 3, 1983	Jan. 1 to Sept. 1, 1984
AMERICAN MOTORS	.....	610	610	1,563	18,969	14,665
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FORD MOTOR	9,511	8,678	9,500	42,455	167,464	293,065
GENERAL MOTORS	7,803	6,851	6,457	26,420	352,284	410,383
VOLVO	225	225	225	450	6,657	6,932
Total Cars, Canada	17,539	16,364	16,792	70,888	649,251	725,045

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 1, 1984	Week Ended Sept. 3, 1983	Week Ended Aug. 25, 1984	Aug. Est.	Jan. 1 to Sept. 3, 1983	Jan. 1 to Sept. 1, 1984
CHEVROLET	16,339	13,900	17,318	80,776	527,023	675,462
DODGE	4,100	2,761	5,076	18,725	92,032	136,340
FORD	21,283	20,480	22,230	97,780	587,385	784,591
GMC	5,747	4,288	5,231	25,474	169,218	218,536
INTERNATIONAL	1,611	1,086	1,749	7,642	33,664	50,983
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,830	2,489	3,975	17,681	54,862	126,399
NISSAN	2,100	403	2,162	6,451	.....	64,189
AM GENERAL	50*	50*	50*	230*	1,680*	1,770*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,600*	33,600*	35,200*
Total Trucks, U. S.	56,060	46,457	58,800	259,359	1,501,543	2,093,470

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 1, 1984	Week Ended Sept. 3, 1983	Week Ended Aug. 25, 1984	Aug. Est.	Jan. 1 to Sept. 3, 1983	Jan. 1 to Sept. 1, 1984
CHRYSLER CORP.	6,940	2,519	8,457	34,403	84,317	237,185
FORD MOTOR	2,940	3,263	2,936	12,880	88,958	101,835
GENERAL MOTORS	4,640	5,678	4,708	14,659	169,073	193,463
INTERNATIONAL	215	125	217	953	3,781	5,331
Total Trucks, Canada	14,735	11,585	16,318	62,895	346,129	537,814
N. American Trucks	70,795	58,042	75,118	322,254	1,847,672	2,631,384

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Canadian makers build 17,539 cars, up 4 pct. for week

Canadian auto production rose last week due to the gradual increase of 1985 models at General Motors' Oshawa facilities. The GM gain in output more than offset inventory-adjustment downtime at American Motors' Brampton plant.

The auto makers targeted 17,539 units last week, up 4.45 percent from the previous week's 16,792, and up 7.18 percent from 16,364 cars completed in the comparable 1983 period.

Truck assembly fell 9.70 percents last week to 14,735 units as normal five-day operations resumed at Chrysler Corp.'s Windsor plant. There were 16,318 trucks completed in Canada the previous week as Saturday overtime was scheduled at the Chrysler facility. In the corresponding week last year, 11,585 trucks were built.

So far this year, the car manufacturers have finished 725,045 units, an 11.67 percent gain over last year's 649,251. Truck output for the year-to-date is up 55.38 percent to 537,814 units from 346,129 built in the comparable 1983 period.

No overtime; truck production dips for week

Truck production in the U. S. dropped slightly last week as no Saturday overtime was scheduled because of the Labor Day holiday.

The makers slated 56,060 units, down 4.66 percent from the previous week's 58,800.

The previous week's total included Saturday work at General Motors' Detroit, Janesville and Pontiac points, Chrysler Corp.'s Warren plant and Ford Motor's Lorain facility.

Last week's output was 20.67 percent above the 46,457 trucks assembled in the corresponding week in 1983.

So far this year, the makers have built 2,093,470 trucks, up 39.42 percent from 1,501,543 units finished in the comparable 1983 period.

All facilities are idle today (Sept. 3) in observance of Labor Day.

U. S. CAR PRODUCTION

	Week Ended Sept. 1, 1984	Week Ended Sept. 3, 1983	Week Ended Aug. 25, 1984	Aug. Est.	Jan. 1 to Sept. 3, 1983	Jan. 1 to Sept. 1, 1984
AMERICAN MOTORS	.....	4,645	4,859	16,289	119,793	131,709
AMC Total	.....	.....	.....	.....	4,071	.....
Concord	.....	.....	.....	.....	3	.....
Eagle	.....	.....	.....	.....	4,068	.....
Renault Total	.....	4,645	4,859	16,289	115,722	131,709
Alliance	.....	2,701	3,131	10,282	106,472	72,652
Encore	.....	1,944	1,728	6,007	9,250	59,057
CHRYSLER CORP.	19,450	17,774	17,332	59,948	565,083	819,282
Plymouth Total	6,250	6,281	5,550	20,080	202,513	243,271
Horizon	2,900	3,074	2,895	11,463	74,179	105,338
Reliant	2,500	3,134	1,737	5,494	125,121	115,835
Caravelle†	600	73	610	2,027	3,213	7,572
Gran Fury	250	.....	308	1,096	.....	14,526
Chrysler Total	6,000	4,564	5,596	17,724	135,181	272,451
LeBaron	1,400	1,456	1,094	3,252	58,137	80,477
Laser	900	719	830	2,175	3,312	48,239
Chrysler E-Class	1,100	2,389	873	2,678	73,732	65,964
Fifth Avenue	2,600	.....	2,799	9,419	.....	77,771
Dodge Total	7,200	6,929	6,186	22,144	227,389	303,560
Omni	3,000	2,487	2,614	10,796	82,942	99,676
Aries	1,800	2,468	1,355	4,200	93,083	91,852
Daytona	700	688	508	1,579	1,999	35,786
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,130	1,286	949	3,067	30,887	51,359
Diplomat	600	.....	760	2,502	.....	24,887
FORD MOTOR	34,051	30,987	40,089	169,270	985,845	1,175,801
Ford Division	22,602	19,538	25,961	108,050	626,674	759,763
Escort	6,718	4,152	7,543	31,191	175,374	232,147
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	2,706	2,873	3,555	13,850	75,159	92,436
LTD	4,560	3,231	4,814	20,437	112,509	145,257
Thunderbird	3,508	3,842	2,943	13,418	127,737	100,639
Crown Victoria	1,741	1,911	3,000	10,162	61,639	54,639
EXP	1,079	.....	1,263	5,191	1,184	25,299
Tempo	2,290	3,529	2,843	13,801	49,344	109,346
L-M Division	11,449	11,449	14,128	61,220	359,171	416,038
Mercury Total	9,345	8,805	10,965	46,253	282,634	302,069
Lynx	1,508	1,101	1,662	7,064	50,574	46,266
Capri	238	903	320	1,207	15,244	11,236
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,174	1,397	2,798	11,565	48,862	78,336
Cougar	3,019	2,651	3,588	14,999	80,869	75,452
Grand Marquis	1,879	1,747	1,600	7,323	63,711	61,898
LN7	.....	.....	.....	.....	290	.....
Topaz	527	1,006	997	4,095	14,483	28,881
Lincoln Total	2,104	2,644	3,163	14,967	76,537	113,969
Continental	382	.....	837	3,774	8,793	26,129
Lincoln	1,471	2,644	1,958	9,506	47,553	68,197
Mark VI/VII	251	.....	368	1,687	20,191	19,643
GENERAL MOTORS	77,784	83,213	71,664	309,736	2,575,887	3,082,698
Buick Division	16,244	18,232	14,949	58,960	584,855	671,587
Skylark	3,200	3,146	3,253	11,828	66,576	70,273
Skyhawk	1,768	1,254	1,784	5,559	48,714	99,385
Somerset Regal	861	.....	.....	1,085	.....	1,980
Century	3,575	4,037	3,200	14,991	105,182	151,968
Regal	2,355	4,047	816	3,171	166,212	134,567
Buick	1,850	4,593	3,393	11,695	165,559	143,179
Riviera	1,040	1,155	926	3,411	32,612	34,886
Electra (fwd)	1,595	.....	1,577	7,220	.....	35,349
Cadillac Division	6,101	6,080	5,246	24,325	200,880	224,780
Cimarron	255	426	335	1,557	13,382	11,825
Seville	670	736	395	1,992	23,036	26,498
Eldorado	1,490	1,429	1,324	4,887	50,463	52,690
Cadillac	.....	3,489	.....	2,556	113,999	88,015
DeVille (fwd)	3,686	.....	3,192	13,333	.....	45,752
Chevrolet Division	28,945	27,442	29,931	118,113	844,016	1,059,298
Chevette	2,849	4,476	3,436	13,557	125,590	128,286
Cavalier	9,106	5,952	10,757	37,049	198,606	282,713
Celebrity	5,330	3,252	3,725	19,464	88,468	200,341
Camaro	2,845	4,346	4,732	20,703	131,048	177,034
Citation	2,970	1,812	2,673	8,206	68,058	77,203
Malibu/El Camino	276	663	277	553	99,030	16,899
Monte Carlo	1,568	2,828	1,400	6,516	67,095	76,359
Chevrolet	3,401	3,489	2,196	8,785	49,291	77,051
Corvette	600	624	735	3,280	16,830	23,412
Oldsmobile Division	14,092	21,170	12,301	65,633	678,549	757,010
Omega	.....	1,759	.....	.....	39,109	29,289
Firenza	1,364	914	1,313	4,022	31,736	48,453
Cutlass Supreme	4,695	6,720	2,962	16,066	199,286	185,291
Cutlass Ciera	73	5,199	2,857	15,990	137,978	184,880
Oldsmobile	3,125	5,695	2,141	14,213	242,815	231,712
Olds 98 (fwd)	2,854	.....	2,394	11,214	.....	44,200
Calais	1,181	.....	.....	1,533	.....	2,457
Toronado	800	883	634	2,595	27,625	30,728
Pontiac Division	12,402	10,289	9,237	42,705	267,587	370,023
Acadian†	.....	207	293	366	15,342	11,036
2000 Sunbird	2,788	3,362	3,405	9,875	68,610	100,009
1000	562	583	519	3,255	30,650	27,655
Firebird	1,495	2,578	2,345	10,834	63,659	81,814
Phoenix	.....	570	.....	.....	18,366	14,116
Grand Prix/Bonneville	2,128	1,830	.....	2,128	68,429	31,861
Parisienne	1,204	1,159	295	2,337	2,531	18,736
Fiero	2,400	.....	2,380	11,059	.....	82,545
Grand Am	1,825	.....	.....	2,251	.....	2,251
HONDA	3,000	1,470	2,935	14,065	29,697	90,384
VOLKSWAGEN	70	2,356	80	231	60,492	55,662
Total Cars, U. S.	134,355	140,445	136,959	569,539	4,336,797	5,355,536
Total Cars, Canada	17,539	16,364	16,792	70,888	649,251	725,045
N. American Cars	151,894	156,809	153,751	640,427	4,986,048	6,080,581
N. American Trucks	70,795	58,042	75,118	322,254	1,847,672	2,631,284
North American Cars and Trucks	222,689	214,851	228,869	962,681	6,833,720	8,711,865

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Chrysler's St. Louis plant sets record for model run

ST. LOUIS.—Chrysler Corp.'s Assembly Plant No. 1 here has broken an 18-year-old production record for a model year, the auto maker announced.

The Fenton plant turned out 242,501 cars during the 1984 model year. The previous high was 220,269 cars in the 1966 model year.

The plant produces Chrysler Laser and LeBaron; Dodge Daytona, 600 and Aries, and Plymouth Reliant.

C2700-1

Automotive News

September 10, 1984

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New from Ford . . .

Crown Victoria heads lineup

Top model in the Ford Division lineup for 1985 is the full-sized Crown Victoria. An Ignition Diagnostics Monitor has been added to the Electronic Engine Control, and gas-filled shock absorbers are used. Story, other pictures are on Page 60.

. . . from Mercury . . .

Cougar—'85 edition

The '85 Mercury Cougar has new grille, wheel and taillight treatments. The instrument panel has been redesigned, and Cougar has side-window defoggers. A 60-40 split bench seat with consolette is standard, replacing individual seats with console. Story, other pictures are on Page 46.

. . . and from Ford of Europe

Lugano to replace Granada

At the end of this year, Ford of Europe will replace its Granada with the Ford Lugano. Instead of the traditional notchback, the new Lugano has a rather short deck with a wide rear door, similar to the Ford Sierra. The rear window is vaulted all around the roof posts and the styling seems to be aimed directly at the Audi 100.

NEWSPAPER

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No cleanup blues for '84; some models are sold out

By Richard Johnson
Detroit Reporter

Dealers across the U. S. are reporting a smooth transition into the new model year, with limited 1984 carryovers and plenty of customers to sop up excess stock.

Continuing strong sales throughout the country are keeping most inventories lean, which in turn raises concerns among Ford and General Motors franchise-holders about the effect of a UAW strike.

Dealers have sold out of several models. Some carryovers may occur because individual retailers have sought to fatten inventories by purchasing aggressively within the dealer network.

"We're closing out real well," said Jerry Davidson, president and general manager of Century Chrysler-Plymouth, San Jose, Calif. "We have a few carryovers, but nothing we can't handle."

Profit margins have dropped at some outlets as dealers attempt to clean up stocks of '84s, and less popular and less profitable small cars make up a larger proportion of inventories late in the model year.

Meanwhile, dealers are still waiting for a better mix of tradeins. Worn-out, high-mileage cars are dominant, but some retailers report a growing number of late-model trades, suggesting that the new-car sales boom is responding to more than just pent-up demand.

• Joe Breslin, general manager at Wallace Buick-AMC/Jeep/Renault in Portland said he may carry over a few Centurys and Skyhawks, but only because they are strong sellers and he is trying to maintain an ample inventory.

"We'll have carryovers, but fewer than we are used to having," he said. "We have no problem cars, and we're sold out of Riviera and Electra."

Although he reported a slight sales drop-off in August, Breslin said inventories are such that a UAW strike will quickly produce a shortage.

However, things are less rosy on the AMC side of his business. He expects to carry over "a bunch" of Renault Alliance and Encore models.

"We have more product than we need," he said. "Alliance and Encore have been real slow. We've been offering them at invoice for the last month and they're still not moving. I don't

Continued on Page 57, Col. 1

Shock waves missing as makers price '85s

By John K. Teahen, Jr.
Managing Editor

Price season has happened for the 1985 domestic cars, and it hardly caused a ripple in the automotive world.

The reason: The '85 increases are moderate and probably will be accepted as such by new-car shoppers.

The boosts aren't like the heart-stopping bumps that the auto makers applied to their new cars just a few years ago. Those hikes produced an affliction known as "sticker shock" and helped dry up traffic in the nation's showrooms during the recession.

Ford Motor Co. wound up the Big Three pricing activities last week with a tentative boost averaging $225 or 1.9 percent.

Earlier, General Motors had posted an increase of $292, or 2.3 percent, and Chrysler Corp. had said its '85 cars would go up an average of $181, or 1.7 percent over the final '84 stickers. Chrysler's schedule, like Ford's, is tentative.

At American Motors, the tentative boost is 4.1 percent on Eagle and Jeep and 2.3 percent on Alliance and Encore. Last week, AMC said its new Alliance convertible will be priced at $10,295.

The Ford and GM increases were announced during contract negotiations with the UAW. It remains to be seen whether there will be additional boosts after the new pacts are reached.

• Chrysler hiked destination charges an average of $12 per car. GM and Ford did not boost those fees.

There was no change in dealer discounts for '85 on GM and Chrysler cars, but Ford cut out the dealer margin by one percentage point on seven lines of small cars.

The discount now is 14 percent, down from 15 percent, on the subcompact Escort, EXP and Lynx and the compact Tempo, Topaz, Mustang and Capri. Those cars account for about 47 percent of Ford Motor Co.'s car sales.

Automotive News estimates that if the dealer discount had not been changed, Ford Motor's '85 price hike would have been about $18 higher than the announced $225.

GM's average boost of $292 is

Continued on Page 8, Col. 3

Ford dickers with Koreans

By Dan McCosh
Detroit Reporter

Ford Motor Co. has been quietly negotiating with Korea's Kia Motor Co. to supply components and is exploring the possibility of small-car assembly in that country, Automotive News has learned.

General Motors previously announced plans to import into the U. S. annually about 80,000 cars built by its Korean affiliate, Daewoo Motor Co., beginning in 1986, and Chrysler has been negotiating with Korea's Samsung Group to build a new assembly plant in that country.

Ford's activities so far in Southeast Asia have concentrated mainly on its relationship with Mazda Motors, Ltd., and auto assembly in the Republic of China (Taiwan), where it recently announced a major expansion.

Kia assembles vehicles under license to Mazda and has close ties to that company, which is 25 percent owned by Ford.

The negotiations with Kia are

Continued on Page 57, Col. 5

breaking news

D. C. court to hear restraint challenges

WASHINGTON. — Court challenges to the new passive restraint standard will be heard in the District of Columbia Circuit Court, which is considered more friendly to the government and which is already on record as favoring air bags. Both the Ninth Circuit in California, where the Automobile Importers of America sued, and the D. C. Circuit, where State Farm Insurance and the National Assn. of Independent Insurers made their challenge, agreed on the Washington location.

Court rules in favor of EPA in GM case

WASHINGTON. — The Appellate Court in the District of Columbia has upheld, an EPA ruling that companies may have to recall and repair, free of charge, emission defects in cars beyond the five-year/50,000-mile warranty. Overturning an earlier three-judge decision means that General Motors —unless it takes the case to the Supreme Court—will have to

See BREAKING NEWS, Page 8, Col. 4

UAW tags GM as strike target; peace possible, both sides say

By Marjorie Sorge
and Michelle Krebs

The UAW chose General Motors as its single target company last week, and both sides are optimistic a settlement can be reached without a walkout.

"We've done a lot of work and I think we can do it," said Owen Bieber, UAW President.

Alfred S. Warren Jr., GM Industrial Relations vice president, said he is "very, very confident" a settlement can be reached and the "frame of mind on both sides is correct." The contract covering 350,000 GM workers expires on Friday (Sept. 14).

But Warren said the new contract must allow GM to be competitive in the world market.

"The point that must be uppermost in everyone's mind is that this contract must be competitive," Warren said. "We have to repeat time and time again that unless it is competitive, we have done a disservice to our industry, our country and certainly to the employes that are involved."

Auto analysts are not as optimistic. Most are predicting a strike lasting from one to four weeks at a cost of $250 million a week in lost production.

A national strike would not only hurt GM but would shutdown Chrysler in about four weeks, a company source said. Chrysler buys numerous parts from GM and although it is stockpiling some parts, a lengthy strike could be disastrous.

While most analysts have said a national strike will be called, some have indicated that selective strikes could be the order. In selective strikes, the union shuts down integral plants which in turn would severely damage the rest of the production schedule or cause it to halt completely.

• One analyst said a full-scale strike could hurt the union since it "is the weaker of the two parties. A national walkout makes it weaker."

While the UAW has a record strike fund of $563 million, it provides workers with only $85 a week plus payment of life and health insurance premiums. That is little incentive to strike for workers recently recalled after a long layoff, said another analyst.

According to John Hammond, auto analyst for Data Resources, Inc., if there is a strike at GM, it will last about three weeks and GM will lose 50,000 to 60,000 car sales. Most of those buyers will be in the big-car market and will buy from Ford instead of Chrysler which has few offerings in that segment, he said. The imports will get very little of that share.

Until last week, Ford and GM were twin targets. Peter J. Pestillo, Ford labor relations vice president, said he is disappointed Ford was not chosen as the target.

"We would have loved to have been first," he said. ". . . we think we can do our own deals better."

One of the major questions in this bargaining session is whether pattern bargaining will continue. Pattern bargaining is making an agreement with the target company and then requiring the other company to accept it. Both Pestillo and Warren have been warning that the pattern may not be accepted.

Pestillo said he does not think pattern bargaining will be automatic at Ford once a settlement is reached at GM. "Each company has special problems. I don't have a blank check to offer the union," he said.

"What they do will bear on what we do but will not control

Continued on Page 62, Col. 1

Renault ragtop

Alliance convertibles for AMC

The 1985 Renault Alliance DL (top) and Renault Alliance L convertibles represent American Motors' first ragtop offerings in 17 years. Public introduction is set for Oct. 1. Story and more pictures on Page 44.

VW to introduce 4WD Vanagon in Europe in '85

By Roger Rowand
Engineering Editor

WOLFSBURG, West Germany.—In the second half of next year, Volkswagenwerk is expected to introduce in Europe a four-wheel-drive version of its Vanagon which VW calls the Type II here.

The vehicle will have two major distinguishing characteristics, VW engineers said. They are comfort and the application of an unusual hydraulic 4WD setup.

"Our competitors' vehicles are quite uncomfortable on and off the road. Our four-by-four will be as comfortable as our two-wheel-drive Type II," a VW engineer said.

Comfort, he said, will be the product of such changes as increased spring travel, an unusual front-axle design and special attention being given to tires, springs and wheels.

The vehicle has no transfer case as most other 4WD units have hanging beneath them. Shift to four-wheel-drive is accomplished by means of two strong rails going from the rear to the front to a British-developed hydraulic coupling.

During normal travel, about 2 percent of the vehicle's power is transferred, or leaks, to the front wheels from the rear through the coupling.

With rear-wheel slippage, the speed of those wheels is higher than that of the front wheels and more of the power is shifted to the front-wheel driveshafts by way of the coupling until there is a 50-50 split of the available power, the engineer said.

It is called the Ferguson system and is similar to one used by American Motors in some Jeeps. Another similar arrangement was available as an option in the early 1970s on British-made Jensen sports cars.

Volume is 115 pct. of year earlier total

Service Index shows robust gain

By Francis J. Gawronski
Service Editor

Service and parts volume recorded by new-car dealerships rebounded in July after a decline in the growth rate the previous month, according to the Automotive News Service Index.

Shop business in July amounted to 115.1 percent of the business done in the same month a year ago. The increase in business over the same month the year before was 9.2 percent in June.

July marked the 17th consecutive month in which parts and service volume in new-car dealerships has shown an increase over the comparable year-earlier figure.

All five indicators used in the Service Index posted healthy advances in July, with shop parts sales (those used in both customer-paid and warranty jobs) recording the highest increase, 20.9 percent, over the year-earlier volume.

Gross profit on all labor, parts and accessory sales — the most important indicator from the dealer's viewpoint — was up 16.6 percent in July, with sales of parts and accessories showing a gain of 16.0 percent for the month.

Total labor sales (customer-paid and warranty) registered a gain of 15.8 percent over last year's total, while repair orders written jumped 10.4 percent above last year's numbers.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.

All five also showed strength during the first seven months of the year.

Shop parts sales topped the indicators with a gain of 24.6 percent, followed by sales of all parts and accessories, up 19.6 percent, and gross profit, up 18.7 percent.

Labor sales were up 15.7 percent for the period, while repair orders advanced 8.3 percent for the January-July period.

SERVICE INDEX
115.1*

	July, '84 vs. July, '83	7 mos., '84 vs. 7 mos., '83
Gross Profit on All Labor and P&A Sales	+16.6%	+18.7%
Repair Orders Written	+10.4%	+ 8.3%
Total Labor Sales (Customer & Warranty)	+15.8%	+15.7%
Shop Parts Sales (Customer & Warranty)	+20.9%	+24.6%
Sales of All Parts and P&A	+16.0%	+19.6%

*—Survey by Automotive News shows that dealers' service and parts business in July, 1984, was 115.1 percent of business in July, 1983. Service business in the seven months of 1984 was 117.1 percent of business in the corresponding period in 1983.

New marketing approaches to be emphasized

Ford to expand 'satellites' in 1985

By Richard Johnson
Detroit Reporter

Ford Motor Co. officials last week said they will emphasize a series of new marketing approaches during the 1985 model year, including expanded use of satellite dealerships to penetrate geographic areas which cannot support full-line retailers.

The marketing plans, which also include product simplification, regionalized marketing, demographic targeting and use of computerized selection centers, were cited last week during a preview of Ford's 1985 model lineup.

Louis Lataif, Ford Division general manager, said the division has 88 satellite dealerships around the country, including five mall outlets operating in shopping centers. The satellites are separate dealer points owned entirely by nearby dealerships.

"We're learning new ways to go where the public is instead of forcing them to come where we are doing business," he said.

Lataif said the division hopes to increase the number of satellite operations to 100 by the end of the calendar year. But he said the company is still exploring the concept to determine the best formula.

Some satellites are strictly service operations, while others are exclusively sales or rental offices displaying products. Some outlets emphasize service, while others provide minimal servicing, according to Lataif.

"We're still learning which ones will work, because they won't all work," he said. "Some will turn out as a class not to be a good idea. But it is a way for us to go back into the market areas which can't support full-time dealerships any longer and not cut the pie up into smaller pieces among more dealers."

Lataif said the satellites and mall stores are designed to expose customers to hardware they wouldn't ordinarily see.

"Down in the Tampa Bay (Fla.) mall, for example, 25,000 customers per day stroll through the place," he said. "Many of them are now looking at Fords they wouldn't otherwise see. They wouldn't necessarily be Ford buyers. So it generates a lot of sales outside the mall."

According to Philip Benton, Ford Motor vice-president for sales operations, product simplification is intended to reduce buyer confusion by limiting the number of option combinations. In turn, the simplified product offerings will make for cost efficiencies in the manufacturing process, he said.

Benton said virtually all cars and trucks in the Ford line will be merchandised in this manner by 1987. Lincoln-Mercury launched its simplified "complete car strategy" in five Western states last year and will extend the concept across all car lines in 1985.

For example, Mercury Topaz will be available in just two series in 1985, with each series equipped with options most often ordered by customers.

"This strategy permits cus-

Continued on Page 8, Col. 4

Mercury Merkur priced at $16,361

Lincoln-Mercury last week placed a $16,361 price tag on the Merkur XR4Ti, a sports sedan designed and engineered by Ford of Germany that will be sold by L-M in the U. S. beginning this fall.

The price puts the two-door, five-passenger Merkur about $1,000 under a comparably equipped BMW 318i, according to L-M General Manager Robert Rewey. The division is planning on sales of about 20,000 XR4Ti models during the '85 model year.

Honda's 2nd sales net called Acura in U. S.

LOS ANGELES. — American Honda's second U. S. distribution channel in the U. S. has been named Acura, the company announced last week.

Acura will sell a line of upscale sedans and sports cars.

The new name is a coined word selected by the U. S. unit of Honda with help from outside consultants.

Ed Taylor, formerly senior manager of auto distribution at American Honda, will head the new division. Plans call for a separate divisional identity, including company colors which have yet to be selected.

The first dealers are expected to be named before the end of the year. Acura is projected to have about 120 dealers.

BMW, GE Credit form financing leasing ventures

MONTVALE, N.J.—BMW of North America and General Electric Credit Corp. have entered into a $400 million joint venture to offer a full range of retail and lease financing to BMW's automobile and motorcycle dealers.

GECC had provided third-party leasing and inventory financing to BMW dealers through a BMW-endorsed financial services program. The joint venture leaves the GECC floorplanning service intact, but places leasing under a newly formed leasing subsidiary, BMW Leasing Corp.

BMW Credit Corp., headquartered in Barrington, Ill., with GE Credit Auto Lease, Inc., will be 51 percent owned by BMW-NA and 49 percent by GECC. BMW Leasing, also in Barrington, will be owned by BMW. GECC will provide administrative and financial management services for both.

Initial funding will come through equity contributions by GECC and BMWNA; subsequent funds will be raised by issuance of commercial paper and medium-term debt.

Operations are scheduled to begin Nov. 1 in Illinois and Ohio. A nationwide rollout of the program will take place over six to nine months.

Parayre resigns as Peugeot chief; Calvet steps up

PARIS. — Peugeot S.A. president Jean-Paul Parayre has resigned. New president is Jacques Calvet, president of Peugeot's two automotive units, Citroen and Peugeot-Talbot.

Calvet will remain the head of Citroen, but Jean Boillot has assumed temporary responsibility for Peugeot-Talbot, and he is expected to be named president of the group at the directors' meeting Sept. 24. Boillot's title has been Automobiles Peugeot executive vice president, in charge of Peugeot and Talbot.

A statement issued by Peugeot said Parayre, 49, resigned for organizational reasons. He joined Peugeot in 1974, shortly after the company acquired Citroen. He was made president in 1977. The following year, Peugeot purchased Chrysler-Europe (Talbot), making Peugeot Europe's largest volume maker.

Calvet, former chairman of Banque Nationale de Paris, had Automobiles Citroen added to his responsibilities late last year. He headed Automobiles Peugeot since 1982.

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60th year — No. 5039

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Buick import fighter

Somerset Regal debuts

Taking aim at the smaller, sporty-yet-luxurious imports, the new Somerset Regal from Buick is available its first model year in two-door models, Coupe and Limited. A new version of the 2.5-liter transverse-mounted four with throttle body fuel injection and manual five-speed transmission are standard. Story, other pictures on Page 32.

Judge clears way for bankruptcy proceedings

DeLorean's legal saga continues

By Michelle Krebs and Edward Lapham

The seemingly endless saga of John Z. DeLorean's legal woes reopened in U.S. Bankruptcy Court in Detroit. Judge Ray Reynolds Graves granted a motion from trustee of the bankrupt DeLorean Motor Co. to vacate the March 6 stay, which held bankruptcy proceedings in abeyance during DeLorean's West Coast drug trial.

DeLorean was acquitted of all charges in the drug case.

On another front here, a federal grand jury, which has been investigating DMC financial irregularities for more than a year, seemed close to ending its work. Sources close to the investigation, and DeLorean's own attorneys, said the grand jury could decide before Oct. 1 whether to issue indictments.

Attorneys for DeLorean argued that bankruptcy proceedings should remain on hold until the grand jury concludes its investigation. They said DeLorean's protection against self-incrimination provided under the Fifth Amendment would be jeopardized if bankruptcy proceedings were allowed to continue.

"If he pleads the Fifth to the grand jury, he can't defend himself here," argued Donald Re, one of the attorneys who also represented DeLorean in the drug case. "And if he talks in this case, he runs the risk of incriminating himself at the grand jury."

Nevertheless, Judge Graves ruled bankruptcy proceedings should move forward now that DeLorean has been acquitted of drug charges.

Also during the hearing, Robert Weiss, attorney for DMC trustee David Ailard, tried to take testimony on what he called "disturbing new evidence" that allegedly showed DeLorean was diverting funds from the estate.

One check for $200,000 was made out to DeLorean while a second was made out to DeLorean and his wife, Cristina Ferrare. A third check for $830,000 was made payable to Bernard Minsky, DeLorean's first attorney in the drug case.

Judge Graves cut short further testimony from Levin, ruling the defense team hadn't been adequately alerted to the nature of his testimony.

Following the hearing, Weiss refused further to discuss details regarding the checks. He said the issue would come up again in court.

DeLorean's attorneys said they did not know if they would appeal Graves' decision.

"I'm not doing anything else until I know I'm going to get paid," said attorney Howard Weitzman.

DeLorean had turned over his Pauma Valley ranch in San Diego County to Weitzman in lieu of legal fees in the drug case. The creditors committee, however, has sued Weitzman over the transaction, and the case will be heard in California next month.

• Meanwhile, the federal grand jury and task force of federal agents investigating DMC finally began calling witnesses after more than a year of reviewing thousands of documents subpenaed from former DMC officials, attorneys and company files.

Some observers familiar with the DeLorean matter have criticized the pace of the grand jury investigation, which seemed to drag along in 1983 when it appeared the government had a good drug case against DeLorean. Earlier this year, however, a new assistant U.S. attorney was named to head the task force and the pace has accelerated.

Sources familiar with the investigation said the main thrusts of the probe are criminal tax fraud and bankruptcy. One area of key interest was the 1978 disappearance of $17.65 million in car project funds which vanished into a European bank maze.

The creditors committee believes DeLorean eventually used at least a portion of the allegedly misappropriated funds to acquire a snow-grooming equipment company in Logan, Utah.

Investigators also believe there may have been bankruptcy fraud involved in a 1983 attempt to reorganize the defunct car company.

AUTOMOTIVE NEWS sources last week said the grand jury investigation could culminate in a number of indictments for criminal tax fraud, bankruptcy fraud and a host of other related charges. Likely targets of any indictments are said to include DeLorean, former DMC officials, attorneys and even a few foreign business people.

• It has been nearly two years since bankruptcy proceedings began.

DMC filed for Chapter 11 bankruptcy status on Oct. 25, 1982, just one week after John DeLorean was arrested in Los Angeles. The proceedings began before Bankruptcy Judge George Woods and immediately developed a complicated, vitriolic air.

The creditors committee, chaired by New York attorney Malcolm Schade as a representative of various British Government interests which advanced cash to the sports-car project, aggressively tried to maintain and enlarge DMC's estate to pay creditors' claims.

During the proceedings, the creditors committee convinced the court to attach some of DeLorean's personal property pending outcome of adversary proceedings which could prove DeLorean misappropriated company funds for his personal use.

All proceedings, divided between Woods and Graves, were held in abeyance by the March 6 stay because of the criminal case in California but will now proceed. The next scheduled hearing is Sept. 18 when Graves will decide whether DeLorean must turn over additional documents.

Vanagon recalled for door repair

TROY. — Volkswagen of America is recalling about 16,000 1981 and 1982 Vanagons and Campers to replace front-door springs that hold the latches.

VWoA said the locks could open in an accident or if extreme forces are extended against door interiors.

The retaining springs which were not built to specification will be replaced with ones that are to spec, VWoA said. VWoA said it knows of no accidents involving the faulty springs.

Network includes 319 dealers

New Porsche setup kicks off operations

By John A. Russell
New York Staff Writer

NEW YORK. — Porsche Cars North America is officially importing and distributing cars in the U.S. through a network of 319 dealers.

The company took over the operations Sept. 1, and John Cook, president, said the 319 dealers represent 97 percent of the existing Porsche dealers in the U.S.

After a tumultuous start earlier this year, Cook reported, the 100,000-square-foot parts building on a 15-acre site in Reno is complete and ready for parts distribution. He ordered $9 million in parts from the manufacturer, and those parts have been received.

The 13-acre Eastern distribution center at the Charleston (S.C.) airport is under construction but a temporary facility is operational for parts distribution.

As for cars, the new company will process dealers' October and November allocations and cars are expected to arrive under the new banner in mid-September.

The company has hired more than 100 employes including 40 field staff personnel and it anticipates employing 280 persons when the operation is in full swing.

• As for dealers, in late September the company will hold 10 regional dealer meetings to explain new procedures, but the company said that operating manuals, terms and conditions as well as microfiche containing parts pricing information have already been mailed to the dealers.

Customer complaints are being handled out of the new headquarters building in Reno and technical training has started.

In addition, a direct computer link with dealers is being pilot-tested in 11 Western dealerships and the system will be introduced nationwide as soon as testing is completed.

As for litigation, Porsche Cars has settled one lawsuit with World-Wide Volkswagen, an Eastern distributor, and anticipates that litigation with two other independent distributors will be settled shortly. All dealer suits have been dismissed or dropped, according to Cook.

Also, Porsche Cars will introduce the 928 four-valve model in late 1984 or early 1985, he said.

Cook also reported that the overall marketing strategy has been completed and both the advertising agency and the public relations agency are working on specific plans for a fall media kickoff.

Joe Wilssens

New competitor

Morris Tanenbaum, chairman of AT&T Communications, tells the World Congress that Ford Motor Co.'s communications inroads are making it a serious competitor of AT&T.

GM sets sights on sales leadership

Kadett/Astra target is 550,000 sales in Europe next year

By Richard Feast
European Editor

General Motors' introduction during the next few weeks of the new Opel Kadett/Vauxhall Astra looks very much like a $500 million bid to market the best-selling car in Europe. If that happens, Kadett will do something it never has done before — outsell Volkswagen Golf and Ford Escort.

John G. Bagshaw, Adam Opel board member responsible for sales, talks cheerfully of selling 550,000 of the new cars in Europe next year, indicating GM's seriousness. These are dizzy numbers, far ahead of anything GM has done before in Europe with a single model. They also are greater than anything achieved by Golf and Escort which have vied for top spot since arrival in 1981 of the front-drive Ford. No other model currently approaches these volumes (see table), especially since decline of the old Renault 5 model and the more recent slippage by Ford Sierra.

Kadett also must be understood as a further weapon in GM's fight to the top of the European sales leadership chart. Its impressive progress, dating back to the J-car—strengthened by diesels and the Spanish S-car—has brought it into full competition with Europe's other five leading auto makers.

Whatever the progress, though, GM remains behind its great American rival, Ford. Always a competitor, Ford's growth the past few years has been steady rather than spectacular. With strong opposition from Fiat, VW, Renault, Peugeot and Ford groups, senior directors at Opel's Russelsheim headquarters do not identify Ford specifically when they talk of the opposition. "The target is to operate in a profitable manner rather than to beat Ford," says a board member. It does not look that simplistic to an outsider.

Further indication of GM's growing aggression in Europe is the fact that Kadett's product cycle is reduced from six to five years with the new car. By European standards, this is a very short model life. The recently replaced Golf went on for nine years.

While Golf and Escort are GM's prime targets in Europe as a whole, it will meet strong pockets of resistance in some national markets. In France, for instance, Renault 11 is the segment leader but has a lower penetration across the rest of the continent. Similarly, in Italy Fiat Ritmo leads the field. In the UK Austin Maestro easily outsells Astra, while the Escort is the No. 1 seller. Introduction of the locally assembled (Ellesmere Port) Astra is set to change all that. Vauxhall marketing director David Lahti predicts a 50 percent sales improvement for Astra next year to nearly 100,000.

For 1985 Vauxhall talks of overall sales of 330,000 and market share of 19 percent. For 1988 the target is 20 percent. When one realizes that a few years ago Vauxhall was below 10 percent and today it stands at 17.4 percent, it can be seen that a big chunk of GM's improved European standing results from its success in the large UK market.

In addition to UK improvements, the talk at Opel is of substantial gains in Holland (where it is market leader) and Belgium. Bagshaw refers to "quantum jumps" in Italy and France for Kadett. GM still identifies a lack of dealer representation in Mediterranean countries, but as a rule Opel is pursuing a policy of more sales per dealer rather than more dealers.

It seems unlikely the Kadett will improve its standing much on the large West German market. Last year it sold just over 190,000 there to VW's 225,000 Golfs. Escort's total was just over 80,000. With heavy domestic competition between the new VW and Opel rivals, there will be little room for expansion there, and most of Opel's expected increases will be outside of Germany. Over the longer term this may be a solid trend, for Kadett's weakness — if it had one—was that it relied too much on the German market for sales volumes. Sales will be much better balanced with the new generation model throughout Europe, though Germany will remain the No. 1 consumer.

Stimulus of the new Kadett (and Golf) is likely to lead to further expansion of the segment next year at the expense of the one below (Corsa) and above (Ascona). It already accounts for more than 35 percent of all European sales compared with less than 25 percent only six years earlier.

GM has enough capacity to build whatever the salesmen can sell. Twin shifts at Bochum and Antwerp can produce a little over 1,150 a day. When Ellesmere Port goes to two shifts next year it will theoretically be capable of making another 550.

While Bochum and Ellesmere Port are dedicated to the single model, Antwerp has the flexibility to produce both T (Kadett) and J (Ascona). This will be the valve which can be adjusted to market demands.

To what extent this 600,000-plus annual ability to produce Kadett/Astra will be utilized will depend on European new car buyers. GM is going for high-technology advertising, emphasizing the sporty low-drag GSi, in an attempt to move away from Opel's slightly blue-collar image.

Richard E. Durkin, Opel finance director, predicts competitive pricing. "I'd like to be able to improve profit margins on it, but I don't see that happening right now," he says. On a more general note, Durkin recalls that Opel registered losses in 1980-81 and a small profit in 1982. "That trend did show itself in 1983 and the first six months of 1984, but the metalworkers strike threw a wrench in the whole thing," he said, speaking prior to Opel's financial conference Aug. 23. All he would say of the results was, "We're not ashamed of them, but they're not as good as we'd like." □

How the leading three shape up

	1983	1982	1981	1980	1979
VW Golf	447,900	426,800	472,600	422,400	481,500
Ford Escort	438,900	464,300	406,200	223,900	211,700
Opel Kadett*	396,600	405,200	381,500	358,900	292,600
Market segment	3,417,400	3,194,200	3,019,700	2,912,800	2,789,700
Total market	10,355,000	9,988,300	9,726,600	10,029,200	10,518,900

*Includes Vauxhall Astras on UK market. The lower-medium market is the largest in Europe. It has grown steadily the past half decade as these statistics by Adam Opel indicate.

world news briefs

Ford Sierra XR8: Made in South Africa.

South African Sierra

Ford in South Africa will produce 250 high-performance Sierras with 200 HP Ford V-8 engines. Known as the XR8, it has a five-door body shell — unlike the European sporty Sierra. A top speed of 140-MPH is claimed, with acceleration from zero to 60-MPH in less than eight seconds.

Germany's disastrous June

Total vehicle production in June, at the height of the metalworkers strike, was 43,300 compared with 388,100 the same month a year earlier. Stocks depleted during the month by 120,000, were far from adequate to compensate for production losses, reports VDA, the nation's manufacturers' association.

Japan moves into Ireland

Relaxation on import restrictions next year in the Republic of Ireland has led Honda and Mitsubishi to announce plans to sell vehicles there.

GKN expands in the U.S.

British engineering group GKN bid $32.6 million for control of component maker Beck/Arnley of New York. GKN bought Parts Industries Corp. in 1979, and sales have almost tripled since then.

Return of Seven

The Caterham Super Seven, based on the 1957 Lotus Seven, will go on sale in the U. S. after a hiatus of 17 years. Caterham Car Sales, Surrey, England, which assumed manufacturing rights in 1973, reached agreement with Super Seven Inc., Palm Beach, Fla., to begin distribution early next year.

Jumping the number

Japan has increased from 300 to 500 the number of vehicles an outside producer can import without going through the country's lengthy certification process. Japan's Ministry of Transport has already conceded that type-approval testing can be completed "in foreign countries whose test results are acceptable."

BMW catching up

BMW has told shareholders it should be able to make up for losses caused by the recent West German metalworkers strike during the second half of this year. Manufacturing continued during the August vacation period.

Military buy 4x4s

Three European countries recently placed orders for new four-wheel-drive vehicles for military use. Belgium will receive 2,500 Volkswagen Iltis from license-holder Bombardier of Montreal; Switzerland is buying 600 Land Rovers to replace its Jeeps; Denmark will buy more than 800 Mercedes-Benz G-wagons.

Change at Vauxhall/Bedford

Edward P. Naegeli, Bedford manufacturing director, has been appointed to the same position at Vauxhall Motors. John E. Quantrill, director of production control at GM's Oldsmobile Div., takes over the Bedford manufacturing job.

Daimler-Benz hires more

Daimler-Benz, West Germany, will increase its 151,000 work force by 4,000 this year. The company says the jobs are permanent, and not just to make up for losses resulting from the industry strike earlier this year.

CVT problems emerge

Reports in Europe suggest the developer of the CVT automatic transmission, van Doorne's Transmissie in Holland, is running into financial difficulty. The problem is said to center on production costs of the unit, which in various forms are due to be used by Fuji, Ford, Fiat and GM.

New Skoda scheduled

An all-new Skoda, designed for the U.S.S.R. by an Italian company and featuring front-drive, will appear in 1987, according to Andre Barcak, export director of the Motokov trade organization. □

Problems plague French

Peugeot, Renault suffer in centennial year

By Richard Feast
European Editor

They are celebrating 100 years of the automobile in France this year with, among other things, an exhibition of historic models in the Grand Palais in Paris. In view of the present parlous state of the country's auto industry, it might have been wiser to wait for the centenary of the year when most others believe the motor car was invented, 1886.

The ill-health of the French industry occurs at a time when most other national industries in Europe are improving. Some far-reaching changes will be necessary in order to return France to the vigor of the late 1970s. Fundamental areas must be addressed including overmanning, falling domestic and export sales, an accumulating debt burden and the need for continuation of a heavy investment program which many analysts think the two principle companies involved cannot afford.

Problems of the Peugeot group (PSA) stem to 1980. The combination of a European sales slump and its then-recent acquisition of Chrysler-Europe led PSA into debt from which it has not yet emerged. Annual deficits are around $350 million. Renault went into the red in 1981 and sees no early return to profits. The combined debt of PSA and Renault, estimated at over $6.5 billion, will be a heavy burden as they push ahead with investments in new models and modern manufacturing systems.

According to a report by the country's official Economic and Social Council, Renault and PSA must find annual investments of $2.2 billion to remain competitive around the world. The Council believes much of that total must come from the French government because of the companies' recent poor financial performances and their importance to the national economy.

Any investment must be accompanied by substantial employment reductions, says Insee, the statistical office. The industry employed around 233,000 people at the end of 1983, and Insee suggests 80,000 will have to be cut by 1988. A similar tack is taken in a leaked report on the state of the French industry by Francois Dalle, an industrialist who heads the L'Oreal cosmetic firm. His commission, due to report this month (September), finds a special need for job cuts at state-owned Renault.

Private enterprise PSA has been the center of controversy over its job-cutting program

since it was revealed in the middle of 1983. But for a company owned by the government and taxpayers, such as Renault, it is ideologically more difficult to reduce the payroll. Industries in Europe, especially Socialist France, find it much more complex to reduce labor costs than American industry appears to. An indication came when PSA's Automobiles Peugeot wanted to make 7,500 job cuts, mainly at its Talbot plant at Poissy. As the affair went back and forth between government and PSA to obtain the necessary permission for cuts, scenes of unprecedented violence erupted at Poissy. Just as the government conceded most of PSA's requirements, the auto company's Citroen Division revealed it wanted to reduce the payroll by 6,000, or 14 percent. When a compromise is reached, as it will be, the focus then will settle on Renault.

Renault officials will not comment on reports that it is seeking cuts of 15,000 to 18,000 in its French work force of 102,000; but in view of anticipated recommendations of the Dalle committee, the reports are likely to be substantially accurate.

Shedding jobs at a state-owned corporation, given an ideological commitment toward employment and worker welfare, will be a sensitive affair. In France it will further widen the split between the ruling Socialists and their nearest supporters, and former allies, the Communists.

The problems would have manifested themselves earlier except for two years (1982-83) of record domestic demand for new cars. Each year's total topped two million units, one reason this year's decline of 15 percent in the first half looks so dramatic.

Those two good years saw PSA reach the bottom of its decline, then begin to claw back its lost market share with introduction of new models such as Peugeot 205 and Citroen BX. PSA fell behind Renault in 1980 and was still there at the end of 1983. But in the first six months of 1984, PSA climbed to 33.3 percent while Renault fell to 31.8 percent, its lowest share since 1973.

This year's improving PSA position — in a smaller French market — is a reflection of its newer models. Renault's fairly new R9/11 series remains competitive in the country and the big R25 has been well received. But Renault's true competitiveness will not return until its mainstays are modernized—the R5 starting Sept. 24 and the upper-medium R18 next year.

What worries both French car makers is the steady increase in France for imported cars. It has gone up steadily the past half decade, and in the first half of 1984 reached an unprecedented 34.9 percent share.

At the same time, Renault and PSA exports are down this year by 4.3 percent to 869,200. Combined with a fall of 19.3 percent (to 587,300) in registrations in France, it added up to a 10.6 percent overall drop in passenger car production in the first half of 1984 to 1.63 million. □

Subarus for Hoffman

LONG BEACH, Calif.—Lathrop Hoffman is the new dealer principal of Long Beach Subaru here.

France at a glance: Five difficult years

	1979	1980	1981	1982	1983
Production	3,613,500	3,378,400	3,019,400	3,148,800	3,335,900
Autos	3,220,400	2,938,600	2,611,900	2,777,100	2,960,800
Commercial vehicles	393,100	439,800	407,500	371,700	375,000
Exports	1,831,300	1,674,200	1,524,800	1,582,200	1,756,600
Autos	1,697,900	1,529,700	1,393,600	1,463,500	1,613,700
Commercial vehicles	133,400	144,600	131,200	118,700	142,900
French car registrations	1,976,400	1,873,200	1,834,800	2,056,500	2,017,600
Peugeot SA	43.3%	36.6%	33.0%	30.2%	32.1%
Renault	35.0%	40.5%	38.9%	39.1%	35.1%
Imports	21.7%	22.9%	28.1%	30.6%	32.7%
French commercial vehicle registrations	306,700	314,500	325,800	353,000	346,300
Imports	18.0%	19.4%	19.1%	21.2%	21.5%

Totals may not tally due to rounding. Source: CSCA, Paris.

PRODUCTION OVERSEAS

FRANCE

Cars

	5 mos., 1984	6 mos., 1983
Peugeot SA	571,635	730,936
Citroen	253,492	311,043
Peugeot	374,092	912,022
Talbot	14,051	107,871
Renault	772,166	884,233
Total	1,443,801	1,615,169

Vans, trucks, buses

CBM	21	39
Peugeot SA	60,851	74,046
Citroen	15,436	17,520
Peugeot	38,469	45,300
Talbot	6,946	11,226
Renault	121,088	128,222
Sovam	31	35
Unic	3,107	3,731
Total	185,098	206,073
Total vehicles	1,628,899	1,821,242

JAPAN

Cars

	5 mos., 1984	5 mos., 1983
Daihatsu	73,867	79,012
Fuji	106,112	94,907
Honda	351,384	349,669
Isuzu	30,060	45,036
Mazda	322,338	371,686
Mitsubishi	207,429	216,684
Nissan	795,346	748,861
Suzuki	64,771	45,571
Toyota	1,030,357	978,484
Total	2,981,664	2,929,910

Vans, trucks, buses

Daihatsu	164,347	142,284
Fuji	123,706	124,529
Hino	25,105	21,202
Honda	51,789	74,939
Isuzu	125,482	100,647
Mazda	156,274	120,992
Mitsubishi	215,178	186,275
Nissan	274,201	270,034
Nissan Diesel	16,271	13,993
Suzuki	211,892	206,261
Toyota	424,442	386,306
Total	1,799,469	1,649,798
Total vehicles	4,781,133	4,579,708

UNITED KINGDOM

Cars

	5 Mos., 1984	5 Mos., 1983
BL	183,416	190,891
Austin Rover	164,712	172,837
Jaguar	14,307	12,207
Range Rover	4,397	5,847
Carbodies	634	963
Ford	141,434	138,108
Lotus	375	226
Panther	160	n/a
Reliant	49	39
Rolls-Royce	810	713
Talbot	46,752	55,664
TVR	132	99
Vauxhall	57,725	58,478
Others	273	290
Total	431,760	445,471

Vans, trucks, buses

Bedford	24,690	21,082
BL	32,101	38,327
Austin Rover	8,423	12,446
Freight Rover	7,699	7,952
Land Rover	10,934	12,823
Leyland Veh.	5,045	5,106
ERF	686	669
Foden	337	281
Ford	47,842	46,387
Hestair Dennis	414	309
Karrier	1,670	2,068
MCW	193	164
Reliant	106	27
Seddon Atkinson	774	520
Others	124	338
Total	108,937	110,172
Total vehicles	540,697	555,643

SPAIN

Cars

	5 Mos., 1984	5 Mos., 1983
Ford	116,418	101,122
General Motors	103,065	88,199
Peugeot SA	77,316	79,993
Citroen	40,727	54,869
Talbot	36,589	25,124
Renault	113,952	133,496
Seat	90,865	94,534
Total	501,616	497,344

Vans, trucks, buses

Enasa	4,360	6,185
Ford	3,898	2,758
Land Rover	4,617	9,213
Mercedes-Benz	4,879	3,974
Motor Iberica	8,079	8,525
Peugeot SA	6,685	11,394
Citroen	6,685	11,191
Talbot	0	203
Renault	14,146	15,926
Seat	11,880	10,427
Setra	101	0
Total	58,645	68,40
Total vehicles	560,261	565,746

REGISTRATIONS OVERSEAS

UNITED KINGDOM

Cars

	7 Mos., 1984	7 Mos., 1983
Alfa Romeo	2,368	5,088
BL	181,285	177,380
Austin Rover	175,636	172,331
Jaguar	4,068	3,666
Range Rover	1,681	1,383
BMW	13,989	14,059
Daihatsu	2,987	2,607
Fiat Auto	26,974	26,790
Ford	280,767	291,769
FSO	2,707	2,305
General Motors	172,147	140,309
Honda	9,316	8,666
Hyundai	2,063	1,798
Lada	8,429	10,807
Lotus	280	227
Mazda	8,906	9,263
Mercedes-Benz	8,577	7,490
Mitsubishi	5,017	4,705
Nissan	49,346	51,600
Panther	132	48
Peugeot SA	54,225	57,240
Citroen	15,143	14,343
Peugeot/Talbot	39,082	42,897
Reliant	68	56
Renault	32,820	36,177
Rolls-Royce	343	361
Saab	4,967	4,996
Skoda	6,019	5,896
Subaru	1,317	1,527
Suzuki	1,708	1,830
Toyota	15,721	14,893
VW-Audi Group	56,002	55,413
Audi	11,459	10,821
Volkswagen	44,543	44,592
Volvo	32,656	32,616
Zastava	2,998	2,198
Others	2,741	2,729
Total	987,223	970,978

SWEDEN

Cars

	7 Mos., 1984	7 Mos., 1983
Alfa Romeo	662	420
BMW	2,563	2,261
Daihatsu	559	561
Fiat Auto	3,534	2,837
Ford	15,161	11,318
General Motors	13,161	11,568
Honda	2,065	1,723
Jaguar	24	13
Lada	905	1,093
Mazda	6,074	5,949
Mercedes-Benz	3,293	2,451
Mitsubishi	937	895
Nissan	3,771	3,067
Peugeot SA	4,370	3,531
Citroen	2,112	1,561
Peugeot/Talbot	2,258	1,970
Porsche	215	126
Renault	1,438	1,278
Saab	16,467	15,889
Skoda	192	208
Subaru	345	332
Toyota	4,982	4,603
VW-Audi Group	15,368	12,217
Audi	3,680	2,568
Volkswagen	11,688	9,649
Volvo	34,583	33,493
Others	13	9
Total	130,682	115,842

WEST GERMANY

Cars

	6 mos., 1984	6 mos., 1983
Alfa Romeo	7,421	6,837
Austin Rover	4,259	2,238
Bertone	517	555
BMW	89,506	90,518
Daihatsu	3,497	3,354
Ferrari	181	n/a
Fiat Auto	62,952	56,832
Ford	168,549	172,154
General Motors	238,059	276,319
Honda	22,357	18,226
Isuzu	1,422	354
Jaguar	946	435
Lada	4,943	4,592
Mazda	37,729	31,284
Mercedes-Benz	118,645	132,427
Mitsubishi	24,442	21,580
Nissan	33,723	24,571
Peugeot SA	57,041	52,933
Citroen	22,901	24,502
Peugeot/Talbot	34,140	28,431
Pininfarina	348	394
Porsche	6,715	7,001
Renault	49,060	50,331
Saab	2,142	2,094
Seat	2,679	0
Skoda	1,211	906
Subaru	3,789	2,998
Suzuki	7,723	7,017
Toyota	28,686	27,829
VW-Audi Group	376,042	404,818
Audi	81,200	102,375
Volkswagen	294,842	302,443
Volvo	8,805	8,684
Others	525	819
Total	1,364,044	1,408,100

NETHERLANDS

Cars

	6 mos., 1984	6 mos., 1983
Alfa Romeo	2,910	2,360
American Motors	7	17
Austin Rover	4,202	5,064
BMW	8,784	10,184
Chrysler	12	34
Daihatsu	2,679	2,754
Fiat Auto	23,292	29,367
Ford	37,291	32,181
FSO	67	53
General Motors	47,476	47,584
Honda	8,057	6,977
Hyundai	1,676	2,241
Lada	4,388	5,670
Mazda	10,875	11,756
Mercedes-Benz	5,597	5,557
Mitsubishi	7,802	9,309
Nissan	13,920	14,574
Peugeot SA	31,906	32,181
Citroen	15,023	14,858
Peugeot/Talbot	16,883	17,323
Porsche	122	142
Renault	16,736	17,837
Saab	2,050	2,453
Seat	3,925	296
Skoda	2,145	1,775
Subaru	1,713	2,319
Suzuki	5,995	6,545
Toyota	11,703	13,241
VW-Audi Group	27,213	23,476
Volvo	15,571	14,652
Zastava	722	1,040
Total	298,886	290,788

NORWAY

Cars

	6 mos., 1984	6 mos., 1983
Alfa Romeo	26	38
BMW	1,231	1,172
Daihatsu	342	565
Fiat Auto	2,281	1,058
Ford	8,082	9,195
General Motors	6,421	7,880
Honda	1,512	1,746
Lada	1,296	1,667
Mazda	6,305	7,579
Mercedes-Benz	917	919
Mitsubishi	1,927	2,086
Nissan	3,004	4,249
Peugeot SA	3,450	3,065
Citroen	1,135	1,043
Peugeot/Talbot	2,315	2,022
Renault	225	283
Saab	1,289	1,191
Subaru	549	667
Toyota	4,327	4,431
VW-Audi Group	5,754	6,103
Volvo	4,283	4,499
Total	53,852	58,799

SWITZERLAND

Cars

	5 Mos., 1984	5 Mos., 1983
Alfa Romeo	3,802	3,436
American Motors	77	140
Austin Rover	1,155	1,070
Bertone	112	84
BMW	6,597	5,152
Daihatsu	464	547
Ferrari	87	95
Fiat Auto	10,632	10,596
Ford	11,064	13,343
General Motors	20,028	16,163
Honda	4,320	3,234
Isuzu	280	249
Jaguar	212	164
Lada	15	196
Maserati	162	10
Mazda	4,305	6,662
Mercedes-Benz	3,196	2,753
Mitsubishi	4,010	4,310
Nissan	4,382	8,121
Peugeot SA	11,753	11,609
Citroen	5,331	5,020
Peugeot/Talbot	6,422	6,589
Pininfarina	118	131
Porsche	831	729
Puch	46	60
Renault	6,980	7,215
Rolls-Royce	34	46
Saab	650	582
Skoda	70	129
Subaru	2,949	3,302
Suzuki	1,601	1,709
Toyota	8,981	9,293
VW-Audi Group	20,381	18,654
Audi	5,361	5,737
Volkswagen	15,020	12,917
Volvo	3,154	3,086
Others	70	114
Total	132,518	132,983

FRANCE

Cars

	4 Mos., 1984	4 Mos., 1983
Alfa Romeo	7,512	10,018
Aro	385	128
BL	10,728	10,790
BMW	11,219	11,543
Ferrari	26	66
Fiat Auto	34,003	29,327
Ford	47,016	52,110
FSO	611	727
General Motors	25,172	27,946
Honda	2,064	2,676
Innocenti	497	511
Lada	8,106	8,474
Mazda	3,054	4,982
Mercedes-Benz	6,292	5,665
Mitsubishi	1,131	1,349
Nissan	4,155	5,837
Peugeot SA	201,008	225,396
Citroen	81,009	92,314
Peugeot	103,224	97,731
Talbot	16,775	35,351
Porsche	519	606
Renault	192,491	241,048
Saab	348	233

Continued on Page 36

Outpouring of products

Bountiful crop of new European vehicles

By Richard Feast
European Editor

In just over three weeks the first of three major European auto shows will open its doors. The Paris exhibition (Oct. 4-14) will be followed in quick succession by Birmingham (Oct. 20-28) and Turin (Nov. 1-10).

These are not local trade shows, but major industry gatherings where important people will say important things to the world via attending media at press previews. By the time the public begins spending its francs, pounds and lire, the industry's brass will have left. The spectators in their absence will be mainly attracted by the glittering new products on display.

This year's new-model crop is bountiful. Several vehicles already have been revealed such as the Renault 25 and Espace, Saab 9000 and Lancia Thema. This fall's shows will reveal many more.

Main attractions in Paris will be the replacement for the R5, the Opel Kadett/Vauxhall Astra and Seat Ibiza. The R5 is to Renault what the new generation Golf is to Volkswagen — a refined and revised model that retains the instant appeal of the old one. The Ibiza is a small hatchback in the Fiesta category with styling by Giugiaro, body enginering by Karmann and engine development by Porsche; it will be the mainstay of the Spanish company's major European export drive.

Renault also may present its new generation Alpine, a mid-engine two-seater with Porsche performance. Sneak preview photos indicate very dramatic styling. The French Peugeot group will have no major unveilings, but will fill out its improving range with diesel and station wagon offerings.

Ford, with a substantial presence as an importer in France, will emphasize its status in the country via automatic transmissions made at Bordeaux, featuring a variable CTX for Fiesta and a new generation automatic with four-speeds and lock-up on top.

Ford's other news will be a production version of the Escort XR3i turbo, designed to counter the high-performance Kadett and forthcoming 16-valve Golf GTi. Among other newcomers from Germany are likely to be a 944 Turbo from Porsche, a Jetta station wagon from VW, and the 90 and four-wheel-drive 200 from Audi. The 90 is to the 80 what the 200 is to the 100 in Europe — a faster, more luxurious, up-market model.

Birmingham attention will focus on three sports car makers. Lotus may not preview its X100 sports car, the lower-price model which will use key Toyota components. Instead, it is expected to show a new mid-engine model with a 4-liter all-alloy V-8; during the company's financial difficulties, this model's development languished, but Lotus is seeking a customer for the powerful and economical V-8, which then would enable Lotus to use it in one of its own cars. The exhibition in Birmingham suggests Lotus may have found one.

The other sports cars are by a Panther EM25 and Reliant's Michelotti-styled two-seater which also will use a Ford drivetrain. Each company has U. S. exports in mind.

November is a new show date for Turin, whose recent events have been held in the spring. There also is a new location — the press shop of the former Fiat factory at Lingotto.

Alfa Romeo's main attraction will be the 90, an Alfetta replacement, and Lancia's will be the Thema, which will replace the Trevi and Gamma. But being Turin, the show will also be a designers' showcase with flambouyant exercises expected from Giugiaro, Pininfarina and Bertone; one theory suggests a Bertone-styled coupe for Volvo based on the 700 series.

Over the longer term, among new products expected during 1985 are replacements for Ford Granada, Renault 18, Talbot Horizon, Alfa Romeo Giulietta and mid-range Mercedes-Benz. There will be a sedan version of the Seat Ibiza (known as Malaga), a baby Lancia, Fiat's version of the Type 4, the front-drive Lada and the Jaguar XJ-40. The Austin Rover/Honda Project XX will appear late in 1985. □

How European prices compare

Model	B	D	F	I	GB
BMW 320i	100	109	114	117	129
Citroen GSA Pallas	100	107	119	121	131
Fiat Panda 45	100	115	113	131	125
Ford Escort XR3i	100	113	114	121	127
Mazda 323 GT	100	105	117	....	132
Opel Kadett 1.6SR	100	112	112	118	....
Peugeot 305 GT	100	107	114	124	131
Renault 5GTL	100	108	110	117	132
VW Golf GTi	100	110	110	118	134
Average	100	110	114	121	130

New car prices before tax in five European countries on July 2, expressed as a percentage of the Belgian price. B, Belgium; D, West Germany; F, France; I, Italy; GB, Great Britain.
Source: BEUC, Brussels.

Price disparity goes on

Little commonality in the Common Market

By Richard Feast
European Editor

While BL of Britain was being fined the equivalent of $270,000 for alleged infringements of Common Market competition rules, a European consumer association was conducting another survey of auto prices. The findings were predictable enough: There still are wide disparities in car prices between Economic Community member states. "British and Italian consumers still have a lot to gain from buying new cars abroad," reports the EBCU (European Bureau of Consumer Unions).

What makes the events timely is that they occur as the European Commission is pushing to equalize auto prices throughout the community. The jargon is "block exemption," and it has united the auto industry as seldom before. The proposal is to limit pre-tax prices to within a 12 percent band of each other. The auto industry is insensed because no other products in Europe have common prices, and there are dark mutterings about weaker companies going to the wall and factories closing.

The EBCU price survey was carried out in July. Its general basket of cars was priced on average 30 percent more in the UK than in Belgium, the country widely considered to have baseline selling prices. Italy was 21 percent more, France, 14 percent and West Germany 10 percent.

Such differences have led Italians to buy cars outside Italy, Germans buying in Denmark (where extremely high sales taxes mean pre-tax prices are set low) and to residents of the Republic of Ireland buying cars across the border in Northern Ireland which, as part of the UK, is considered to have high prices anyway. More than anything, though, it has resulted in the now familiar phenomenon of Britons buying in Belgium. This Anglo-Belgian trade has been very noticeable because an order for a right-hand-drive car with a normally left-hand-drive dealer is hard to disguise.

No one knows the exact extent of the one-way traffic across the English Channel. It is not as big as it once was because current exchange rates are less favorable and chunky discounts are now available in the UK. But the count still runs into thousands a year.

While Belgian dealers are keen to capture British orders, British car dealers are considerably less enthusiastic about the trend, as are British manufacturers who like to see each sale earn as big a margin as possible, and that normally is in the UK.

At the same time, British importers of BMW, Volkswagen and other products are upset with their Belgian counterparts for nabbing what they identify as their customers. This has led to several court actions. Ford of Germany was involved in one when it refused to supply right-hand-drive models. The European Commission's fine on BL (to be appealed) is another, and more are expected as the debate heats up between the industry and the consumer lobby over block exemption. □

Sales siesta

Mexico slumbers

The Mexican automotive industry is still not showing any signs of major upturn and the consensus of industry observers is that recuperation will still take a while.

Sales have not improved even though all assembly plants have authorized distributors to accept a 20-percent downpayment on new models, with a 36-month payment period and more liberal interest charges averaging approximately 25 percent annually.

Buyers apparently find these terms still too high and reductions are expected to be announced to stimulate lagging consumer interest.

Official figures for the first five months of the year place total sales at 121,421 units, compared with 125,474 in the similar period last year. This is a reduction of 4,053 cars, for a 3.23 percent decline.

It has been pointed out by analysts charting industry activity that sales in the home market are even less than shown since the statistics include vehicles exported.

Chrysler has moved up to second place in total sales, from fourth position last year. Volkswagen, as usual, heads the list with 32,681 cars sold in the January-May period this year, even though it slipped in not topping the 38,344 units sold last year.

Chrysler, with 20,973 cars sold, showed an improvement over the 17,420 figure for 1983. Nissan, Ford and Renault had reduced sales, but General Motors showed an improvement from 13,878 units in 1983 to 17,894 this year. □

Off to Cuba

Mexico sends tractors

The Dina Komatsu Nacional segment of Diesel Nacional (Dina) plans to export more than 300 crawler tractors to Cuba.

Nacional Financiera, the Mexican financing and development institution, said the exports will produce $34 million.

The tractor division was established in 1974, to produce crawler tractors for the construction industry. The firm is a joint collaboration of Nafinsa (Nacional Financiera) and Japan's Komatsu machinery and construction equipment manufacturer.

By 1981, the firm had a production capacity of 735 tractors annually and a full-time work force of 465. But the economic crisis sharply affected the firm's internal market — chiefly the construction industry which has been severely depressed the past several years. Dina Komatsu then switched its concentration to developing exports.

On the Cuba order, 36 tractors have already been shipped with monthly exports of a similar number until the contract with Cuba's Construimport is completed. Dina Komatsu exported 85 tractors in 1981 and 105 last year. □

Continued from Page 35

Seat	3,941	0
Skoda	1,246	1,635
Toyota	3,510	4,776
VW-Audi Group	31,400	42,572
Audi	8,626	9,519
Volkswagen	22,774	33,053
Volvo	5,258	4,403
Zastava	442	730
Others	9	15
Total	601,563	693,308

GREECE
Cars

	3 Mos., 1984	3 Mos., 1983
Alfa Romeo	579	95
BMW	514	312
Dacia	53	16
Daihatsu	86	114
Fiat Auto	909	700
Ford	1,538	1,532
General Motors	2,338	1,331
Honda	1,037	1,178
Lada	1,595	740
Mazda	621	231
Mercedes-Benz	121	116
Mitsubishi	641	683
Nissan	2,120	1,212
Peugeot SA	1,427	782
Citroen	839	416
Peugeot/Talbot	588	366
Renault	1,920	823
Seat	304	16
Skoda	192	189
Subaru	211	154
Suzuki	289	350
Toyota	1,023	913
VW-Audi Group	447	389
Volvo	67	46
Zastava	1,075	438
Wartburg	62	23
Others	35	83
Total	6,028	4,835

Greek numbers

This month marks the first appearance in Automotive World News of new-car registrations in Greece.

They show the top-selling makes for the first quarter of 1984 were GM, Nissan, Renault, Lada and Ford.

Winner of a Mazda 626

A 1984 Mazda 626 is presented to kidney-transplant recipient Elizabeth Singh. Her ticket was chosen in a benefit drawing held for the National Kidney Foundation of Southern California. From left, are: Don Hopkins and Bill Waple, Kidney Foundation; Dino Grossi, Martin Mazda, Woodland Hills, Calif.; Singh, and Ed Torsello, Mazda Distributors Pacific.

factories list auction dates

American Motors

Sept. 11—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

Sept. 12—Southern Auto Auction, East Windsor, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Central States Auto Auction, Mason City, Ia.

Sept. 13—Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 14—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 18—D-A Auto Auction, New Stanton, Pa.

Sept. 20—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 25—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

Sept. 26—Southern Auto Auction, East Windsor, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Central States Auto Auction, Mason City, Ia.

Sept. 27—Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 28—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

Sept. 11—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 12 — Sand Mountain Auto Auction, Boaz, Ala.; Columbus Fair Auto Auction, Obetz, O., and Minneapolis Auto Auction, Plymouth, Minn.

Sept. 13—Golden Gate Auto Auction, Fremont, Calif.

Ford Motor Co.

Sept. 12—Columbus Fair Auto Auction, Obetz, O; Concord Auto Auction, Acton, Mass.; Golden Gate Auto Auction, Fremont, Calif., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Sept. 18—Harrisonburg Auto Auction, Harrisonburg, Va.

Sept. 19—Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 20—166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N. J.

Sept. 26—Brasher's Southern California Auto Auction, Fontana, Calif.

Sept. 27—Aptco Auto Auction, Taylor, Mich., and Nashville Auto Auction, Nashville, Tenn.

Used Car Sales

Auction Averages

September to date	$5,020
Month ago	$5,285
Year ago	$5,111

Model breakdown

Auction Averages

	SEPTEMBER 1984	AUGUST 1984	JULY 1984
1984	$9,363	$9,848	$11,772
1983	7,222	7,926	7,793
1982	5,611	5,978	6,759
1981	4,997	5,230	5,681
1980	3,725	4,494	4,222
1979	3,176	3,632	4,100
1978	2,188	2,551	2,644
1977	1,675	1,997	2,114
Overall Average	$5,020	$ 5,316	$ 5,560

General Motors

Sept. 11—Southern Auto Auction, Warehouse Point, Conn.

Sept. 12—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Salt Lake Auto Auction, Salt Lake City, Utah.

Sept. 13 — Indianapolis Auto Auction, Indianapolis, Ind.

Sept. 18—South Seattle Auto Auction, Inc., Kent, Wash.

Sept. 19—Brasher's Southern California Auto Auction, Fontana, Calif., and Clanton's Auto Auction, Darlington, S. C.

Sept. 20 — Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Grand Prairie, Tex.

Sept. 27—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Rasegan, Heaphy named to Hydra-matic posts

YPSILANTI, Mich.—Alexander H. Rasegan has been appointed director of product and process engineering for Hydra-matic Division of General Motors, and Maureen S. Heaphy has been named manager of statistical methods.

Rasegan formerly was with Cadillac as assistant chief engineer—chassis, and Heaphy was with the Quality and Reliability Staff of GM.

GM, EPA reach agreement on waste water case

WASHINGTON. — General Motors and EPA have reached an agreement that will bring certain GM plants into compliance with water-pollution rules by October, 1985.

GM ran afoul of Clean Water Act deadlines this year when eight of its plants were identified by EPA as unable to meet controls on the dumping of waste water containing metals and toxic substances into public sewage systems.

Under the consent agreement, GM will be required to build additional water-pollution-control facilities or modify existing ones by Sept. 28, 1985.

GM will also periodically have to update EPA on its water-pollution-control progress. Fines and penalties were set should GM prove unable to meet the 1985 deadline.

The plants covered by the agreements include GM's facilities in Arlington, Tex.; Van Nuys, Calif.; Doraville, Ga.; Atlanta; Kansas City; Kansas City, Kansas; Linden, N. J., and Norwood, O.

The consent decree will become final after a 30-day comment period expiring Sept. 26.

used-car auction directory

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Import penetration is highest of year

August sales cool off, but top '83

By Jenny L. King
Staff Writer

August domestic new-car sales cooled a bit from the torrid July pace but stayed well ahead of the same month a year earlier.

Import sales were up a modest 2,500 units August to August, and they claimed their largest segment of the total market so far this calendar year — 25.97 percent, best penetration in exactly one year.

Industry sales for August numbered 815,199, up 10.15 percent from 740,085 in 1983. Of those, 603,469 were domestic units and 211,730 were imports. Domestic sales were up 13.66 percent from 530,960 the same month a year earlier. Imports were up 1.25 percent from 209,125.

The domestic daily selling rate averaged 22,351 oased on 27 selling days, up 13.66 percent from 19,665 on 27 days in 1983. July's daily rate was 27,364.

Year-to-date sales for the industry numbered 7,185,408, up 17.59 percent from 6,110,701 in 1983. Domestic sales for those eight months were up 24.56 percent, to 5,533,924 from 4,442,778. Imports slipped behind '83 by 0.99 percent, to 1,651,484 from 1,667,923.

August domestic sales, best since 1979 when 705,051 units were delivered, included sales increases for all the major auto makers except Volkswagen.

Honda's sales doubled to 12,217 from 5,865 and were twice VW's total of 6,398. A year earlier, VW Rabbit sales were 7,578.

Where auto market was in August

	Total Sales	Pct. of Total
SUBCOMPACT	117,804	14.45
COMPACT	147,689	18.12
INTERMEDIATE	180,152	22.10
STANDARD	86,279	10.58
LUXURY	71,545	8.78
IMPORT	211,730	25.97
TOTAL	815,199	100.00

IMPORTED CAR SALES

	August, 1984	August, 1983	8 Mos., 1984	8 Mos., 1983
Alfa Romeo	547	237	2,603	2,244
Audi	4,357	4,405	48,193	31,379
BMW	4,283	5,951	46,294	37,733
Chevrolet Sprint	1,583	.....	6,097	.....
Conquest/Challenger	233	1,217	2,779	11,446
Plymouth Colt	2,904	3,559	19,039	22,301
Dodge Colt	3,259	4,036	21,673	25,532
Fiat	.....	.....	.....	4,489
Honda	29,019	25,786	254,147	238,275
I.A.I.	200†	.....	1,349†	.....
Isuzu	1,842	1,826	11,334	13,705
Jaguar	1,300	1,176	11,503	9,966
Lancia	.....	.....	.....	513
Maserati Biturbo	175	.....	1,508††	.....
Mazda	15,024	15,071	113,323	118,525
Mercedes-Benz	5,998	6,289	48,867	48,129
Mitsubishi	2,755	3,271	24,927	20,305
Nissan	46,832	47,451	333,262	371,251
Peugeot	1,647	1,144	12,892	9,865
Porsche	1,439	1,883	14,556	15,209
Renault	1,301	3,452	8,901	19,500
Saab	2,367	2,118	23,173	18,262
Conquest/Sapporo	237	1,093	2,435	9,267
Subaru	11,968	14,747	105,615	107,523
Toyota	57,556	50,321	378,976	382,629
Vista	1,451	3	8,984	3
Volkswagen	6,910	6,864	74,355	51,169
Volvo	7,543	7,225	74,699	63,786
TOTAL	211,730	209.125	1,651,484	1,667,923

†—Estimate ††—7-Months Total.

U. S. CAR SALES BY MARKETING UNITS

	August, 1984	August, 1983	8 Mos., 1984	8 Mos., 1983
Chevrolet	118,558	110,203	1,126,953	895,311
Ford	92,832	78,304	861,304	677,686
Oldsmobile	74,022	74,022	773,879	661,099
Buick	74,360	67,101	647,328	555,805
Toyota	57,556	50,321	378,976	382,629
Pontiac	53,968	43,665	497,289	344,744
Nissan	46,832	47,451	333,262	371,251
Mercury	43,676	33,496	357,022	265,576
Honda	40,236	31,651	341,658	265,606
Dodge	29,000	28,078	278,374	249,149
Plymouth	22,224	23,989	222,816	218,744
Cadillac	26,744	23,013	219,217	192,338
Chrysler/Imperial	27,596	22,359	220,321	172,773
AMC/Renault	18,832	17,285	146,451	152,563
Mazda	15,024	15,071	113,323	118,525
Volkswagen of America	19,104	20,730	194,011	154,077
Subaru	11,968	14,747	105,615	107,523
Lincoln	12,427	9,362	102,363	65,521
Volvo	7,543	7,225	74,699	63,786
Mercedes-Benz	5,998	6,289	48,867	48,129
BMW	4,283	5,951	46,294	37,733
Mitsubishi	2,755	3,271	24,927	20,305
Saab	2,367	2,118	23,173	18,262
Isuzu	1,842	1,826	11,334	13,705
Jaguar	1,300	1,176	11,503	9,966
Peugeot	1,647	1,144	12,892	9,865
Fiat	.....	.....	.....	5,002
Alfa Romeo	547	237	2,603	2,244
Maserati	175	.....	1,508††	.....
I.A.I.	200†	.....	1,349†	.....
TOTAL	815,199	740,085	7,185,408	6,110,701

†—Estimate ††—7-Months Total.

Chevrolet includes Sprint; Honda includes imports and domestics; VWoA includes all VWs plus Porsche and Audi; Fiat includes Lancia; Dodge includes Colt, Challenger, Vista; Plymouth includes Colt, Challenger and Vista.

Ford Motor Co. reported a 22.92-percent sales increase for the month, climbing to 148,935 from 121,162. General Motors was up 9.23 percent. to 347,652 from 318,004. Sales of 70,736 put Chrysler Corp. up 9.64 percent from the year-ago 64,518, and American Motors was up 26.73 percent, to 17,531 from 13,833.

Shifts in market shares among the domestics were in favor of Ford, AMC and Honda. Ford was up nearly two percentage points, to 24.68 percent from 22.82 percent last year. American Motors expanded to 2.91 percent from 2.61 percent, and Honda was up to 2.02 percent from 1.10 percent.

GM slipped to 57.61 percent from 59.89 percent, Chrysler was down to 11.72 percent from 12.15 percent and VW dropped to 1.06 percent from 1.43 percent.

Lincoln-Mercury Division claimed it had the greatest sales increase among domestic makes in August with a 31-percent climb. The division said its share of the domestic market was an any-month record 9.9 percent, and its 56,103 sales were an August record. Ford Division sales were up 18.55 percent, to 92,832 from 78,304.

Plymouth was off 5.05 percent, Chrysler was up 23.83 percent and Dodge was up 8.58 percent. At GM, Buick and Cadillac announced record sales for August, Chevrolet was up 7.58 percent, Pontiac was up 23.60 percent and Oldsmobile matched its year-ago August sales exactly, 74,022.

At American Motors AMC was off 42.77 percent and Renault was up 39.81 percent.

• August import sales included a record for the month for Toyota and the 10th consecutive month of sales increases for Peugeot. Toyota was up 11.44 percent, Peugeot was up 43.97 percent, Volvo was up 4.40 percent to a record 7,543, Saab was up 11.76 to a record 2,367 and Jaguar was up 10.54 percent to a record 1,300.

Still suffering the effects of the Metalworkers' early-summer strike in Germany were Mercedes-Benz, down 4.63 percent; BMW, down 28.03 percent; Audi, down 1.09 percent, and Porsche, down 23.58 percent.

The market-class breakout for August was: Imports at 25.97 percent, intermediates at 22.10 percent, compacts at 18.12 percent, subcompacts at 14.45 percent, standards at 10.58 percent and luxury models at 8.78 percent.

A year earlier the chart read: Imports, 28.26 percent; intermediates, 26.56 percent; compacts, 16.11 percent; subcompacts, 11.15 percent; standards, 12.41 percent, and luxuries, 5.51 percent.

Late-August domestic sales were up 24.01 percent, to 237,078 from 191,170 last year. Daily rates were 23,708 versus 21,241, based on 10 days this year and nine in 1983, putting the '84 period up 11.61 percent.

In the final 10 days of August, GM was up 18.50 percent and earned 56.03 percent of the domestic market. Ford was up 32.76 percent for 25.49 percent of the total. Chrysler was up 23.87 percent and had 11.58 percent. AMC was up 31.39 percent to capture 3.12 percent; Honda was up 195.52 percent for 2.34 percent, and VW dropped 12.00 percent and earned 1.44 percent of the domestic market in the period.

In August, the top-selling domestic nameplate was Chevrolet Cavalier, with 31,495 units, followed by Ford Escort, 25,470; Chevrolet Celebrity, 21,883; Oldsmobile 88, 20,256, and standard Chevrolet, 20,145.

DOMESTIC CAR SALES

	August 21 to August 31, 1984	Same Period, 1983	August, 1984	Same Month 1983	Jan. 1 to August 31, 1984	Same Period, 1983
Alliance	4,000	5,000	10,139	11,642	73,386	93,573
Encore	3,001	.....	6,138	.....	50,790	.....
Total Renault	7,001	5,000	16,277	11,642	124,176	93,573
Spirit	.....	.....	.....	89	.....	3,973
Concord	.....	.....	.....	110	.....	10,988
Eagle	400	1,633	1,254	1,992	13,374	20,426
Total AMC	400	1,633	1,254	2,191	13,374	35,387
AMERICAN MOTORS*	7,401	5,633	17,531	13,833	137,550	128,960
Horizon	2,422	1,379	5,849	5,060	52,650	35,494
Turismo/TC3	1,657	837	4,125	2,837	33,327	24,606
Reliant	2,678	2,796	7,035	10,801	99,005	113,500
Caravelle	41	.....	46	.....	46	.....
Plymouth	514	194	1,303	637	11,941	13,574
Total Plymouth	7,312	5,206	18,358	19,335	196,969	187,174
Laser	1,654	62	3,925	62	38,052	62
LeBaron K	2,793	2,178	7,861	6,368	69,512	55,056
Cordoba	.....	215	.....	709	124	9,459
New Yorker 5th Ave.	2,862	2,677	9,382	6,821	56,854	56,646
E-Class	1,021	1,282	2,356	2,878	21,118	23,932
Chrysler	1,795	2,506	4,072	5,447	34,661	26,496
Total Chrysler	10,125	8,920	27,596	22,285	220,321	171,651
Total Imperial	.....	13	.....	74	.....	1,122
Omni	2,123	1,236	5,138	4,324	45,836	31,836
Charger/024	1,811	1,415	4,486	4,310	36,705	30,889
Daytona	1,292	52	3,111	52	31,291	52
Aries	2,365	2,515	5,656	6,801	75,889	83,335
600 Coupe/400	745	779	1,918	2,444	17,053	22,211
Diplomat	716	448	2,053	1,422	17,872	19,969
Mirada	.....	132	.....	391	250	3,649
Dodge 600	961	1,445	2,420	3,080	24,383	20,229
Total Dodge	10,013	8,022	24,782	22,824	249,311	212,170
CHRYSLER CORP.	27,450	22,161	70,736	64,518	666,601	572,117
EXP	826	612	2,284	1,471	19,375	16,557
Escort	10,073	6,667	25,470	16,769	231,524	226,679
Mustang	4,348	2,707	10,600	6,911	90,897	78,748
Tempo	8,357	7,820	19,191	20,285	169,689	51,318
Fairmont	.....	284	.....	933	.....	35,760
Granada	.....	.....	.....	.....	.....	3,751
Thunderbird	4,595	4,774	10,828	13,188	104,012	78,695
LTD	4,762	3,908	12,559	10,678	130,036	101,835
Ford Crown Victoria	4,201	2,630	11,900	8,069	115,771	84,343
Total Ford	37,162	29,402	92,832	78,304	861,304	677,686
LN7	.....	53	.....	154	.....	4,006
Lynx	1,896	2,127	4,841	5,483	44,141	56,644
Topaz	2,552	2,144	6,013	6,143	48,902	16,104
Zephyr	.....	.....	.....	.....	.....	11,583
Cougar/Monarch	.....	.....	.....	.....	.....	906
XR-7	4,782	3,813	10,900	10,095	80,379	50,474
Capri	444	545	1,254	1,351	12,752	15,144
Marquis '83	3,643	1,544	8,956	4,405	71,520	42,002
Grand Marquis	4,378	2,033	11,712	5,865	99,328	68,713
Total Mercury	17,695	12,259	43,676	33,496	357,022	265,576
Continental	1,434	290	2,865	788	22,481	9,663
Lincoln	3,482	2,765	7,884	6,272	56,846	35,873
Mark VII	651	797	1,678	2,302	23,036	19,985
Total Lincoln	5,567	3,852	12,427	9,362	102,363	65,521
L-M Division	23,262	16,111	56,103	42,858	459,385	331,097
FORD MOTOR	60,424	45,513	148,935	121,162	1,320,669	1,008,783
Skyhawk	3,946	1,881	11,860	5,729	89,908	51,820
Skylark	2,138	1,746	6,326	5,406	69,138	71,477
Century (fwd)	6,160	5,038	17,405	14,529	145,700	89,588
Regal Sedan/Coupe	4,903	6,992	14,536	18,205	136,628	158,090
LeSabre	4,523	3,944	13,885	13,018	109,925	101,375
Electra	3,078	1,999	6,812	6,210	61,250	51,793
Riviera	1,209	1,409	3,536	4,004	34,779	31,662
Total Buick	25,957	23,009	74,360	67,101	647,328	555,805
Cimarron	755	398	1,680	1,253	12,691	13,105
Seville	1,016	896	2,460	2,572	23,919	19,702
Cadillac	7,340	3,766	17,460	13,107	136,606	115,399
Eldorado	2,057	2,043	5,144	6,081	46,001	44,132
Total Cadillac	11,168	7,103	26,744	23,013	219,217	192,338
Chevette	5,430	5,191	12,622	13,956	124,053	120,867
Cavalier	12,014	7,253	31,495	20,927	263,422	164,872
Citation	1,970	1,838	4,560	5,191	69,378	68,123
Camaro	7,234	4,787	17,404	13,695	146,322	119,037
Celebrity	8,540	6,154	21,883	17,180	228,691	103,983
Malibu	.....	2,861	.....	9,244	881	76,361
Monte Carlo	3,299	2,916	8,237	8,237	90,875	64,745
Chevrolet	7,901	6,071	20,145	19,107	184,561	158,614
Corvette	943	966	2,212	2,666	18,761	18,709
Total Chevrolet	47,331	38,037	118,558	110,203	1,126,953	895,311
Firenza	1,822	1,141	4,640	2,867	44,398	31,325
Omega	709	944	2,292	2,678	31,307	37,964
Cutlass Ciera	7,172	6,564	18,609	17,178	182,732	115,067
Cutlass Supreme	5,618	8,218	16,113	21,802	230,651	217,257
Olds 88	7,312	5,719	20,256	16,425	191,116	157,920
Olds 98	3,658	3,901	9,074	10,080	65,911	76,211
Toronado	1,201	1,196	3,038	2,992	27,764	25,355
Total Oldsmobile	27,492	27,683	74,022	74,022	773,879	661,099
Fiero	3,148	.....	8,560	.....	72,954	.....
1000	968	1,340	2,501	3,014	19,557	23,842
2000/Sunbird	4,577	1,897	11,191	5,936	90,635	59,987
Phoenix	419	534	1,052	1,356	10,974	18,328
Firebird	3,509	2,344	8,637	6,664	74,478	59,723
6000	2,430	3,144	6,990	8,278	87,786	56,177
Bonneville	1,745	2,825	4,724	7,275	49,042	54,996
Grand Prix	2,004	3,072	5,288	8,100	53,288	60,392
Parisienne	2,084	1,107	5,025	3,042	38,575	11,299
Total Pontiac	20,884	16,263	53,968	43,665	497,289	344,744
GENERAL MOTORS	132,832	112,095	347,652	318,004	3,264,666	2,649,297
VOLKSWAGEN	3,424	3,891	6,398	7,578	56,907	56,365
HONDA	5,547	1,877	12,217	5,865	87,511	27,331
DOMESTIC TOTAL	237,078	191,170	603,469	530,960	5,533,924	4,442,778
IMPORT TOTAL	.....	.....	211,730	209,125	1,651,484	1,667,923
INDUSTRY TOTAL	.....	.....	815,199	740,085	7,185,408	6,110,701

†—Estimate *—AMC does not issue a nameplate breakdown for 10-day periods.

As more plants return after changeovers

Car output rises despite holiday

By Louise Kertesz
Detroit Reporter

Domestic auto plants returning to production last week, following model changeovers, offset the Labor Day downtime. Increased output at General Motors and resumed assembly at American Motors helped make up for shortened schedules.

U. S. auto manufacturers targeted completion of 127,109 cars last week, 1.60 percent more than the previous week's 125,112 and 8.67 percent above the year-ago week's 116,970.

So far this year, 5,473,402 cars have been assembled, an increase of 22.8 percent over the 4,458,805 completed at this point last year.

Breakdown for last week by company was: General Motors, 56.97 percent; Ford Motor Co., 23.04 percent; Chrysler Corp., 14.95 percent; American Motors, 3.02 percent; Honda, 1.82 percent and Volkswagen of America, .20 percent.

GM scheduled Saturday (Sept. 8) overtime at four plants. Fairfax (Kans.), Flint (G line) and Oklahoma City worked two shifts, while Wentzville (Mo.) worked one shift on Saturday.

Chrysler has scheduled daily overtime at two plants this week. Belvidere (Ill.) and St. Louis No. 2 are each scheduled to operate two nine-hour daily shifts. The same plants operated two eight-hour Saturday shifts.

GM picked as strike target; peace possible, 2 sides say

Continued from Page 2

what we do. We're a corporation with a future, and we are not going to mortgage it willy-nilly," he said.

Bieber said GM was picked as the target because the union felt it "offers the best opportunity for an agreement which will achieve our principal goals —meaningful job security and an economic settlement that represents fairness to our members."

In its first proposal, GM offered two lump sum payments during the three-year proposed agreement; $600 in the first year, $300 in the second and nothing in the third. GM also wants to change the COLA formula and not fold-in the $3.04 COLA float to the base wage. Profit sharing would continue.

The UAW said the offer was at best "meager."

According to one company negotiator, GM has not yet offered to alter the proposal although it is likely some changes will be made. He acknowledged that GM cannot be competitive with the Japanese even if it continues at its present hourly labor cost of $22.40, so some areas must be shaved.

One of those is health care where GM is hoping to cut the bill by 10 percent a year. It was $2.2 billion in 1983.

David Healy, auto analyst for Drexel Burnham Lambert, said a settling at GM without a walkout will require a 10 percent increase the first year, 10 percent the second and 7 percent the third.

Job security will be a major point in the talks between GM and the UAW.

Bieber said last week he has no intention of leaving the bargaining table without jobs guaranteed for a period longer than the length of the agreement.

A recent proposal to Ford indicated that the union wanted its 114,000 jobs guaranteed for six years. Workers leaving Ford would be replaced by those 20,000 currently on indefinite layoff. It is possible that the union is seeking a similar program at GM.

Truck production for August is best since 1978

U. S. truck makers posted their best August production in six years.

Manufacturers completed 261,835 trucks in August, 32.40 percent above the 197,741 assembled in the year-ago month. It was the highest output for the month since 278,378 trucks were built in 1978.

Domestic truck production remained steady last week though down slightly due to the Labor Day holiday.

U. S. truck manufacturers slated production of 56,071 units last week, down 4.46 percent from the previous week's 58,691, but 29.37 percent above the 43,342 of the year-ago week.

To date this year, 2,152,172 trucks have been assembled, 39.04 percent more than 1,547,899 completed during the same period last year.

General Motors plants in St. Louis, Pontiac (No. 5) and Flint (Lines 1 and 2) worked two shifts on Saturday (Sept. 8), while the coach facility in Pontiac worked one shift.

Chrysler has scheduled overtime at its Warren (Mich.) assembly plant this week. The plant will operate two nine-hour daily shifts. The Warren plant worked two eight-hour Saturday shifts.

Canadian output of cars, trucks strong in August

Canadian auto and truck manufacturers continued to accelerate production during the usually slow month of August. The industry posted its best auto build for the month in eight years, while the August truck total was the highest in the 20 years for which records are readily available.

Canadian makers assembled 72,275 cars during August, the best output for the month since 79,424 autos were completed in 1976 and 28.82 percent greater than 56,104 units assembled during the year-ago month.

The industry slated completion of 16,472 cars in last week's holiday week, down 284 units from the previous week's 16,756, but 14.05 percent greater than the year-ago week's 14,443.

So far this year, 740,734 cars have been built in Canada, 11.52 percent above 664,243 finished during the same 1983 period.

Truck manufacturers produced 63,863 units during August, 58.86 percent greater than 40,200 of the year-ago month.

Canadian makers targeted completion of 14,617 trucks last week, down 139 units from the prior week's 14,756, but 44.24 percent better than 10,134 finished during the year-ago week.

Year-to-date, 552,452 trucks have been built, 55.42 percent ahead of 355,469 assembled during the same 1983 period.

Chrysler Corp. estimated production of 1,965 Plymouth Voyagers, 1,955 Dodge Caravans and 780 Mini Ram Vans at its Windsor (Ont.) facility last week, bringing the year-to-date T-115 total to 153,255.

CANADIAN CAR PRODUCTION

	Week Ended Sept. 8, 1984	Week Ended Sept. 10, 1983	Week Ended Sept. 1, 1984	Aug. Total	Jan. 1 to Sept. 10, 1983	Jan. 1 to Sept. 8, 1984
AMERICAN MOTORS	488	478	.....	1,563	19,459	15,153
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FORD MOTOR	6,956	8,501	9,331	43,457	176,103	299,841
GENERAL MOTORS	8,848	5,336	7,200	26,805	357,987	418,628
VOLVO	180	128	225	450	6,837	7,112
Total Cars, Canada	16,472	14,443	16,756	72,275	664,243	740,734

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 8, 1984	Week Ended Sept. 10, 1983	Week Ended Sept. 1, 1984	Aug. Total	Jan. 1 to Sept. 10, 1983	Jan. 1 to Sept. 8, 1984
CHEVROLET	17,596	13,560	17,816	78,920	541,301	694,535
DODGE	4,200	2,264	4,272	19,807	94,593	140,712
FORD	20,609	18,084	22,687	99,384	605,527	806,604
GMC	7,027	5,019	6,245	26,175	173,969	226,061
INTERNATIONAL	1,259	851	1,589	7,618	34,542	52,220
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,040	2,342	3,462	18,340	57,151	129,071
NISSAN	1,500	372	1,570	5,921	2,617	65,159
AM GENERAL	40*	40*	50*	270*	1,720*	1,810
MISCELLANEOUS	800*	800*	1,000*	5,400*	34,400*	36,000*
Total Trucks, U. S.	56,071	43,342	58,691	261,835	1,547,899	2,152,172

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 8, 1984	Week Ended Sept. 10, 1983	Week Ended Sept. 1, 1984	Aug. Total	Jan. 1 to Sept. 10, 1983	Jan. 1 to Sept. 8, 1984
CHRYSLER CORP.	6,904	2,261	7,010	33,720	86,836	244,159
FORD MOTOR	2,428	2,680	2,965	12,846	92,119	104,288
GENERAL MOTORS	5,112	5,090	4,564	16,341	172,635	198,499
INTERNATIONAL	173	103	217	956	3,879	5,506
Total Trucks, Canada	14,617	10,134	14,756	63,863	355,469	552,452
N. American Trucks	70,688	53,476	73,447	325,698	1,903,368	2,704,624

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Sept. 8, 1984	Week Ended Sept. 10, 1983	Week Ended Sept. 1, 1984	Aug. Total	Jan. 1 to Sept. 10, 1983	Jan. 1 to Sept. 8, 1984
AMERICAN MOTORS	3,840	4,290	.....	16,433	123,688	135,549
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	3,840	4,290	.....	16,433	119,617	135,549
Alliance	2,560	2,770	.....	10,164	108,433	75,212
Encore	1,280	1,520	.....	6,269	11,184	60,337
CHRYSLER CORP.	19,000	16,274	20,510	60,965	583,857	839,342
Plymouth Total	6,000	5,806	6,382	20,500	208,994	249,709
Horizon	3,100	2,558	3,213	11,776	77,353	108,751
Reliant	2,200	3,177	2,599	5,567	128,355	118,134
Caravelle†	500	71	620	2,054	3,286	8,092
Gran Fury	200	.....	256	1,103	.....	14,732
Chrysler Total	6,000	3,769	6,371	18,086	139,545	278,822
LeBaron	1,300	1,256	1,524	3,360	59,593	81,901
Laser	900	684	981	2,247	4,031	49,220
Chrysler E-Class	1,300	1,829	1,282	3,076	75,921	67,446
Fifth Avenue	2,500	.....	2,584	9,403	.....	80,255
Dodge Total	7,000	6,699	7,451	22,379	235,318	310,811
Omni	2,900	2,919	2,959	10,755	86,529	102,535
Aries	1,900	2,404	1,905	4,295	95,551	93,857
Daytona	700	418	744	1,611	2,587	36,530
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	900	958	1,151	3,124	32,173	52,310
Diplomat	600	.....	692	2,594	.....	25,579
FORD MOTOR	29,283	23,948	33,330	164,544	1,009,362	1,204,363
Ford Division	19,895	17,373	22,018	104,189	643,555	779,074
Escort	5,669	4,697	6,815	31,424	179,155	237,913
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	1,967	412	2,693	13,909	76,549	94,390
LTD	4,598	3,054	5,608	21,310	115,534	150,903
Thunderbird	2,724	3,332	3,391	13,317	131,016	103,246
Crown Victoria	1,375	1,618	2,022	7,066	63,253	56,295
EXP	882	.....	1,101	5,268	1,184	26,203
Tempo	2,680	4,260	388	11,895	53,136	110,124
L-M Division	9,388	6,575	11,312	60,355	365,807	425,289
Mercury Total	7,660	6,575	9,146	45,097	289,216	309,530
Lynx	1,303	1,159	1,462	6,437	51,402	47,523
Capri	193	139	183	1,137	15,725	11,374
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	1,800	954	2,278	11,648	49,851	80,240
Cougar	2,249	2,290	2,986	14,953	83,126	77,668
Grand Marquis	1,505	1,316	2,160	7,272	55,027	63,684
LN7	.....	.....	.....	.....	290	.....
Topaz	610	717	77	3,650	15,194	29,041
Lincoln Total	1,728	.....	2,166	15,258	76,591	115,759
Continental	312	.....	390	3,841	8,793	26,449
Lincoln	1,224	.....	1,515	9,697	47,607	69,465
Mark VI/VII	192	.....	261	1,720	20,191	19,845
GENERAL MOTORS	72,410	69,946	68,173	302,386	2,649,033	3,145,947
Buick Division	18,007	15,326	15,563	58,715	601,280	688,913
Skylark	2,380	2,800	3,224	11,852	69,458	72,677
Skyhawk	1,592	966	1,739	5,530	49,719	100,948
Somerset Regal	553	.....	632	821	.....	2,304
Century	3,755	3,319	3,613	14,981	109,372	155,761
Regal	3,960	3,647	1,937	2,753	170,336	138,109
Buick	3,335	3,605	1,847	12,200	168,746	146,511
Riviera	832	989	1,012	3,383	33,649	35,690
Electra (fwd)	1,600	.....	1,559	7,195	.....	36,913
Cadillac Division	5,892	5,613	5,433	23,524	206,445	230,004
Cimarron	332	346	293	1,294	13,689	12,195
Seville	436	605	646	2,169	23,680	27,010
Eldorado	1,192	1,118	1,441	4,839	51,673	53,833
Cadillac	880	3,544	.....	2,559	117,403	88,895
DeVille (fwd)	2,952	.....	3,053	12,663	.....	48,071
Chevrolet Division	23,233	22,238	26,687	115,588	867,378	1,080,273
Chevette	2,282	3,528	2,863	13,613	129,831	130,582
Cavalier	7,291	4,381	9,374	37,351	203,271	290,272
Celebrity	4,311	2,646	4,440	18,596	90,849	203,762
Camaro	2,420	3,946	3,078	21,023	134,469	179,687
Citation	2,556	1,191	2,948	7,978	69,676	79,737
Malibu/El Camino	324	657	307	320	99,656	17,254
Monte Carlo	740	2,317	1,007	5,946	69,403	76,538
Chevrolet	2,925	3,080	2,040	7,432	52,894	78,615
Corvette	384	492	630	3,329	17,329	23,826
Oldsmobile Division	16,717	19,336	11,840	62,503	696,544	771,475
Omega	.....	1,302	.....	.....	40,102	29,289
Firenza	1,200	780	1,429	4,024	32,465	49,718
Cutlass Supreme	4,120	5,225	4,391	15,555	204,629	189,107
Cutlass Ciera	2,714	4,191	40	15,568	142,058	187,561
Oldsmobile	4,173	7,115	2,099	13,299	248,883	234,859
Olds 98 (fwd)	2,498	.....	2,783	10,905	.....	46,627
Calais	1,372	.....	242	551	.....	2,890
Toronado	640	723	856	2,601	28,389	31,424
Pontiac Division	8,561	7,433	8,650	42,056	277,386	374,832
Acadian†	175	35	229	1,157	15,549	11,440
2000 Sunbird	2,390	2,304	2,612	9,701	71,346	102,223
1000	623	930	743	3,834	30,964	28,459
Firebird	1,184	1,617	1,550	10,907	65,638	83,053
Phoenix	.....	319	.....	.....	18,805	14,116
Grand Prix/Bonneville	.....	1,538	.....	.....	71,661	29,733
Parisienne	1,740	690	1,247	2,703	3,423	20,519
Fiero	1,914	.....	2,269	10,921	.....	84,329
Grand Am	535	.....	.....	2,833	.....	961
HONDA	2,320	920	2,855	14,485	30,487	92,559
VOLKSWAGEN	256	1,592	244	324	62,378	56,092
Total Cars, U. S.	127,109	116,970	125,112	559,137	4,458,805	5,473,402
Total Cars, Canada	16,472	14,443	16,756	71,287	621,898	740,734
N. American Cars	143,581	131,413	141,868	630,424	4,239,184	6,214,136
N. American Trucks	70,688	53,476	73,447	323,940	1,752,196	2,704,624
North American Cars and Trucks	214,269	184,889	215,315	964,634	5,991,380	8,918,760

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Import supply is 23½ days; inventory dips

By Kathleen Hamilton
Assistant Managing Editor

Inventories of new imported cars fell to a record low of 184,513 on Sept. 1, the result of the German strike, import quotas and continued strong demand.

The Sept. 1 stockpile was equivalent to a 23½-day supply —just a hair away from the record low of 23 days, set on

Table on Page 57.

June 1. The only reason that the Sept. 1 days-supply figure wasn't even lower was that selling during August was hampered by widespread shortages. The slower daily selling rate meant a higher days-supply figure.

For comparison purposes, there were 197,688 imported cars in inventory on Aug. 1, a 24-day supply. On Sept. 1, 1983, the inventory was 195,418, or a 25-day supply.

A 60-day supply is considered normal for imports, but that figure hasn't been reached since 1982. Automotive News has been tracking import inventories since mid-1981.

Truck inventories of 75,352 were at the lowest level since June 1, when there were 73,652 Japanese trucks in inventory. (All inventory figures in this article include vehicles at dealerships, distributorships and ports.) On Aug. 1, there were 86,785 new imported trucks on hand; on Sept. 1, 1983, there were 61,068.

The days' supply of trucks was 25, lowest since June 1,

Continued on Page 57, Col. 2

New Olds for '85

Five-passenger Calais bows

Oldsmobile's version of the GM20 car, the Calais (shown here as the upline Calais Supreme) bows Oct. 2. In an unusual styling twist, hood extends to the windshield and the deck lid extends from backlight to lamp area. By eliminating cowl, tulip and rear-end panels, panels fit better. Story and pictures on Page 35.

U.S.-car stocks at 10-month low; days' supply up

By Kathleen Hamilton
Assistant Managing Editor

The traditional August sales doldrums increased the supply of new domestic cars in dealer and factory inventory from 47 days' worth on Aug. 1 to 57 days on Sept. 1, but the actual stockpile hit a 10-month low.

The Sept. 1 inventory of 1,277,484 was the lowest since Nov. 1, 1983, when it stood at 1,224,124. On Aug. 1, 1984, there were 1,297,864 cars in stock; on Sept. 1, 1983, there were 1,087,570.

Many of the cars in stock weren't even for sale on Sept. 1. They were '85 models, which

Table on Page 57.

hadn't been priced or invoiced at that point.

A Ford analyst estimated Ford Motor Co.'s inventory would equal a 56-day supply, instead of a 70-day supply, if only '84s were counted.

Chrysler Corp.'s would have been in the 58-day range instead of 74.

And although a similar figure isn't available from General Motors, its Sept. 1 inventory included stockpiles of its new N-cars—Pontiac Grand Am, Oldsmobile Calais and Buick Somerset Regal — even though they won't go on sale until next month.

The latest figures show domestic makers weren't able to lay in a heavy supply of cars before the UAW contract expired, despite production increases at GM and Ford.

• The Sept. 1 inventory in 1979, for example, stood at 67 days' worth for the entire industry and 51 days for targeted GM. Both figures were on the high end; yet, the contract was settled without a strike and with big pay increases at GM.

In contrast, the Sept. 1 inventory in 1970—year of the long strike against GM — stood at 48½ days for the industry and a mere 40 days for GM.

This year, the industry went into heavy bargaining with a 57-day stockpile; GM and Ford —both targeted by the union at the time inventories were counted—had 49 days and 70 days, respectively.

Of course, days' supply figures would plummet rapidly in

Continued on Page 57, Col. 3

New program aimed at clearing out '84 models

$60 million in Chrysler incentives

By Joseph Bohn
Marketing Editor

Chrysler Corp., caught with a big backlog of unsold '84s only a month before new-model introduction, is being forced into costly dealer incentives to move them.

Chrysler still had 189,000 '84 domestic models in inventory Sept. 1 (149,000 cars and 40,000 trucks). It will have to spend an estimated $60 million to $65 million to clear them out.

Essentially, Chrysler is offering its version of the 5 percent carryover allowance on "old" new models about a month earlier than competitors, most of whom don't share Chrysler's carryover problem.

Chrysler has a normal schedule of incentive payments on all cars and, in addition, it is offering special bonus payments on problem lines like the Aries/Reliant, manual-transmission subcompacts and upscale cars like New Yorker and E-Class.

It also has payment allowances that take effect after its current incentives run out Nov. 20.

Last year at this time, with stronger demand, Chrysler had considerably fewer carryover units to worry about, and its costs to move them were less.

• Under one phase of Chrysler's new program, non-retroactive payments cover all '84 domestic cars. This phase runs from Sept. 11 to Nov. 20.

After a six-unit qualifier, dealers earn the following amounts: 0 to 33.9 percent of objective pays nothing; 34.0 to 66.9 percent pays $150 per unit; 67.0 to 99.9 percent pays $300 per unit, and 100 percent and over pays $500 per unit.

Program dates and amounts are the same for both Chrysler-Plymouth and Dodge divisions.

With regard to problem models, dealers get extra bonuses during this period on every one they sell, with no qualifiers.

The cars and amounts at Chrysler-Plymouth are: $200 on manual-transmission Horizon/Turismo; $400 on all Reliants; $300 on Laser turbo engine models, and $400 on Chrysler E-Class, New Yorker and Fifth Avenue.

Added bonus payments at Dodge are: $200 on Omni/Charger manual transmission models, excluding Shelby; $200 on Shelby Charger models; $400 on Aries; $300 on Daytona Turbo, and $400 on Dodge 600 four-door models.

From Sept. 11 to Nov. 20, Dodge dealers also receive incentive payments on '84 Rampage, Ramcharger and standard Ram pickups. There is a three-unit minimum qualifier.

Non-retroactive payments per unit are: 0-33.9 percent, nothing; 34.0 to 66.9 percent, $400; 67.0 to 99.9 percent, $500, and 100 percent and over, $600 per unit.

Beginning Nov. 21, Chrysler-Plymouth dealers earn the following amounts on all '84s still in stock: $300 on Horizon, $300 on Turismo, $400 for Reliant, $300 on Gran Fury, $300 on Laser without turbo, $400 on Laser with turbo, $300 on LeBaron, $400 on Chrysler E-Class and New Yorker and $700 on Chrysler Fifth Avenue.

Beginning Nov. 21, Dodge dealers earn the following amounts: $300 on Omni; $300 on Charger, including Shelby; $400 on Aries; $300 on Diplomat; $300 on Daytona without turbo and $400 on Daytona with turbo; $300 on Dodge 600 two-door and $400 on Dodge 600 four-door.

Beginning Nov. 21, the Rampage, Ramcharger and standard Ram pickup trucks all qualify for straight $400 payments.

Chrysler, so far, isn't offering incentives on its imported cars and trucks whose stockpiles — in contrast with those of other imports—ballooned on Sept. 1.

Chrysler had 9,200 '84 imported cars and 9,300 '84 imported trucks in inventory on Sept. 1.

The only incentive Chrysler currently has on imports is in California and Hawaii where it offers 8.7 percent financing on '83/'84 Ram 50 and Power Ram 50 pickups. That program runs out Oct. 15.

breaking news

Toyota increases prices 1.2 pct.

LOS ANGELES.—Toyota Motor Sales, U.S.A., has announced 1985 price increases averaging 1.2 percent, or $111. Car increases average 1.7 percent, or about $163; trucks have been increased an average of 0.2 percent, or $18. Base price of Toyota's two-wheel drive truck will remain at $5,998.

Toyota's lowest-priced car, Tercel three-door liftback, is $5,348, up $100. Base-price increases on the others: FWD Corolla, up 2.4 percent ($177) to $6,938; Corolla SR5, up 1.8 percent ($150) to $8,058; Camry, up 1.8 percent ($178) to $8,948; Celica, up 2 percent ($198) to $8,449; Supra, up 1.0 percent ($169) to $15,998, and Toyota Van, up 2.2 percent ($250) to $9,748.

Toyota 4Runner is unchanged. Cressida, restyled for '85, won't be priced until its mid-October introduction.

DeLorean probe heats up

DETROIT.—The grand jury probe here of possible criminal activities by John Z. DeLorean has heated up, as several

See BREAKING NEWS, Page 8, Col. 1

Z24 option bows

Joining Cavalier lineup

New in the Chevrolet Cavalier lineup for 1985 is the Z24 option. The Z24 is easily identified by its new front and rear fascia, wide rocker panel extension, rear spoiler and 13-inch rally wheels with trim rings. Story and other pictures on Page 42.

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At EPA hearing

Gradual lead phaseout favored by witnesses

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — EPA's proposals to accelerate the removal of lead from the nation's gasoline supply passed through two days of public hearings without significant incident.

EPA's comment period on the proposed lead phase-down rules ends Oct. 1, 1984.

Sixty-seven witnesses testified on various aspects of EPA's proposal to reduce lead limits in gasoline by 91 percent in 1986 and to ban lead totally by 1995. The lion's share of testimony favored the phase-down process.

Most witnesses acknowledged that leaded gasoline use has remained high despite both their own and EPA's forecasts. Most witnesses seemed to accept lead's adverse health effects as a given.

The tendency to accept the need for a phase-down was present even among petroleum industry representatives, whose concerns rested primarily on whether EPA would allow sufficient time to make necessary plant conversions and allow for the replacement of lead with substitute octane enhancers and antiknock compounds.

Many argued for a slightly delayed phase-down, but a phase-down nonetheless.

In regard to octane requirements, methanol's potential in this area was mentioned frequently, although EPA is still evaluating the fuel's environmental impact.

Concern was expressed by the medical community that EPA's attention to the problem of lead in gasoline as a contributor to high blood-lead levels in children might be eclipsing what is believed to be the number one culprit: Lead-based paint in older housing.

But the medical consensus seemed to be that removing airborne sources of lead exposure could only be a positive step for the general population.

Ethyl Corp., the nation's largest supplier of lead-based fuel additives, pursued this tack, saying lead substitutes used by the petroleum companies to regain lost octane and antiknock properties might be more harmful than lead.

Ethyl also repeated its call for the government to tackle lead-based paint before blaming lead-poisoned children on the burning of leaded gasoline.

EPA responded that lead in house paint is the responsibility of the Department of Health and Human Services and that the agency is also concerned about misfueled vehicles that defeat vehicle emission control systems.

• The retailing end of the petroleum industry almost uniformly opposed an EPA suggestion that gasoline retailers be held in some manner responsible for motorists who misfuel their vehicles at service stations.

The industry also opposed a suggested price-cap on leaded fuel, aimed at holding the price of leaded fuel even with the price of regular unleaded blends.

EPA had proposed the price caps in response to earlier industry cries that a phase-out of leaded gasoline would hit less-well-off Americans who drive older vehicles requiring leaded fuel.

The industry had said that as demand for leaded gasoline went down and the costs of reducing lead content went up, the price of low-leaded gasoline could well rise above that now charged for regular unleaded.

The industry said price controls of any kind would distort the marketing system, possibly leading to shortages and unfair competition.

Michigan dealers install Lee

John Lee, left, John Lee Oldsmobile, Inc., Ann Arbor, Mich., was installed as the 1984-85 president of the Michigan Automobile Dealers Assn. at the group's annual convention. Also pictured, from left, are, Lee's wife Marge, Peggy Hanson and Huge Hanson, Garber Buick of Bay City. Hanson is the dealer group's past president.

Domestic total is 150,240

Early-September sales up 13 pct.

By Jenny L. King
Staff Writer

With the end of the 1984 model year just around the corner and the interference of summer's last holiday, Labor Day, early September domestic sales ran up a modest total but continued well above year-ago numbers.

Sales posted their third consecutive 10-day increase and brought to 22 the number of 10-day reporting periods ahead of 1983 counterparts.

With just seven selling days this year, the daily average for the period was 21,463, up 29.75 percent from 16,542 figured from last year's eight days.

Sept. 1-10 sales totaled 150,240, up 13.53 percent from 132,333 in 1983. Volkswagen was the only maker to turn in a smaller sum, its sales down 33.50 percent to 812 from 1,221. On a daily-rate basis, VW sales were off 24.18 percent.

Honda, breathing down American Motors' back, was up 127.51 percent, to 4,234 from 1,861. AMC reported a sales estimate of 4,250, up 1.19 percent from 4,200. On two occasions earlier in the year Honda surpassed AMC in 10-day sales, but its year-to-date total of 91,745 is more than 50,000 units behind AMC's 141,800. On a daily-rate basis Honda sales were up 159.66 percent and AMC was up 15.62 percent.

Chrysler Corp. dealers delivered 18,191 new passenger cars in early September, up 18.50 percent from 15,351 (up 35.44 percent daily rate). Ford Motor Co. reported sales of 39,328 units, up 19.67 percent from 32,865 (up 36.76 percent daily rate).

General Motors was up 8.58 percent, to 83,425 from 76,835. GM was up 24.09 percent on a daily-sales-rate basis. It was, however, GM's smallest total for any 10-day period this calendar year.

Honda helped itself to its greatest market penetration of 1984 with a 2.82 percent share of the domestic total in early September. This compared with 1.41 percent a year earlier.

GM earned 55.53 percent, down from 58.06 percent. Ford was up to 26.17 percent from 24.84 percent. Chrysler held 12.11 percent compared with 11.60 percent in 1983, AMC slipped to 2.83 percent from 3.17 percent and VW plunged to 0.54 percent from 0.92 percent.

Fates of the domestic makes varied. At Chrysler Corp., there was only good news: Plymouth was up 10.73 percent, Chrysler was up 31.81 percent and Dodge was up 13.33 percent. At Ford Motor Co., Ford was up 20.87 percent, Mercury was up 23.13 percent and Lincoln was down 1.88 percent.

GM's Buick was up 7.65 percent year to year, Cadillac dropped 8.19 percent, Chevrolet was up 11.93 percent, Oldsmobile was off 2.10 percent and Pontiac was up 32.17 percent. American Motors' AMC make (Eagle) was off 57.14 percent while the Renault Alliance/Encore combination was up 12.86 percent.

DOMESTIC SALES

	Sept. 1-10, 1984	Sept. 1-10, 1983
Renault Alliance/Encore	3,950†	3,500†
AMC	300†	700†
AMERICAN MOTORS	4,250†	4,200†
Chrysler	6,588	4,998
Imperial	.....	10†
Plymouth	5,056	4,566
Dodge	6,547	5,777
CHRYSLER CORP.	18,191	15,351
Ford	25,959	21,477
Mercury	10,808	8,778
Lincoln	2,561	2,610
FORD MOTOR CO.	39,328	32,865
Buick	17,875	16,604
Cadillac	5,561	6,057
Chevrolet	27,964	24,984
Oldsmobile	18,726	19,128
Pontiac	13,299	10,062
GENERAL MOTORS	83,425	76,835
VOLKSWAGEN	812	1,221
HONDA	4,234	1,861
U. S. INDUSTRY TOTAL	150,240	132,333

† Estimated

Dennis revamps Lada, seeks more car lines

By Dan McCosh
Detroit Reporter

Canadian-based importer Peter Dennis now plans to import yet more brands into a Canadian market rapidly becoming glutted with esoteric cars.

Dennis recently bought out his partners and is reorganizing Lada Cars of Canada. The firm has been renamed Peter Dennis Motor Co.

Canada, a major exporter of raw materials to Soviet-bloc countries, recently has been receiving a small but growing number of Eastern-bloc imports.

The trend has been accelerated by the high price of U. S.-built cars as Canadian currency has fallen to some 75 percent of the value of the U. S. dollar.

The Czechoslovakian Skoda has sold some 660 units in Canada since the beginning of 1984; the Romanian Dacia 165; the Italian Innocenti 570, and the Hyundai Pony 6,500.

The four-wheel drive Suzuki, a Japanese car unavailable in the U. S., sold 1,400 units, the Nissan Micra 2,300, and the four-wheel drive Lada Niva about 50.

Lada sold about 1,600 cars for the period, down from 2,800 a year ago.

Dennis, also a stockholder in Dennis Brothers, a UK-based custom truck manufacturer, has been importing and distributing

Continued on Page 57, Col. 1

Government auto fleet increases to 443,754

WASHINGTON. — The U. S. government's worldwide fleet of motor vehicles grew by 13,072 to 443,754 during fiscal year 1983, according to the Federal Government's General Services Administration (GSA).

The government operated 407,237 domestic vehicles and 36,517 foreign vehicles in 1983, an increase of approximately 3 percent from the previous year in both categories, GSA said.

GSA's Federal Motor Vehicle Fleet Report for fiscal 1983 said it cost $1,284,321,208 to operate the 93.5 percent of the government's vehicles assigned to large agency fleets last year.

Of that total expense, $107,912,476 was spent on foreign operation and $1,176,408,732 on domestic operations.

Government vehicles logged 3,535,066,000 miles during the past fiscal year at an average cost of 36.33 cents per mile, GSA said.

The government operated 97,013 sedans, 15,624 station wagons, 2,994 ambulances, 10,503 buses and 317,620 trucks.

GSA reported that government-procured vehicles in 1983 averaged a fleet fuel economy of 29.6 MPG, 3.6 MPG above the government's fuel economy requirements.

GSA noted that improvements in the management of the interagency fleet should result in cost savings in fiscal 1984.

Those actions include the creation of automated, centralized maintenance control centers, a reduction of in-house maintenance facilities and personnel, acquisition of new vehicles with extended warranty coverage, large-scale testing of shorter replacement cycles and contract rental in place of short-term vehicle assignments.

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60th year — No. 5040

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GTU leader

The driving team of Jack Baldwin, Ira Young and Bob Reed have set the pace in the Camel GTU class this season, piloting their Mazda RX-7 to 11 top five finishes in class.

Astro set for late-fall introduction

The 1985 Astro minivan—which Chevrolet describes as a multipurpose vehicle with van space inside—is slated for a late-fall introduction. It has a multitude of seating combinations available with bucket and bench seats for 2, 4, 5, 7 or 8 adults. Standard power plant is a 2.5-liter four-cylinder engine with electronic fuel injection.

GM's 'in-between' van called bigger than mini

Chevrolet's entry in the small-van market, scheduled for November introduction, is the highlight of the division's truck line-up for 1985.

The Astro — GMC's version is called Safari — is described by Chevrolet as an "in-between" van, smaller than the conventional Chevy van but larger than other minis on the market.

Two models will be offered: One designed mainly for cargo hauling and the other for passengers. The cargo van now is in production in General Motors' refurbished plant in Baltimore. The passenger model will roll next month.

The GM entries feature rear-wheel drive, a wide range of power trains and a bumper-height load floor that is flat front to rear and 22½ inches off the ground.

"Curb weight of an Astro powered by the V-6 starts at less than 3,300 pounds," said R. D. Burger, Chevrolet general manager. "And properly equipped, it will carry a GVW rating of more than 5,000 pounds. It has a .38 aerodynamic drag coefficient—lower than many current-model passenger cars and lower than any other small van."

The van has room for eight adults with all available seats in place, and 151.1 cubic feet of cargo space with all except the front seats removed. It has a sliding door on the right side and swing-out rear doors which Burger said provide a wider opening than conventional vans.

Although less than six feet (71.7 inches) from road to roof, he said, the van has four feet of walk-through space inside. It is 77 inches wide, three inches less than the conventional model, he added, but seating dimensions are about the same.

Burger said the rear suspen-

Continued on Page 39, Col. 3

IH is recalling 16,000 buses for cable repair

CHICAGO, Ill.—International Harvester is voluntarily recalling approximately 16,000 S-Series school buses. The buses are powered by either the 9-liter or DT-466 diesel engines, and were produced during the period from September, 1978, through May, 1984.

The recall involves under-dash routing of the manual engine shut-down cable, which could sag and interfere with the accelerator pedal linkage.

Such interference could prevent engine speed from returning to idle, the firm said. Correcting the potential hazard consists of straplocking the shut-down cable away from the path of the accelerator linkage.

No accidents or injuries have been reported as a result of this possible interference, an IH spokesman said. Corrections will be made by authorized International truck dealers at no charge, he added.

truck industry news

Total hits 2,764,426 units, with gains in all major markets

8-month sales up 37.7 pct. over '83

Eight-month sales of new trucks of all types in the U. S. were almost 40 percent higher than a year ago, but they were down slightly from the alltime high for the period set in 1978.

Through August, according to preliminary manufacturer and distributor reports, franchised dealers and factory outlets retailed 2,764,426 units, up 37.7 percent from last year's 2,006,926. In 1978, the January-August total was 2,831,861 units.

During the month, 314,639 new trucks were sold in the U. S., an increase of 24.3 percent over the year-ago 253,164 units. In August, 1978, a record 359,243 units were retailed.

In the January-August period, there were significant increases in all three major segments.

Light-truck sales through August totaled 2,584,403 units, up 37.1 percent over last year's 1,885,668. Mediums were 19.3 percent higher, from 32,606 in 1983 to 38,908. Heavies were up 59.2 percent to 141,115 units, compared with 88,652 a year ago.

• August sales of light trucks were 23.4 percent higher than last year, 291,638 versus 236,429. Mediums were up 5.5 percent, from 4,751 a year ago to 5,012. Heavies totaled 17,989 units, up 50.1 percent from the year-earlier 11,984.

Compact trucks, domestic and imports, accounted for 42 percent of the eight-month sales. Through August, the count was 1,158,383 units, up 63.1 percent from last year's 710,252.

Domestic compacts took 64.8 percent of the market with 750,853 sales, a gain of 87.5 percent over last year's 407,530 units. Imports totaled 407,530 units, up 31.6 percent from the year-ago 309,743.

August sales of the small trucks were up 42.4 percent to 145,967 units, compared with 102,500 last year.

Sales of the domestics hit 80,714 units, 74.5 percent higher than last year's 46,248, and accounted for 55.3 percent of the total. The import total for the month was 65,253, up 16 per-

Continued on Page 41, Col. 1

Mack will trim output; sees slack in demand

ALLENTOWN, Pa. — Mack Trucks, Inc., has announced it will reduce production schedules in November, calling the adjustments "normal procedures reflecting anticipation of traditional reduced industry demands during the months of December, January and February."

Noting that Mack aims to "maintain prudent inventory levels," John B. Curcio, president, said the heavy-truck industry "is closely tied to national economic activity, with growth rates that should tend to level off somewhat with the recently reported slowdown in GNP growth.

"The revised production levels," he added, "represent a more sustainable rate now that some of the industry's pent-up demand has been satisfied. Industry volume should continue at relatively constant levels through the remainder of 1984, with the possibility of reduced demand in 1985."

Mack's current level of 154 trucks a day in its three assembly plants will be reduced to 134 units daily.

Daily production will be cut from 83 to 71 units at the Allentown facility, from 49 to 46 trucks at the Macungie (Pa.) plant, and from 22 to 17 units at the facility in Oakville, Ont.

• Curcio said Mack reacted cautiously to the sharp increase in demand late in 1983 and the first quarter of 1984, and then increased production significantly in the second and third quarters in response to a big order upturn and to replenish dealer inventories.

He said Mack's factory sales increased at a faster rate (130 percent) then the industry average (119 percent) during the first half, over the same period in 1983.

Mack penetration of Class 8 domestic retail sales, he added, rose from an average of 14.6 percent in the first quarter — when vehicles were in short supply — to 17.5 percent in the second quarter, "one of the few producers in the industry to post a quarter-to-quarter increase."

Curcio said Mack's calendar 1984 results will be best since 1979 in terms of sales, production and earnings.

Texas Ford deal sells about 100 a month in spite of short supplies

New truck center is sales booster

by Jess F. Blair
Staff Correspondent

LUBBOCK, Tex. — Pollard Ford Co. has geared up for the booming truck business by adding a new truck center, which has 6,800 square feet of floor space, 2,100 devoted to showroom, a customers' lounge and offices.

"We opened early in the summer," said Mike Edwards, general sales manager, who supervises 26 salesmen in both the car and truck departments.

"We are selling about 100 pickups and other trucks a month and could sell more. The problem is getting them from Ford when we need them."

Edwards said a number of employes contributed ideas in designing the new building. The most useful suggestion, he said, was the elevation of the floor 3½ feet above ground level.

"With one entire side glassed in and facing the truck lot, the salesmen can spot anyone who drives up," said Edwards.

"Previously, we could hardly see the lot because it was located off to one side of our offices. The vehicles on the lot would block our ground-level view.

"Our lounge is cool and restful with all the conveniences. We have an unhurried atmosphere in which customers are not rushed by aggressive sales people."

The center has five full-time truck salesmen, all fairly young and with special training in trucks, Edwards said. "A man buying a pickup is more interested in performance than looks, since a truck is not considered a status symbol, in most cases," he added.

The training, Edwards said, stresses that the company is not only in the truck business, but also in the "people" business.

"We like to get personally acquainted with our customers," he said. "We don't pressure them into buying, and are careful not to make promises we can't keep. Treat them well, offer a fair deal and they will come back. I believe about 70 percent of our business now is in repeat sales."

The truck center currently stocks about 150 vehicles on the lot, but has room for 250, with new and used vehicles coming and going all the time.

The truck center has its own parts department in the back of the building and is located only a short distance from the service stalls. It recently had a computer system installed and will soon have terminals in each sales office.

• "Total dealership sales are up about 50 percent in the last nine months," Edwards said, "so it looks like we may set some new sales records. Right now, we are pushing into the medium-truck market, and will try to increase our fleet sales. The buyers are out there, and we are now equipped to take care of them."

To get the most out of the salesmen he noted, Pollard has set up one of the highest commission plans in the district. Most of the salesmen have been with Pollard about two years.

Another new feature at Pollard is a separate automotive store that sells parts and many accessories, such as filters, batteries, spark plugs, auto-

Continued on Page 39, Col. 5

25,000th truck built by Western Star

BELLEVUE, Wash.—Western Star Trucks recently built its 25,000th vehicle, marking the event with a celebration at its main production facilities in Kelowna, British Columbia. The company built its first truck in March, 1967.

The 25,000th unit is one of 100 "All Star" limited-edition highway trucks to be produced this year, and will be delivered to a dealer in Wichita.

Ford's Williams to be keynoter at TBEA meeting

LAS VEGAS.—Edson P. Williams, general manager, Ford Truck Operations, will be the keynote speaker at the Truck Body & Equipment Assn.'s 37th annual convention and exposition here Sept. 30-Oct. 3.

Williams will discuss future sales trends and market forecasts for the truck and truck-equipment industries.

Stuart S. MacKay, president, MacKay & Co., a management consulting firm, will discuss "Could Truck Dealers Become Obsolete — What Truck Equipment Distributors Should Expect."

Other presentations will cover telemarketing, what makes a good manager, and cash-flow management.

Truck '84, co-sponsored by TBEA and American Trucking Assns., will feature specialized exhibits serving the various segments of the transportation industry.

The show, open daily from 9 a.m. to 5:30 p.m., will be in the Las Vegas Convention Center. Business meetings will be held at the MGM Grand Hotel.

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IMPORT REGISTRATION SHARES IN U. S.

	JUNE Regis., June, 1984	Percent Share of Market	Regis., June, 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	6 MONTHS Regis., 6 Mos., 1984	Percent Share of Market	Regis., 6 Mos., 1983	Share of Percent Market	Pct. Pt. Change '84 vs. '83
Nissan	45,780	20.44	49,214	21.25	+ 0.81	Honda 235,660	19.66	188,702	15.85	+ 3.81
Toyota	45,149	20.16	52,306	22.59	− 2.43	Toyota 227,775	19.01	266,313	22.38	− 3.37
Honda	42,007	18.76	37,511	16.20	+ 2.56	Nissan 224,311	18.72	257,056	21.60	− 2.88
VW	15,212	6.79	12,664	5.47	+ 1.32	VW 83,451	6.96	68,564	5.76	+ 1.20
Mazda	13,342	5.96	15,297	6.61	− 0.65	Mazda 76,037	6.34	85,250	7.16	− 0.82
Subaru	11,948	5.34	12,677	5.47	− 0.13	Subaru 69,265	5.78	71,294	5.99	− 0.21
Volvo	9,118	4.07	9,939	4.29	− 0.22	Volvo 50,451	4.21	45,958	3.86	+ 0.35
Audi	7,304	3.26	4,507	1.95	+ 1.31	Mercedes 39,572	3.30	34,964	2.94	+ 0.36
BMW	6,767	3.02	5,035	2.17	+ 0.85	Audi 35,280	2.94	20,345	1.71	+ 1.23
Mercedes	6,275	2.80	6,645	2.87	− 0.07	BMW 35,197	2.94	26,422	2.22	+ 0.72
Others	21,046	9.40	25,761	11.13	− 1.73	Others 121,429	10.13	125,319	10.53	− 0.40
TOTAL	223,948		231,556			TOTAL 1,198,428		1,190,187		
Share of U. S. Total		24.14		26.65	− 2.51	Share of U. S. Total	23.90		27.95	− 4.05

1984 New York and Oklahoma figures from manufacturers' sales records. Oklahoma, 1983, not available.

Falls to 23.90 pct. of first-half registrations

Import market share down 4 points

By Jenny L. King
Staff Writer

First-half import registrations, up some 8,000 in number and 0.69 percent this year compared with 1983, slipped a dramatic 4.05 percentage points in a market characterized by a 24-percent increase in the total for the domestic makes.

According to figures compiled by R. L. Polk & Co., new import registrations totaled 1,198,428 the first six months of 1984 compared with 1,190,187 a year earlier. They accounted for 23.90 percent of a growing market, down from 27.95 percent at the onset of the sales recovery, mid-year, 1983.

June import registrations were down 3.29 percent, to 223,948 from 231,556 a year ago. Their share of the market dipped to 24.14 percent from 26.65 percent.

Nissan headed the top 10 imports for the month with 45,780 units and 20.44 percent of the total. Its share was 20.44 percent, down 0.81 percentage points from 21.25 percent a year earlier.

Toyota, dropping into second place, lost 2.43 percentage points, to 20.16 percent from 22.59 percent. Honda, whose numbers were enhanced by the addition of growing supplies of U. S.-built Accords, was up 2.56 percentage points June to June.

Fourth-place Volkswagen, another import-domestic blend, was up 1.32 percentage points. Mazda and Subaru lost ground as did Volvo and Mercedes-Benz, while Audi and BMW made inroads in June.

• Ten imports held 90.60 percent of the import market this June, an increase of 1.73 percentage points from 88.87 percent a year ago.

Honda was the first-half market-share leader with 19.66 percent of the import total. Honda gained 3.81 percentage points from its '83 standing of 15.85 percent. It was the only Japanese make to show improvement.

Toyota was down 3.37 percentage points, Nissan lost 2.88 percentage points, Mazda was off 0.82 percentage points and Subaru slipped 0.21 percentage points.

The European contingent was on the move in the first half, led by Audi's 1.23-percentage-point gain. VW was up 1.20 percentage points, Volvo was up 0.35 percentage points, Mercedes was up 0.36 percentage points and BMW was up 0.72 percentage points.

The top 10 imports were up 0.40 percentage points, to 89.87 percent of the total from 89.47 percent last year.

Japan, as the major importer, remained 'way ahead of the competition in June, but skidded to 70.69 percent of the total from 76.02 percent a year earlier. W. Germany grew to 13.48 percent from 9.74 percent, the U. S. claimed 8.20 percent compared with 5.33 percent and Sweden had 5.38 percent this June, 5.49 percent a year earlier.

• Numbers of cars per country this year versus last were:

	June, 1984	June, 1983
Japan	158,313	176,029
W. Germany	30,184	22,552
United States	18,364	12,340
Sweden	12,053	12,714
France	2,757	5,166
Great Britain	1,655	1,620
Italy	580	1,044
Ireland	42	91
TOTAL	223,948	231,556

The first-half country-of-origin analysis also showed a decrease in market share for Jap-

Continued on Page 40, Col. 3

Allied Corp. makes grant

SOUTHFIELD, Mich.—Allied Corp. here has awarded a $50,000 capital grant to Wayne State University's College of Engineering. The grant is the final payment of a $250,000 pledge made by the former Bendix Corp.

MARKET SHARES

5 MONTHS
1984 VS. 1983

Make	1984 Market Share	1983 Market Share	Pct. Pt. Change '84 vs. '83
Chevrolet	15.92	14.60	+1.32
Ford	12.58	11.33	+1.25
Oldsmobile	11.15	10.81	+0.34
Buick	9.01	9.12	−0.11
Pontiac	6.85	5.56	+1.29
Mercury	5.03	4.25	+0.78
Honda	4.70	4.43	.....
Toyota	4.54	6.25	.....
Nissan	4.47	6.04	.....
Dodge	3.58	3.62	−0.04
Chrysler	2.97	2.88	+0.48
Cadillac	2.97	3.22	−0.25
Plymouth	2.86	3.26	−0.40
AMC	1.84	2.32	−0.48
VW	1.66	1.61	.....
Mazda	1.52	2.00	.....
Subaru	1.38	1.68	.....
Lincoln	1.34	1.07	+0.27
Volvo	1.01	1.08	.....
Mercedes	0.79	0.82	.....
Audi	0.71	0.48	.....
BMW	0.70	0.62	.....
Other Imports	2.42	2.94	.....
Misc. Dom.	0.00	0.01	.....
TOTAL	5,015,409	4,258,857	

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Atwood outlines U. S. 5-year plan

GM budgets $1 billion a year for tooling

CHICAGO. — General Motors expects to invest more than $1 billion in each of the next five years for new machine tools for its domestic operations, said Executive Vice President Donald J. Atwood.

"We are not engaged simply in a replacement of yesterday's machine tools, but in the creation of a superior manufacturing capability," Atwood said. "More than ever, the auto industry must aim for the highest levels of technology, flexibility and productivity."

Speaking to the National Assn. of Machine Tool Builders, Atwood said GM is seeking an unprecedented degree of integration of its new manufacturing systems with computers, controls, machines and transfer equipment.

"GM's expenditures for machine tools of all kinds for our U. S. operations will rise in the immediate years ahead and will likely exceed $1 billion in each year of the 1985-89 period," he said.

American machine tool builders can expect to supply a substantial portion of those new machines, he said. "Let me assure you of one thing: GM supports a strong U. S. machine tool industry," Atwood said.

Emphasizing the need for creating total systems of machine tools and related material handling devices, Atwood said, "buying pieces of this and parcels of that will be far less common at GM."

Given this trend, he added, joint ventures may become more common in the machine tool industry.

"It also looks like the industry may be moving toward a structural realignment in which some companies will act as systems packages, with many others supplying their specialty products to these systems-oriented companies."

He added: "A number of factors indicate the machine tool industry will increasingly be user-driven.

Specific areas he mentioned in which GM could help the machine tool industry include:

1. More communication of the direction and dimensions of the company's needs for machine tool technology.

2. Earlier involvement of machine tool builders when major projects are being planned.

3. Possible help with significant up-front engineering costs associated with developing proposals for major projects involving leading-edge technology.

Market share for import cars drops 4 points

Continued from Page 26

anese passenger cars. Japan dropped to 70.19 percent from 77.38 percent in 12 months. West Germany claimed 13.77 percent this year and 10.25 percent in 1983. The U. S. grew to 8.12 percent from 4.35 percent and Sweden was up to 5.62 percent from 4.97 percent. The breakdown:

	6 Mos., 1984	6 Mos., 1983
Japan	841,151	920,944
W. Germany	164,979	122,009
United States	97,280	51,777
Sweden	67,448	59,110
France	15,567	23,239
Great Britain	8,911	7,449
Italy	2,871	5,314
Ireland	221	345
TOTAL	1,198,428	1,190,187

Registrations of imported trucks were up 56.16 percent June to June, to 62,950 from 41,101. The breakout by major importer was as follows:

	June, 1984	June, 1983
Toyota	23,503	15,316
Nissan	17,038	11,369
Mazda	9,000	5,988
Isuzu	4,550	—
Dodge Ram 50	—	2,342
Others	8,859	6,086
TOTAL	62,950	41,101

First-half truck registrations were 58.08 percent ahead of 1983: 342,991 compared with 216,978. Totals for the major makers were:

	6 Mos., 1984	6 Mos., 1983
Toyota	126,001	74,755
Nissan	98,502	56,419
Mazda	56,192	31,053
Dodge Ram 50	20,128	12,616
Others	42,168	42,135
TOTAL	342,991	216,978

Federalization firms offer guide to importing

WASHINGTON. — The Automobile Importers Compliance Assn., a group of engineering and testing firms specializing in the federalization of foreign cars not normally imported into the U. S., has produced a handbook explaining the procedures involved for importing such vehicles.

Entitled Handbook of Vehicle Importation — A Guide for Importing a Vehicle into the U. S., it is available for $19.95 plus $3 shipping and handling from TechLaw, Inc., 12011 Lee-Jackson Memorial Highway, Suite 530, Fairfax, Va. 22033.

TOP CARS

U. S. registrations for six months, 1984 vs. 1983. Numbers for New York State and Oklahoma, 1984, compiled from sales records; Oklahoma, 1983, not available.

1984 Position		Make	1983 Position
1—	798,402	Chevrolet	621,770— 1
2—	630,952	Ford	482,638— 2
3—	559,353	Oldsmobile	460,403— 3
4—	451,988	Buick	398,577— 4
5—	343,577	Pontiac	236,572— 7
6—	251,963	Mercury	181,025— 9
7—	235,660	Honda	188,702— 8
8—	227,775	Toyota	266,313— 5
9—	224,311	Nissan	257,056— 6
10—	179,293	Dodge	154,217— 10
11—	149,102	Chrysler	122,681—13
12—	148,939	Cadillac	137,211—12
13—	143,556	Plymouth	138,909—11
14—	92,395	AMC	98,738—14
15—	83,451	VW	68,564—17
16—	76,037	Mazda	85,250—15
17—	69,265	Subaru	71,294—16
18—	67,321	Lincoln	45,536—19
19—	50,451	Volvo	45,958—18
20—	39,572	Mercedes	34,964—20
21—	35,280	Audi	20,345—22
22—	35,197	BMW	26,422—21
	121,429	Other Imports	125,319
	140	Misc. Dom.	393
	5,015,409	TOTAL	4,258,857

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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Cooke's 25th

John Cooke, right, Cooke Chevrolet Co., Inc. Evansville, Ind., receives Chevrolet's 25-year-dealer award from Gerry McCullough, Chevrolet's Louisville zone manager.

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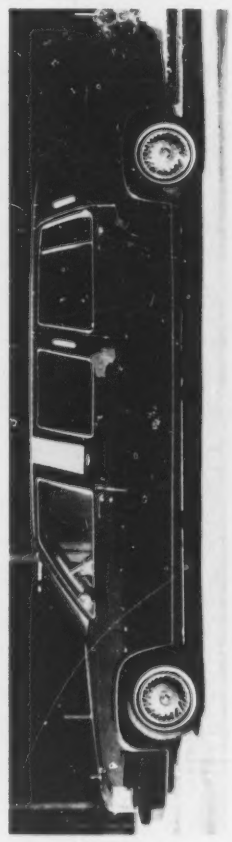

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Total hits 2,764,426 units, with gains in all major markets

8-month truck sales up 37.7 pct.

Continued from Page 16

cent from the year-ago 56,252.

The number of unsold trucks in retailers' hands on Sept. 1 was up significantly over a year ago. The total was 696,579 units, compared with 509,135 at the same time in 1983.

There were 638,279 light trucks in inventory at the end of August, 13,527 mediums and 44,773 heavies. At the same time a year ago, the totals were 474,239 lights, 9,301 mediums and 25,595 heavies.

• Big Three truck dealers retailed 221,807 vehicles during the month, up 17.9 percent from last year's 188,070. The eight-month total of 2,121,404 units was 31.7 percent higher than the year-ago 1,611,212.

Chevrolet outsold Ford in August for the first time since May. Dealers retailed 84,038 trucks, a gain of 15.5 percent over the year-earlier 72,748. Through August, the count was 768,671, up 23.1 percent from last year's 624,568.

Ford reported 83,053 retail sales for the month, an increase of 10.7 percent over the year-ago 75,007. In the January-August period, 781,279 vehicles were sold, 23.8 percent higher than the 631,311 retailed in 1983.

Sales of Dodge and Plymouth trucks for the month were 71.3 percent higher than a year ago, 32,849 versus 19,058. The total through August was 351,668, an increase of 96.9 percent over last year's 178,604 units.

August sales of the compact Dodge Caravan and Mini Ram Van and the Plymouth Voyager totaled 10,096 units, and represented 30.9 percent of the month's count. Through August, the total was 123,463, good for 35.1 percent of the eight-month count.

GMC dealers retailed 22,067 trucks during the month, an increase of 3.8 percent over the year-earlier 21,257. The eight-month total was 24.4 percent higher than last year, from 176,729 units in 1983 to 219,786.

Sales of Jeep four-wheel-drive vehicles in August totaled 10,959 units, an increase of 128.3 percent over the year-earlier 4,800 units. The January-August count was up 110.2 percent to 98,739, compared with 46,984 in 1983.

The downsized Jeep Cherokee and Wagoneer accounted for 52.5 percent of the month's total with 5,748 sales, and 56.5 percent of the eight-month count with 55,817 units.

Only 10 of the discontinued Volkswagen compact front-wheel-drive pickups were retailed during the month, compared with 353 last year. Through August, the total was 379, versus 3,986 in the like period a year ago.

Toyota dealers retailed a record 37,322 compact trucks during the month, an increase of 42.7 percent over last year's 26,161, the previous high. The eight-month total hit a record 181,528 units, up 52.3 percent over the year-earlier high of 119,221.

Nissan/Datsun dealers sold 15,912 compact pickups during the month, a gain of 6.2 percent over last year's 14,977. Almost half of the month's count—7,891 units—were vehicles assembled in the U. S. plant.

• The total through August was 140,914, an increase of 53.4 percent over the 91,835 units retailed in the like period in 1983. Vehicles built in the U. S. accounted for 46.1 percent of the total, or 64,989 units.

Mazda sales during the month were up 31.4 percent to 9,316 units, compared with 7,088 a year ago. Through August, the total was 80,636, an increase of 71.5 percent over last year's 47,024. Both August and eight-month sales were new highs.

In August, Isuzu dealers sold a record 4,517 compact trucks, a gain of 90.1 percent over the previous year's 2,367. The eight-month count—also a new high—was 27,397, an increase of 76.7 percent over the year-earlier 15,508.

Record Mitsubishi sales for August and the January-August period were reported.

During the month, dealers retailed 1,258 units, up 64 percent over the previous year's 767 units. The total through August was up 85 percent to 10,018 units, compared with 5,416 in the like period in 1983.

Big Three August, year-to-date sales

	August 1984	August 1983	year to date 1984	year to date 1983
Ford				
Vans	9,665	12,678	112,582	109,126
Club Wagon	1,178	1,712	20,366	19,507
Ranger	16,986	12,951	149,962	124,364
Courier	.....	.....	.....	5,657
Bronco	2,709	2,359	30,509	26,972
Bronco II	8,319	6,355	66,833	31,981
Pickups	39,834	35,643	365,573	287,208
Mediums	3,358	2,825	27,319	21,452
Heavies	1,004	484	8,134	5,044
Chevrolet				
Vans	11,782	8,841	114,077	94,822
Sportsvan	1,745	953	16,952	12,521
S-10	13,481	13,658	132,287	124,852
S-10 Blazer	11,528	7,473	94,432	61,981
LUV	.....	870	.....	4,295
El Camino	1,637	1,994	16,947	14,218
Blazer	3,661	1,611	32,839	18,519
Suburban	3,564	1,713	34,999	24,317
Pickups	34,621	33,619	313,223	258,130
Mediums	2,019	2,016	12,935	10,913
Chrysler				
Vans	4,470	5,166	50,331	49,808
Ram Wagon	1,861	2,015	29,068	25,215
Voyager	4,026	.....	54,796	.....
Caravan	4,213	.....	56,840	.....
Mini Ram Van	1,857	.....	11,827	.....
Ram 50	4,819	3,822	32,026	19,972
Other Plymouth Trucks	.....	462	378	6,384
Ramcharger	1,586	1,573	18,923	13,904
Rampage	787	591	7,449	7,565
Pickups	9,030	5,429	90,030	55,756
GMC				
Vans	3,432	3,664	32,671	33,084
S-15	3,267	2,994	30,706	28,264
S-15 Jimmy	2,427	1,614	22,484	12,126
Jimmy	531	513	6,008	4,814
Caballero	206	167	1,967	1,349
Suburbans	1,071	661	11,040	7,583
Pickups	7,615	8,400	82,805	68,741
P Models	436	415	3,878	2,628
Mediums	1,558	1,970	18,430	12,969
Heavies	1,524	859	9,979	5,151

EPA may deny Ford bid to extend pollution timetable

WASHINGTON. — Ford Motor Co.'s bid to extend certain EPA air pollution compliance schedules for four of its Michigan assembly plants will probably be denied, according to an EPA notice.

Ford is seeking an extension of compliance deadlines covering Volatile Organic Compound (VOC) emissions produced from surface-coating operations.

However, EPA has proposed denial of Ford's request since Michigan does not have an approved 1982 Ozone State Implementation Program for the Detroit area.

EPA policy requires Ozone SIP attainment before granting site-specific exemption in non-attainment areas such as Detroit.

Moreover, Ford's electrophoretic deposition processes (EDP) are already in operation, while EPA rules allow time extensions only for primer surface operators scheduled to install EDP systems.

Ford's request covers two plants in Wayne, one in Wixom and one in Dearborn.

GM gets Army contract

PONTIAC.—The U. S. Army Tank-Automotive Command, Warren, Mich., has awarded General Motors Truck and Bus Group here a $10,905,034 modification to a fixed-price contract with economic price adjustment for 458 ambulance M1010 trucks.

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Sept. 25—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

Sept. 26—Southern Auto Auction, East Windsor, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Central States Auto Auction, Mason City, Ia.

Sept. 27—Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 28—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

Sept. 18—Hatfield Auto Auction, Hatfield, Pa.; Baltimore Washington Auto Exchange, Baltimore, Md.; Aptco Auto Auction, Taylor, Mich., and Salt Lake Auto Auction, Salt Lake City, Utah.

Sept. 19—Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

Sept. 20—Atlanta Auto Auction, Red Oak, Ga.; Northway Auto Exchange, Albany, N. Y., and Arena Auto Auction, Chicago, Ill.

Sept. 21—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 25—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 26—Minneapolis Auto Auction, Plymouth, Minn., and Butler Auto Auction, Gibsonia, Pa.

Sept. 27—Indianapolis Auto Auction, Indianapolis, Ind., and Golden Gate Auto Auction, Fremont, Calif.

Sept. 28—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

Sept. 18—Harrisonburg Auto Auction, Harrisonburg, Va.

Sept. 19—Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 20—166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N. J.

Sept. 26—Brasher's Southern California Auto Auction, Fontana, Calif.

Sept. 27—Aptco Auto Auction, Taylor, Mich., and Nashville Auto Auction, Nashville, Tenn.

General Motors

Sept. 18—South Seattle Auto Auction, Inc., Kent, Wash.

Sept. 19—Brasher's Southern California Auto Auction, Fontana, Calif., and Clanton's Auto Auction, Darlington, S. C.

Sept. 20—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Grand Prairie, Tex.

Sept. 25—Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 27—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Used Car Sales
Auction Averages

September to date	$4,990
Month ago	$5,303
Year ago	$5,196

Model breakdown
Auction Averages

	SEPTEMBER 1984	AUGUST 1984	JULY 1984
1984	$9,660	$9,848	$11,772
1983	7,429	7,926	7,793
1982	5,791	5,978	6,759
1981	5,195	5,230	5,681
1980	3,902	4,494	4,222
1979	3,317	3,632	4,100
1978	2,330	2,551	2,644
1977	1,823	1,997	2,114
Overall Average	$4,990	$5,316	$ 5,560

Isuzu purchase of U.S. parts to top $6 million

LOS ANGELES. — American Isuzu Motors, Inc., said it plans to purchase more than $6 million in U. S.-made parts for its imported cars and pickup trucks during 1984.

The majority of the purchases are for items installed at ports of entry, and the remainder are items dealers can sell or install.

The largest projected purchase, at $2.4 million, is for step bumpers for the P'UP pickup. The bumper has proved to be such a popular item that Isuzu in Japan has recently been purchasing them for the Japanese domestic market, the company said.

Fitzpatrick is 25

Tom Fitzpatrick, second from left, Fitzpatrick Chevrolet-Buick, Inc., Storm Lake, Ia., receives a 25-year-dealer award from John Moore, Buick's assistant zone manager. Also pictured are Naomi Fitzpatrick, the dealer's wife, and sons Tom and Bill Fitzpatrick.

Dennis begins reorganizing Lada operation in Canada

Continued from Page 3

Russian-built Lada cars in Canada since 1978, but sales recently have been hurt by the new competition.

Hyundai also recruited former Lada sales manager John Wright as its vice president and general manager.

Dennis' national sales manager, Rick Blackmore, says Lada isn't Hyundai's only target. "It's also affecting the low-end Japanese cars," he said. "There is a vacuum there because of the import restrictions."

A new Porsche-designed front-drive Lada 2108 model is due in the 1986 model year. Meanwhile Dennis has been shopping among various European manufacturers for additional cars for his 85-dealer network.

A Dennis spokesman said a deal is anticipated before the end of the year, but he declined to identify the companies in the negotiations.

The lowest-priced Lada Signet sells for $4,998 (Canadian), compared with $5,995 for the base Hyundai Pony. Lada's Niva model sells for $7,998. Lada cut its prices recently on some models.

Greenwald sees clear sailing

Continued from Page 8

whole momentum on exports and have been very single-minded about that. Compared to the Mexican economy, the Mexican thrust has been on oil, with the expectation that would be their economic growth, as opposed to manufactured products.

"If your main thrust is to be quality and cost to export," Greenwald said, "one of the things you don't do is say to a manufacturer of cars and trucks that if you want to manufacture, you've got to buy in this country. There is the example (in Mexico) of one or two suppliers saying if you want to build cars, you have to buy from us.

"There's potential in Mexico. As an experiment we shipped 3,000 K-cars to sell in the U. S. We ran special tests. The quality is there, but our costs are not all that impressive — that's the point."

But days' supply rises to 57

Domestic stocks at 10-month low

Continued from Page 1

the face of an increased sales pace. The August daily selling rate was the lowest since Oct. 1, 1983, and represented the third straight monthly decline.

American Motors cut its inventory with proionged downtime, but its daily selling rate fell about 30 percent during August. It went into the model-cleanup period with a 70-day supply of domestic cars.

Chrysler cut its inventory for all three makes, but its sales rate fell by more than its inventory cuts, pushing up its days-supply figure.

Ford increased its inventory during the period, mostly in its big-car lines which weren't selling as quickly last month.

• At GM, both inventory level and sales rates were down. Buick and Oldsmobile were the only divisions to be riddled by widespread shortages.

Volkswagen's domestic Rabbit supply finally reached the normal range, at 58 days, after a prolonged plant shutdown for changeover to the new Golf.

Honda's inventory of domestic Accords increased a little faster than its sales during August, bringing its supply to 21 days' worth. However, its stock of imports fell to two days' worth, a new industry low.

Domestic car inventory was split this way on Sept. 1: GM, 49.16 percent; Ford, 30.20 percent; Chrysler, 15.26 percent; AMC, 3.56; VW, 1.07 percent, and Honda, 0.75 percent.

One month earlier the shares were GM, 51.43 percent; Ford, 26.19 percent; Chrysler, 16.70 percent; AMC, 3.59 percent; VW, 1.53 percent, and Honda, 0.56 percent.

The sales rates fell in every size class, pushing up days' supplies in every class. Only in the subcompact class did the actual inventory increase.

Here's how the inventory was split up on Sept. 1: Intermediate, 28.52 percent; compact, 26.63 percent; subcompact, 21.47 percent; standard, 13.89 percent, and luxury, 9.49 percent.

One month earlier, the shares were: Intermediate, 28.31 percent; compact, 27.71 percent; subcompact, 20.48 percent; standard, 14.15 percent, and luxury, 9.35 percent.

Subcompacts' days-supply figures on Sept. 1 were: EXP, 105; Charger, 92; Lynx, 92; Daytona, 91; Laser, 85; Escort, 81; Encore, 77; Horizon, 73; Omni, 73; Turismo, 62; Alliance, 58; Pontiac 1000, 58; Rabbit, 58; Chevette, 52; Fiero, 22, and Accord, 21.

Compacts were: Eagle, 131; Aries, 92; Camaro, 80; Reliant, 80; Tempo, 76; Cimarron, 73; Topaz, 73; Capri, 71; Firenza, 68; Firebird, 58; LeBaron, 58; Mustang, 57; 2000 Sunbird, 55; Cavalier, 14, and Skyhawk, 45.

Days' supplies of intermediates were: Citation, 120; Dodge 600, 85; Thunderbird, 83; Skylark, 81; Phoenix, 80; New Yorker E Class, 75; LTD, 71; Grand Prix, 60; Bonneville, 58; Pontiac 6000, 56; Cougar, 54; Monte Carlo, 47; Regal, 47; Celebrity, 45; Marquis, 45; Century, 40; Cutlass, 35; Omega, 33, and Ciera, 27.

Standard-size cars were: Diplomat, 81; Crown Victoria, 78; Pontiac, 69; Gran Fury 62; Grand Marquis, 62; Chevrolet, 57; LeSabre, 49, and Oldsmobile 88, 35.

Luxury-car supplies: Mark VII, 94; Corvette, 86; Toronado, 77; Eldorado, 69; Fifth Avenue, 65; Riviera, 64; Seville, 62; Continental, 56; Lincoln, 43; Oldsmobile 98, 32; Electra, 25, and Cadillac, 22.

New chief named to NHTSA office

WASHINGTON. — NHTSA's Office of Defects Investigations (ODI) is getting a leader after being without one for nearly a year.

Phil Davis, a career NHTSA engineer with experience in vehicle crash-worthiness technology, will soon be named to the position, thus taking over responsibilities handled on an interim basis by George Parker, now NHTSA associate administrator for enforcement. Davis, 43, has worked for the Department of Energy on its electric-car program.

ODI determines whether to open or close a defect investigation, whether a defect exists and the nature and extent of any recall order.

But Honda has only 2-day stockpile

Import stock cut to 23½-day supply

Continued from Page 1

when there were 24 days' worth on hand.

Total import-vehicle inventory—cars and trucks—stood at 259,865, down from 284,473 on Aug. 1 but up from the 256,486 of Sept. 1, 1983. Those numbers translate into a 25-day supply for Sept. 1; 27 days for the prior month and 26 days for the year-earlier figure.

By country of origin, Sept. 1 inventories were split this way: Japan, 61.38 percent; West Germany, 24.19 percent, and other countries, 14.43 percent. One month earlier, the split was Japan, 66.63 percent; Germany, 17.47 percent, and other countries, 15.90 percent.

Inventory levels of German makes climbed nearer to normal by Sept. 1, but sales rates during August were reduced by product shortages, especially at BMW and Porsche but also at Mercedes-Benz. Audi's days-supply number climbed from 37 to 78 chiefly on the basis of new shipments; its sales rate remained steady.

The inventory of new Japanese cars fell from month-earlier and year-earlier levels. Honda's imports on Sept. 1 hit an unbelievable low of two-days' worth. Its domestically produced Accords, however, stood at 21 days' worth. Combined, Honda's inventory was worth eight days—hardly better than Toyota's seven.

Both Mitsubishi and Chrysler Corp.'s Mitsubishi-built captive imports showed inflated supplies on Sept. 1 because of an influx of 1985 models.

Mitsubishi said that if stocks of its new Galant and Mirage were not included, it would show a 39-day supply. Those cars go on sale next month.

Similarly, about 55 days' worth of Chrysler's 86-day supply of imported cars were '85 models.

Alfa Romeo just about halved its Aug. 1 days-supply figure by halting shipments and increasing its sales. But IAI—International Automobile Importers, importer of the Bertone and Pininfarina—still had an estimated year's supply of cars on hand.

Japanese cars and their days' supplies on Sept. 1 were: Honda, 2; Toyota, 7; Subaru, 11; Chevrolet Sprint, 17; Nissan, 21; Mazda, 29, and Isuzu, 63. In addition, there was an 86-day supply of Chrysler imports, broken down this way: Dodge Conquest, 150; Plymouth Conquest, 130; Dodge Vista, 87; Plymouth Colt, 86; Plymouth Vista, 82, and Dodge Colt, 77.

Supplies of German cars were: Mercedes-Benz, 23; Porsche, 24; VW, 54; BMW, 75, and Audi, 78.

Other models and their days' supplies: Jaguar, 11; Saab, 19; Maserati, 36; Volvo, 39; Peugeot, 48; Alfa Romeo, 67; Renault, 135, and IAI, 379.

IMPORT STOCKS

	Sept. 1, 1984	Aug. 1, 1984	Aug. 1, 1983
Chevrolet	59	20	0
Chrysler	86	64	54½
Honda	2	5	29
Isuzu	63	58	46
Mazda	29	17	29
Mitsubishi	63	47	60
Nissan	21	27	18
Subaru	11	18	33
Toyota	7	15	15
JAPANESE MODELS	16	20	22
Audi	78	37	25
BMW	75	46	57
Mercedes-Benz	23	17	26
Porsche	24	19	13
Volkswagen	54	54	40
GERMAN MODELS	53	43	36
Alfa Romeo	67	120	94
IAI	379	285	....
Jaguar	11	19	18
Maserati	36	22	....
Peugeot	48	37	28
Renault	135	148	108
Saab	19	32	16
Volvo	39	33	15
OTHER MODELS	48	44	38½
TOTAL IMPORTED CARS	2[illegible]½	24	25
Chrysler	83	74	72
Isuzu	71	87	70
Mazda	32	22	23
Mitsubishi	67	40	105
Nissan*	34	40	35
Toyota	11	29	16½
TOTAL IMPORTED TRUCKS	28	39	30
TOTAL IMPORTED VEHICLES	25	27	26

*—Includes domestic-made trucks.

NEW-CAR STOCKS

	Sept. 1, 1984	Aug. 1, 1984	Aug. 1, 1983
Alliance	50	43	45
Encore	77	50	....
Eagle	131	102	83
AMERICAN MOTORS	70	49	52
Horizon	73	58	50
Reliant	80	62	47
Turismo/TC3	62	59	50
Plymouth	62	47	39
Plymouth Total	74	59	48
LeBaron	58	56	55
Laser	85	76	0
Cordoba	....	....	37
Fifth Avenue	65	63	35
N. Yorker/E-Class	75	84	76
Chrysler Total	68	67	56
Omni	73	60	57
Daytona	91	84	0
Charger/024	69	66	58
Aries	92	71	66
Dodge 600/400	85	76	75
Diplomat	81	51	45
Dodge Total	81	68	65
CHRYSLER CORP.	74	66	57
EXP	105	49	55
Escort	81	58	65
Tempo	76	61	48
Mustang	57	48	85
Thunderbird	83	65	80
LTD	71	40	74
Crown Victoria	78	44	41
Ford Total	76	54	63
LN7	0	0	117
Lynx	92	72	77
Topaz	73	73	52
Cougar	54	49	61
Marquis	45	35	75
Grand Marquis	62	46	41
Capri	71	66	130
Mercury Total	61	51	63
Continental	56	27	79
Lincoln	43	44	68
Mark VII	94	73	54
Lincoln Total	53	42	65
FORD MOTOR	70	52	63
Skyhawk	45	52	38
Skylark	81	53	64
Century	40	43	63
Regal	47	56	61
LeSabre	49	51	39
Electra	25	21	65
Riviera	64	62	72
Buick Total	48	48	54
Cimarron	72	66	86
Eldorado	69	76	54
Cadillac	22	19	35
Seville	62	53	58
Cadillac Total	38	36	45
Chevette	52	43	70
Cavalier	45	34	44
Citation	120	51	109
Camaro	80	65	57
Celebrity	45	31	49
Malibu	....	283	29
Monte Carlo	47	45	62
Chevrolet	57	50	52
Corvette	86	74	23
Chevrolet Total	57	44	54
Firenza	68	54	62
Cutlass Ciera	27	26	52
Omega	33	39	57
Cutlass Supreme	35	26	46
Olds 88	35	35	27
Olds 98	32	29	38
Toronado	77	64	72
Oldsmobile Total	37	32	44
Fiero	22	17	....
1000	58	47	72
2000 Sunbird	55	50	45
Phoenix	80	73	126
Firebird	58	44	67
6000	56	40	121
Bonneville	58	56	67
Grand Prix	60	58	62
Pontiac	69	66	71
Pontiac Total	54	46	63
GENERAL MOTORS	49	42	52
VOLKSWAGEN	58	76	55
HONDA	21	19	13
Total Cars U. S.	57	47	55
SUBCOMPACT	63	51	66
COMPACT	63	53	55
INTERMEDIATE	54	43	61
STANDARD	56	46	42
LUXURY	46	41	48

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Makers build 162,793 for week

Car production highest in 3 months

By Louise Kertesz
Detroit Reporter

U. S. auto makers returned to full work schedules last week, and the production upturn was even stronger than might be expected in the week following a holiday.

Overtime at several plants contributed to the surge.

The makers scheduled 162,793 cars last week, the highest weekly total since the week ended June 9 when 164,341 cars were built.

Last week's total was a 40.79 percent increase over the previous week's 115,632 and was 8.75 percent above the year-ago week's 149,699.

Year-to-date, 5,624,718 cars have been assembled, 22.23 percent more than the 4,601,706 completed at this point last year.

Auto companies' shares of last week's estimated production were: General Motors, 57.46 percent; Ford Motor Co., 22.83 percent; Chrysler Corp., 14.87 percent; American Motors, 2.95 percent; Honda, 1.60 percent, and Volkswagen of America, .29 percent.

Showing significant gains in estimated weekly production over the previous week were Volkswagen, with a 277.95 percent increase, and GM, with a 53.80 percent increase in total cars produced and increases of 108.40 and 84.51 percent, respectively, for its Oldsmobile and Pontiac divisions.

GM scheduled two overtime shifts Saturday (Sept. 15) at its Flint facility, No. 4 and 40 (Buick). Lakewood (Ga.) and Lordstown (O.) also worked two shifts on Saturday.

The GM Norwood (O.) plant is down until September 24 for model changeover.

Ford plants in St. Louis and Wayne, (Mich.) also worked overtime Saturday.

Chrysler plants working two shifts on Saturday were Belvidere (Ill.) and St. Louis No. 2. Those plants are scheduled to work two nine-hour daily shifts this week.

NHTSA approves carryback if Ford earns '86 credits

WASHINGTON. — NHTSA Chief Diane Steed, in a letter to Ford Motor Co., said NHTSA will allow the auto maker to carry back 21,290,000 fuel-economy credits to help it meet its 1984-85 CAFEs for passenger cars — contingent upon Ford's actually earning those credits for 1986 models.

But NHTSA will not allow the 0.2-MPG adjustment proposed by EPA for test procedure changes.

This is "too speculative to be included in Ford's credit-earning plan at this time," NHTSA said. But when EPA makes a final decision, Ford can submit a revised plan and NHTSA will consider it.

Last May, Ford projected a 1984 CAFE for passenger cars of 25.3 MPG or 1.7 MPG lower than the standard on the assumption of a volume of 2,055,135 cars. On June 14, Ford revised its projection to 25.4 MPG or 1.6 MPG short, on an assumed volume of 2,036,704.

Japanese report month's exports

TOKYO. — Japanese makers exported 326,150 new cars in June, according to the Japan Automobile Manufacturers Assn.

By destination, leading countries were: U.S., 156,231; West Germany, 25,298; United Kingdom, 14,465; Canada, 13,716; Australia, 12,415; Netherlands, 8,187; New Zealand, 6,844; Austria, 6,760; Belgium, 6,352; Malaysia, 6,261, and Puerto Rico, 5,872.

Chrysler places Duster, Laser ads on MTV

DETROIT. — Advertising for the '85 Plymouth Turismo Duster and Chrysler Laser debuted on MTV Sept. 14.

Duster appeared in a 90-second rock video-style spot on the first "MTV Music Video Awards" which Chrysler-Plymouth co-sponsored.

Duster is aimed at 18 to 34-year-olds and the ad marks Plymouth's first entry into MTV. The ad has a fantasy, ethereal city-setting.

Duster theme is "Leave it all behind."

Chrysler Laser was featured in a separate 60-second spot emphasizing high-tech. Narration is by "Star Wars" actor James Earl Jones.

The Duster spots, made strictly for MTV, air on MTV's Friday Night Video Flights and on a scatter programming basis as well.

Truck production for week nears 66,000 units

Last week's domestic truck production continued recent steady gains.

U. S. truck makers projected completion of 65,912 units, a 22.99 percent increase over the previous week's 53,592 figure, which reflected the Labor Day holiday. Last week's expected total was 24.59 percent better than the year-ago week's 52,902.

General Motors scheduled two Saturday (Sept. 15) overtime shifts at its Janesville (Wis.) and Lordstown (O.) plants. The Pontiac facility also worked overtime Saturday.

Also working two overtime shifts Saturday was Chrysler Corp.'s Warren (Mich.) plant. The plant will operate two nine-hour daily shifts this week.

Year's car output in Canada tops '83 by 11 pct.

Canadian auto and truck production is maintaining its increased pace over last year.

Estimated car production of 18,055 units last week was 15.12 percent better than the previous week's 15,683 and 29.10 percent above the year-ago week's 13,985.

So far this year, Canadian auto makers have built 758,000 cars, 11.76 percent more than the 678,268 assembled last year at this time.

Canadian truck manufacturers targeted completion of 18,091 trucks last week, a 24.69 percent gain over the previous week's 14,509 units and 44.67 percent better than the 12,505 trucks built during the year-ago week.

Year-to-date, 570,435 trucks have been built in Canada, an increase of 55.28 percent over 367,363 at this time last year.

Chrysler Corp. expected to produce 2,358 Plymouth Voyagers, 2,346 Dodge Caravans and 936 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the total of T-115s completed this year to 158,364.

U. S. CAR PRODUCTION

	Week Ended Sept. 15, 1984	Week Ended Sept. 17, 1983	Week Ended Sept. 8, 1984	Sept. to Date	Jan. 1 to Sept. 17, 1983	Jan. 1 to Sept. 15, 1984
AMERICAN MOTORS	4,800	4,735	3,907	8,707	128,378	140,416
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	4,735	3,907	8,707	124,807	140,416
Alliance	3,200	3,148	2,544	5,744	111,943	78,396
Encore	1,600	1,587	1,363	2,963	12,864	62,020
CHRYSLER CORP.	24,200	21,293	19,987	19,987	602,181	864,529
Plymouth Total	8,300	7,562	6,449	6,449	215,957	258,458
Horizon	3,800	3,428	3,161	3,161	80,411	112,612
Reliant	3,400	3,956	2,449	2,449	132,132	121,783
Cavalier	800	171	591	591	3,407	8,983
Gran Fury	300	7	248	248	7	15,080
Chrysler Total	7,200	5,137	6,127	13,327	143,694	386,149
LeBaron	1,700	1,589	1,397	3,097	60,749	83,698
Laser	1,200	786	886	2,086	4,715	50,406
New Yorker/E-Class	1,300	2,682	1,219	2,519	78,150	68,665
Fifth Avenue	3,000	80	2,625	5,625	80	83,380
Dodge Total	8,700	8,594	7,411	16,111	242,530	319,922
Omni	3,400	3,208	3,011	6,411	88,948	106,046
Aries	2,600	3,372	1,993	4,593	98,655	96,550
Daytona	900	629	762	1,662	3,105	37,492
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,100	1,372	970	2,070	33,331	53,480
Diplomat	700	13	675	1,375	13	26,354
FORD MOTOR	37,169	37,902	28,498	65,667	1,045,817	1,240,747
Ford Division	24,671	25,175	20,073	44,744	667,367	803,923
Escort	7,408	7,001	5,768	13,176	187,022	245,420
Fairmont	.....	.....	.....	.....	23,726	.....
Mustang	2,162	2,710	1,839	17,177	78,351	96,424
LTD	5,702	3,806	4,746	10,448	119,383	156,753
Thunderbird	2,987	4,228	2,640	5,627	134,986	106,149
Crown Victoria	2,006	2,339	1,380	3,386	65,636	58,306
EXP	1,256	.....	877	2,133	1,184	27,454
Tempo	3,150	5,091	2,823	5,973	57,077	113,417
L-M Division	12,498	12,727	8,425	20,743	378,450	436,824
Mercury Total	9,626	10,376	7,354	16,980	299,497	318,850
Lynx	1,690	1,776	1,323	3,013	53,370	49,233
Capri	240	929	163	403	16,343	11,584
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,308	1,505	1,626	3,934	51,166	82,374
Cougar	2,502	3,395	2,221	4,723	86,359	80,142
Grand Marquis	2,170	1,841	1,494	3,664	66,886	65,843
LN7	.....	.....	.....	.....	290	.....
Topaz	716	930	527	1,243	16,482	29,674
Lincoln Total	2,872	2,351	1,071	3,943	78,953	117,974
Continental	523	.....	197	720	8,793	26,857
Lincoln	2,035	2,351	758	2,793	49,969	71,034
Mark VI/VII	314	.....	116	430	20,191	20,083
GENERAL MOTORS	93,544	82,408	60,821	154,365	2,728,693	3,227,452
Buick Division	21,036	19,764	15,816	36,852	620,114	707,758
Skylark	2,980	3,739	2,351	5,331	73,002	75,628
Skyhawk	1,986	1,240	1,514	3,500	50,934	102,856
Somerset Regal	1,250	.....	547	1,797	.....	3,548
Century	5,185	4,227	3,673	8,858	113,564	160,864
Regal	2,826	4,946	2,117	4,943	174,802	139,092
LeSabre/Electra (rwd)	4,053	4,375	3,129	7,182	172,928	150,358
Riviera	1,080	1,237	874	1,954	34,884	36,812
Electra (fwd)	1,676	.....	1,611	3,287	.....	38,600
Cadillac Division	7,838	6,788	5,542	13,380	213,418	237,492
Cimarron	415	368	282	697	14,112	12,560
Seville	704	764	564	1,268	24,423	27,742
Eldorado	1,559	1,444	1,256	2,815	53,078	55,456
Cadillac	1,470	4,212	774	2,244	121,795	90,259
DeVille (fwd)	3,690	.....	2,666	6,356	.....	51,475
Chevrolet Division	31,557	23,602	22,826	54,383	889,861	1,111,423
Chevette	3,392	4,223	2,377	5,769	133,989	134,069
Cavalier	9,755	6,035	7,416	17,171	209,325	300,152
Celebrity	6,125	3,027	3,927	10,052	94,120	209,503
Camaro	2,917	.....	2,320	5,237	134,055	182,504
Citation	3,190	1,951	2,570	5,760	71,257	82,941
Malibu/El Camino	372	603	410	782	100,367	17,712
Monte Carlo	1,390	3,145	531	1,921	72,539	77,719
Chevrolet	3,936	4,005	2,876	6,812	56,263	82,502
Corvette	480	613	399	879	17,946	24,321
Oldsmobile Division	21,074	24,518	10,112	31,186	721,853	785,944
Omega	.....	1,358	.....	.....	41,690	29,289
Firenza	1,504	969	1,179	2,683	33,430	51,201
Cutlass Supreme	5,299	8,002	2,611	7,910	212,387	192,897
Cutlass Ciera	3,275	5,363	732	4,007	147,788	188,854
88/98 (rwd)	5,810	7,912	1,165	6,975	257,265	237,661
Olds 98 (fwd)	2,905	.....	2,331	5,236	.....	49,365
Calais	1,449	.....	1,423	2,872	.....	4,390
Toronado	832	914	671	1,503	29,293	32,287
Pontiac Division	12,039	7,736	6,525	18,564	283,447	384,835
Acadian†	.....	178	124	124	15,584	11,389
2000 Sunbird	3,749	2,904	2,300	6,049	73,928	105,881
1000	764	1,185	549	1,313	32,403	29,149
Firebird	1,480	.....	1,247	2,727	65,455	84,596
Phoenix	.....	391	.....	.....	19,219	14,116
Grand Prix/Bonneville	.....	1,501	.....	.....	71,869	29,733
Parisienne	2,355	718	.....	2,355	4,130	21,134
Fiero	2,640	859	1,928	4,568	859	86,983
Grand Am	1,051	.....	377	.....	.....	1,854
HONDA	2,600	1,000	2,292	4,892	31,697	95,131
VOLKSWAGEN	480	2,381	127	607	64,440	56,443
Totals Cars, U. S.	162,793	149,699	115,632	278,425	4,601,706	5,624,718
Totals Cars, Canada	18,055	13,985	15,683	33,738	678,268	758,000
N. American Cars	180,848	163,684	131,315	312,163	5,279,974	6,382,718
N. American Trucks	84,003	65,407	68,101	152,104	1,969,423	2,786,040
North American Cars and Trucks	264,851	229,091	199,416	464,267	7,249,397	9,168,758

†—All Acadians are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended Sept. 15, 1984	Week Ended Sept. 17, 1983	Week Ended Sept. 8, 1984	Sept. to Date	Jan. 1 to Sept. 17, 1983	Jan. 1 to Sept. 15, 1984
AMERICAN MOTORS	610	609	488	1,098	20,057	15,768
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FORD MOTOR	5,280	5,883	7,261	12,541	182,301	305,426
GENERAL MOTORS	11,940	7,268	7,755	19,695	365,043	429,475
VOLVO	225	225	179	404	7,010	7,336
Total Cars, Canada	18,055	13,985	15,683	33,738	678,268	758,000

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 15, 1984	Week Ended Sept. 17, 1983	Week Ended Sept. 8, 1984	Sept. to Date	Jan. 1 to Sept. 17, 1983	Jan. 1 to Sept. 15, 1984
CHEVROLET	19,931	17,080	16,433	36,364	559,146	713,303
DODGE	5,000	3,236	4,315	9,315	97,257	145,827
FORD	26,005	21,988	20,828	46,833	627,721	832,828
GMC	7,098	5,584	5,680	12,778	180,142	231,812
INTERNATIONAL	1,528	663	1,265	2,793	35,559	53,754
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,800	2,720	2,717	6,517	59,993	132,548
NISSAN	1,500	581	1,514	3,014	2,993	66,673
AM GENERAL	50*	50*	40*	90*	1,770*	1,860*
MISCELLANEOUS	1,000*	1,000*	800*	1,800*	35,400*	37,000*
Total Trucks, U. S.	65,912	52,902	53,592	119,504	1,602,060	2,215,605

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 15, 1984	Week Ended Sept. 17, 1983	Week Ended Sept. 8, 1984	Sept. to Date	Jan. 1 to Sept. 17, 1983	Jan. 1 to Sept. 15, 1984
CHRYSLER CORP.	8,292	2,704	6,694	14,986	89,097	252,241
FORD MOTOR	3,335	3,432	2,415	5,750	95,526	107,610
GENERAL MOTORS	6,248	6,369	5,225	11,473	178,861	204,860
INTERNATIONAL	216	.....	175	390	3,879	5,723
Total Trucks, Canada	18,091	12,505	14,509	32,599	367,363	570,435
N. American Trucks	84,003	65,407	68,101	152,104	1,969,423	2,786,040

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

C2700-1

Automotive News

September 24, 1984

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All workers expected back on job today

GM and UAW agree on 3-year contract

By Marjorie Sorge
Labor Editor

DETROIT. — General Motors and the UAW reached a tentative three-year settlement last Friday (Sept. 21) for 350,000 UAW-represented workers after about 16 hours of continuous bargaining and six days of selective strikes at 17 GM plants.

The UAW 11-member negotiating committee voted 10-1 to recommend the contract for ratification.

All striking workers are expected to be back in the plants today (Sept. 24).

Once the agreement is ratified by the 350,000 workers, the union will move its negotiations to Ford Motor Co., which was not picked as the target company and has had its negotiations on the back burner.

UAW President Owen Bieber had said he expects Ford to negotiate a pattern contract with the union based on the GM pact. Peter J. Pestillo, Ford vice president, labor relations, has said his company will look carefully at the GM document and will not necessarily agree to the pattern.

While details of the settlement are not to be released until a meeting of the union's 300-member GM Council this Wednesday in St. Louis, Bieber said the job security package would span six years. Bieber said earlier that the job security agreement must outlast the life of the agreement.

Job security was the union's number one demand in these negotiations.

Alfred S. Warren Jr., GM vice president, industrial relations, said GM will have no problem with the length of the job security package.

The contract also provides some language on job security, Bieber said.

Sources said the contract was front-loaded with an upfront wage increase and annual wage increase of 2.25 percent in one year of the pact. Lump sum payments are part of this package.

Also included are gains in pensions for both future and current retirees, a continuation of health-care benefits without co-pays or deductibles and the continuation of profit sharing.

Workers retiring at normal retirement age got $18.20 per month per year of service under the old contract. Those retiring early got $935 a month and it is believed that was increased to above $1,000 a month.

Earlier in the talks GM proposed a new health-care plan which allowed workers to choose from three options, Preferred Provider Organizations, Health Maintenance Organizations and the traditional plan.

The traditional plan would require authorization and review procedures to eliminate inappropriate utilization. The union found the basis of these proposals interesting and it is likely that the final settlement includes this type of plan. GM said it could save the company 10 percent a year. The cost in 1983 was $2.2 billion.

The current profit sharing formula is expected to provide GM workers with about $1,000 in 1984. According to one source, that represents a 6-percent economic increase for the workers. The 1983 payout was $660.

According to Bieber, one "sticking point" was the company's demand to change the cost-of-living-adjustment formula and divert COLA pennies to pay for some other benefits. He said the company and the union had arrived at an acceptable arrangement. It was not clear at presstime if the current $3.04 COLA was folded into the base wage of $9.63 an hour. That had been a UAW demand.

"It is an excellent settlement that makes more secure than ever in history the jobs of our UAW-GM members, while providing much-deserved economic improvements immediately and

Continued on Page 58, Col. 5

Top of the line

Cadillac limo goes FWD

Downsizing in regular passenger cars has been the trend of the past few years, and this year, Cadillac introduces a downsized limousine. The Fleetwood Seventy-Five Limousine now is front-wheel drive. It is shorter and lighter than its rear-wheel-drive predecessor and it still carries eight. Story, other pictures are on Page 43.

Honda hits 54 MPG to top EPA rankings

By Jake Kelderman
Washington Reporter

WASHINGTON. — The Honda Civic Coupe HF, a long-legged version of that company's popular 1.5-liter CRX model, is the car to get in 1985 if you're after fuel economy.

The lightweight two-seater took top honors in the EPA's annual fuel-economy contest with a healthy 49-MPG average in city driving and a 54-MPG average in highway driving.

Not far behind came General Motors' new import from Japan, the Chevrolet Sprint, at 47 city and 53 highway.

Taking third-place in the fuel-economy derby was the Nissan Sentra, at 45 city and 50 highway.

The Ford Escort and Mercury Lynx shared fourth place at 43 city and 52 highway, while Chevrolet Chevette and Pontiac 1000 tied for fifth with 39 city and 46 highway.

Unlike past years, the EPA is reporting two numbers for 1985 and also unlike years past, it says most consumers can legitimately expect to get the kind of fuel economy shown. The agency has adjusted the city and highway numbers by factors of 10 percent and 22 perpercent respectively, to account for the real-world aspects of city and highway driving.

EPA said it made those changes in response to a study by the Department of Energy indicating that by reporting only dynamometer-tested fuel economy, the agency was undermining the confidence the people had in the fuel-economy numbers.

Meanwhile, for those not interested in fuel economy, the thirstiest cars available this coming year will be the Rolls-Royce Carmargue and Corniche, which consume gasoline at a 8 MPG city and 11 MPG highway clip.

The Rolls-Royce Silver Spirit is not far behind its sister cars, coming in second from the bottom with 9 city and 10 highway.

Rounding out the bottom five in the fuel-economy derby are: Jaguar XJ-S, 13 city, 17 highway; Mercedes-Benz 500-SEC and 500SEL, 14 city, 16 highway, and Jaguar XJ, 15 city, 19 highway.

Second shift, annual rate of 200,000 due by mid-1986

GM-Toyota car to roll at Fremont by year-end

By Matt DeLorenzo
Los Angeles Reporter

FREMONT, Calif. — Job 1 at New United Motor Manufacturing (NUMMI), the GM-Toyota joint venture, is expected to roll off the assembly line before the end of the year, according to Robert Hendry, general manager and comptroller.

"We are going to produce a car before Christmas," Hendry told Automotive News, adding, "In general, we are on schedule."

Construction at the Bay Area facility is expected to be completed next month and six to eight weeks of preproduction training and testing then will begin. Three hundred of the estimated 800 workers needed to start production have been hired.

By early 1985, as line speed increases, about 200 more workers will be added for single-shift production. A second shift is planned for late 1985 and by early 1986, when the plant is expected to reach capacity, NUMMI will have about 2,500 employes.

Hendry said NUMMI is aiming for production of 60 jobs an hour on the first shift by the end of 1985 and an additional 60 jobs hourly on the second shift by mid 1986, for an annual output of 200,000 units.

Although Job 1 is scheduled for December, production will begin slowly and output will build gradually.

• The gradual approach will give time for both management and workers to adapt to Toyota's production techniques. According to Hendry, under the Japanese system, "the focus is different. There's more of a common understanding, a consensus or coordinated approach. Everyone has input into policy. It takes longer to establish policy than to implement it."

He explained that while it may take longer to make policy because of everyone's input, "there's an ownership process" and it results in faster implementation.

Hendry said that approach differs from U. S. techniques, where a top few "will brainstorm policy and implement it over a long period of time. The difference in approach is subtle to some, but the impact is big."

As part of that consensus building process, nearly 200 workers will visit Japan to view how things are done in Toyota's Takaoka. To date, about 100 employes have participated in the program.

Sent in groups of 30, the U. S. workers spend three weeks in Japan learning company philosophy and production methods. Upon their return, Hendry said, each group has made a presentation to Tatsuro Toyoda, president of NUMMI, on what they have learned and suggestions on how the techniques they were exposed to can be adapted to fit the U. S. plant.

All the employes hired to date have undergone evaluation

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breaking news

Air bags to be '86 option on Tempo, Topaz

WASHINGTON. — Ford Motor Co. will offer a $200 to $300 air-bag option to private fleet buyers on the 1986 Tempo and Topaz, according to Ford's director of auto safety, Roger Maugh. The vehicles also have been purchased by the Federal Government as part of a NHTSA test program.

Oldsmobile Calais to be Indy pace car

DETROIT.—Oldsmobile's new Calais has been selected to be the pace car for the 69th annual Indianapolis 500-mile race next May. Olds has agreed to provide a customized open-roof version of the Calais to open next year's race.

See BREAKING NEWS, Page 8, Col. 1

GM shifting employes to EDS staff

By Dan McCosh
Detroit Reporter

General Motors Co. has begun transferring as many as 12,000 GM employes to EDS Corp., the Dallas-based data processing company GM is acquiring, AUTOMOTIVE NEWS has learned.

GM is quickly incorporating EDS into its internal data processing operations, charging it with developing standardized communications systems for the auto maker.

The unexpectedly quick implementation of EDS into GM's corporate structure has sent "shock waves" through the arcane world of GM's internal data processing department, say some insiders.

The moves are a signal that GM intends to rely heavily on its acquisition of EDS to solve its internal data-processing problems, particularly intracorporate communications.

The action also is an indication that GM's internal need for EDS' services is taking precedence over longer-range corporate goals to use the electronics acquisitions for corporate diversification.

Further GM acquistions in the electronics area also are expected to follow the same pattern—"buying" outside expertise initially for internal consumption, with a long-range strategy of GM entering computer-service strongholds as a competitor.

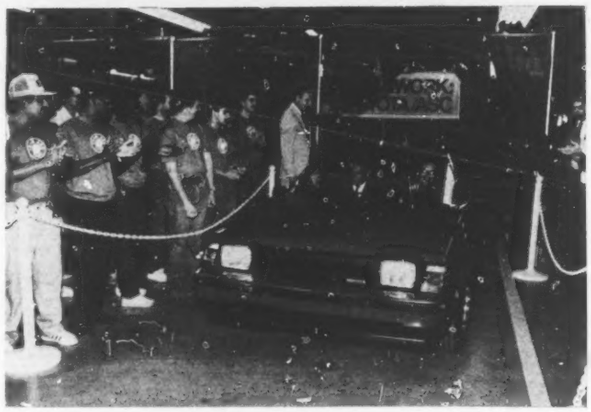
At the time of the announcement of its agreement with EDS, GM Chairman Roger B. Smith said it would result in the merger of GM and EDS communications facilities and personnel.

• EDS has been taking over duties formerly allocated to GM's internal data-processing centers at some 180 GM plants. GM employes often remain in their previous job, but now report to EDS, rather than the parent corporation.

Some transferred GM employes reportedly are taking pay cuts and losing some GM fringe benefits and will be working under EDS' traditional performance-oriented compensation program.

The data-processing centers are responsible for handling the mass of financial data and information generated by GM com-

Continued on Page 58, Col. 2



First ASC-Toyota ragtop

Yukiyasu Togo, president of Toyota Motor Sales U.S.A., Inc., drives the first Toyota Celica GT-S convertible with Heinz Prechter, chairman and president of ASC. A minimum of 5,000 of the Celica models will be completed at ASC's new $5-million plant in Dominquez Hills, Calif. The new model marks a joint effort between Toyota Motor Corp. in Japan and ASC, which is headquartered in Southgate, Mich.

Boost on options slashed

Second effort by Ford pares hike to $153

By John K. Teahen Jr.
Managing Editor

Ford Motor Co. took a second look at its preliminary prices of '85 cars and optional equipment and decided it should try a little harder.

The result: Ford now says its '85 prices will be up an average of $153, or 1.3 percent, over the final figures for comparably equipped '84 models. Earlier, Ford had posted a preliminary boost of $225, or 1.9 percent.

The $72 difference in the average came out of optional equipment. Ford had originally planned to boost option prices an average of 2.5 percent. Now, it says the average price of options is unchanged. Not every option bears the same price as last year, but the average hasn't gone up appreciably.

The $153 hike for '85 consists of $152 on the base cars and $1 for equipment. Ford gave no breakout on the $225 preliminary increase, but it apparently included a little over $70 for optional items.

Ford's boost compares with $292, or 2.3 percent for General Motors and a tentative hike of $181 or 1.7 percent for Chrysler Corp. All, of course, are subject to review — and further increases — when GM and Ford finalize new contracts with the UAW.

Those increases are on comparably equipped cars which means that in many cases the boosts in actual sticker prices are considerably larger. In the "comparably equipped" method, makers adjust last year's price to include any equipment that is made standard for the new season. The amount of those adjustments is not included in the price hike announced by the makers.

• Some Ford Motor dealers were highly displeased with the preliminary prices, especially the large hikes on such strong-selling lines as Ford Thunderbird and Crown Victoria and Mercury Cougar and Grand Marquis.

Those dealers will be even more displeased with the firm prices. T-bird, Cougar and the Ford-Mercury big cars are up $38 to $199 more than they were in the first go-round. The two-stage hikes amount to $626 to $684 on Thunderbird and Crown Vic and $682 and $675 on Cougar and Grand Marquis.

Lincoln dealers fared better. The firm prices of their cars are not as high as the preliminary prices. The Continental dipped $28 from the preliminary price, the Town Car went down $193, and the Mark VII fell $232.

Nevertheless, the stickers on those autos are still a lot fatter than they were for '84. The year-to-year hikes are $704 on Mark VII, $816 on Continental and $988 on Town Car.

Ford Motor was able to hold its overall boost to an average of $153 by keeping a tight rein on the prices of small cars. The company said that of 62 small-car models, 34 have been re-

Continued on Page 61, Col. 1

Going after younger prospects, import owners

Buick sales target: One million plus

By Jenny L. King
Staff Writer

ROCHESTER, Mich. — With his pen poised above the model-year sales record book, Buick General Manager Donald E. Hackworth promised sales exceeding one million new cars for his division in 1985.

"If we don't beat one million, I'll fall on my sword," Hackworth told reporters at the national press preview of Buick's 1985 lineup at Meadow Brook Hall here.

"Sales have been records nine out of the past 11 months and in May we set an any-month sales record," said the man who assumed Buick leadership last January. "We expect a minimum of one million sales for 1985."

Sales for the 1984 model year, ending Sept. 30, are expected to reach 945,000.

The star of the show, however, was Buick's all-new Somerset Regal. The front-drive sport coupe, which is going up against such high-line imports as Toyota Celica, Datsun 200-SX, Honda Prelude, the BMW 318i and the Audi Coupe, will be to the Skylark/Century models what the Riviera is to the LeSabre/Electra, according to Chief Engineer David Sharp.

Somerset Regal's corporate counterparts are the Oldsmobile Calais and Pontiac Grand Am. All are being assembled in Lansing.

The Buick officials described the Somerset Regal as "the most researched car we've ever produced."

Adding the Somerset to an expanded lineup which ranges from the compact Skyhawk to the front-drive Electra and luxurious Riviera, the division is honing its troops — dealers and their sales forces — in a bid to win new customers while keeping current owners in the fold.

For "new" customers, read "younger." Buick was long considered a doctor's car: A car to be owned when one had worked many long years and had arrived at a comfortable station.

John Dabels, Buick marketing director, said recent non-product strategies — being the official car of the 1984 Olympics and the 1983 Indy pace car — have helped build a younger, performance-oriented image.

Another marketing target, which includes older and young-

Continued on Page 61, Col. 1

Olds aims at record this year, again in '85

By Kathleen Hamilton
Assistant Managing Editor

ORCHARD LAKE, Mich. — Oldsmobile expects to sell 1,363,000 cars in the 1985 model year, 21 percent more than the record 1,130,000 it anticipates it will sell by the end of this model year.

Its top-selling nameplate for '85 is expected to be the front-drive Cutlass Ciera. At 400,000 projected sales, it would upstage perennial best seller, the rear-drive Cutlass Supreme, at 280,000 sales projected for 1985.

Last year, the Supreme was the best-selling U. S. nameplate; this model year, with forecasted sales of 337,000, it is again a strong contender for the top spot.

Oldsmobile has refined its plans for its sporty exclusive model, and it now plans to bring it out at the end of the 1987 calendar year, General Manager Joseph J. Sanchez told AUTOMOTIVE NEWS following the press introduction of 1985 models here.

"We've become a little bit more demanding. We want a world-class competitor," he said.

The timing coincides with planned introduction of a 16-valve, four-cylinder engine that Oldsmobile will produce in what is now its Delta Township diesel-engine plant, near Lansing (AUTOMOTIVE NEWS, Sept. 17).

But Oldsmobile executives stressed that the new, high-performance engine will be applicable to a wide range of cars. They refused to say which models it will go in.

Oldsmobile will be pitching its new Calais to the 25-to-44-year-old crowd through some appropriate print buys, including Road & Track. Oldsmobile's average customer now is 49 to 50 years old, said Lynn C. Myers, director of marketing.

• Auto sports will play a more important part at Olds in the next few years, Sanchez said.

"Other corporations and divisions have done more, and we plan to close that gap. But we will not project Oldsmobile as a hot-rod division,' he said.

True to its marketing intent, the new Calais has a firmer ride than a traditional Oldsmobile.

Sanchez stressed that it is not a replacement for the Omega, even though it will be sized close to the X-car that has been dropped. The Omega was more a family car; Calais is more a personal car, he said.

The division hopes to sell 144,000 Calais coupes next model year, more than Buick and Pontiac N-car sales, Sanchez said. A sedan will debut in 1987.

Initially, production will be split evenly among the three divisions. To date, 10,000 Calais

Continued on Page 61, Col. 1

New heights

A giant crane was used to lift this 1985 Oldsmobile Calais from the dock up to the Queen Mary's aft deck (an approximate six-story lift) for a news conference at which the automotive press corps had its first view of the new model.

Honda observes fifth anniversary of U.S. outpost

MARYSVILLE, O.—Honda of America Mfg., Inc. has observed the fifth anniversary of the start-up of its U. S. production activities.

The company has produced 215,000 motorcycles and 133,000 Accords during the past five years. Today, Honda's total U. S. manufacturing investment approaches $600 million.

Following the start-up of its motorcycle operation, Honda began production in 1982 of the Accord models.

The automobile facility is being expanded for the future production of the Honda Civic beginning in 1986. This expansion will bring total U. S. output to 300,000 Accords and Civics per year in 1988.

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60th year — No. 5041

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Registrations for 7 months set new mark

Seven-month registrations of new trucks of all types in the U. S. hit an alltime high, with sizeable increases in all eight weight classifications.

Through July, according to R. L. Polk & Co. statistics, 2,307,582 light, medium and heavy trucks

Table on Page 44.

were registered, an increase of 42.1 percent over last year's 1,624,008.

The previous record for the January-July period was established in 1978 with 2,252,682 registrations. This year's total was 2.4 percent higher than the count six years ago, when industry sales and registrations hit peaks.

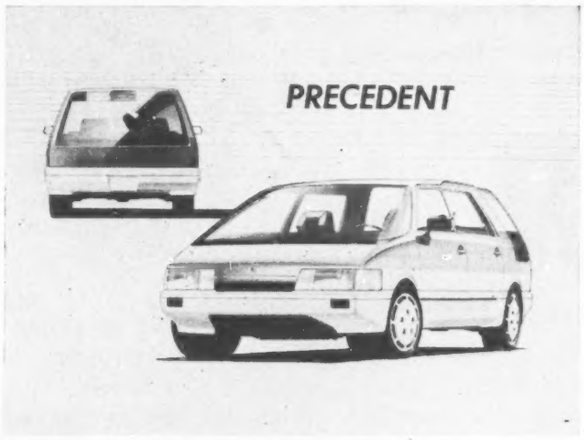
Light-truck tallies for the seven months totaled 2,174,290 units, a gain of 41.9 percent over the year-earlier 1,513,850. In the like period in 1978, the light-truck count was 2,056,423 units.

Through July, 27,126 medium trucks were registered, an increase of 15.2 percent over last year's 23,543, but far below the 88,550 units tallied in the corresponding period six years ago.

The seven-month heavy-truck total was up 54.7 percent to 106,166 units, compared with 68,615 a year ago. In the like period in 1978, the count was 107,709. The high for the period was reached in 1979, with 125,502 units.

Group 1 registrations totaled 1,236,353 through July, up 44.8 percent from last year's 853,958, the previous high for this classification. Six years ago, the

Continued on Page 44, Col. 1



Not quite minivan, not quite limo

Artist Mark Stehrenberger's sketch of the luxury vehicle designed by Alain Clenet that is scheduled to be introduced by Lands Motors, Inc., at the NADA show in February. Although it looks like a minivan, the vehicle will serve as a limousine/luxury auto.

Clenet, Lands design a minivan-limo vehicle

By Kathleen Hamilton
Assistant Managing Editor

A $40,000 luxury vehicle that combines the styling of a futuristic-looking minivan with the function of a limousine is scheduled to be unveiled at the NADA convention in February.

Precedent, as it will be called, could indeed set a precedent in the custom-car industry, which has been groping for a hot item ever since high-priced neoclassic cars—styled after cars of the '20s and '30s—fell in demand.

Indeed, the Precedent's designer is the same Alain Clenet that started the neoclassic wave with the Ford-based roadster that bore his name.

For the Precedent, his design collaborator is Mark P. Stehrenberger, noted automotive artist. Dick Gulstrand is chassis consultant.

Builder, and the man who commissioned the Stehrenberger-Clenet team, is Fred L. Lands. Lands Design, Elkhart, Ind., already produces what Lands says is the most expensive van conversion, producing vehicles that sell for up to $28,000.

• Precedent won't be a conversion, he stressed. It will use the front suspension of the Chevrolet S-10 pickup truck, drivetrains of the Chevrolet Camaro and Lincoln Continental, doors and frames of a Citroen automobile, and chassis and body panels unique to the Precedent.

It is to be a front-engined,

Continued on Page 42, Col. 3

U. S. TRUCK REGISTRATIONS

SEVEN MONTHS, 1984 VS. 1983★

Make	7 mos., 1984	Percent Share of '83 market	7 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-'83
Ford	668,781	28.98	518,521	31.93	− 2.95
Chevrolet	638,772	27.68	497,094	30.61	− 2.93
Dodge	241,332	10.46	144,585	8.90	+ 1.56
GMC	173,006	7.50	139,752	8.60	− 1.10
Jeep	80,421	3.49	38,438	2.37	+ 1.12
Plymouth*	46,696	2.02	5,530	0.34	+ 1.68
International	33,667	1.46	26,314	1.62	− 0.16
Mack	13,228	0.57	8,382	0.52	+ 0.05
Freightliner	8,485	0.37	5,864	0.36	+ 0.01
Kenworth	7,568	0.33	3,662	0.23	+ 0.10
Peterbilt	7,011	0.30	3,723	0.23	+ 0.07
White	3,865	0.17	1,234	0.08	+ 0.09
Mercedes-Benz	1,177	0.05	1,515	0.09	− 0.04
Volvo	1,070	0.05	825	0.05	.....
Autocar	700	0.03	516	0.03	.....
Western Star	308	0.01	170	0.01	.....
Miscellaneous**	381,495	16.53	227,883	14.03	+ 2.50
TOTALS	2,307,582	100.00	1,624,008	100.00	.....

★—New York and Oklahoma for 1984 compiled from manufacturers' sales record; no registrations for Oklahoma, 1983; Louisiana registrations, July, 1984, delayed.
* Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY-DUTY REGISTRATIONS

SEVEN MONTHS, 1984 VS. 1983★

Make	7 mos., 1984	Percent Share of '84 market	7 mos., 1983	Percent Share of '84 market	Pct. pt. Change, '84-'83
International	24,103	22.70	16,825	24.52	− 1.82
Ford	21,208	19.98	14,803	21.57	− 1.59
GMC	14,322	13.49	8,625	12.57	+ 0.92
Mack	11,301	10.64	7,210	10.51	+ 0.13
Freightliner	8,485	7.99	5,864	8.55	− 0.56
Kenworth	7,568	7.13	3,662	5.34	+ 1.79
Peterbilt	7,011	6.60	3,723	5.43	+ 1.17
Chevrolet	5,108	4.81	3,999	5.83	− 1.02
White	3,865	3.64	1,234	1.80	+ 1.84
Volvo	1,070	1.01	825	1.20	− 0.19
Autocar	700	0.66	516	0.75	− 0.09
Mercedes-Benz	442	0.42	517	0.75	− 0.33
Western Star	308	0.29	170	0.25	+ 0.04
Miscellaneous	675	0.64	642	0.93	− 0.29
TOTALS	106,166	100.00	68,615	100.00	.....

★—New York and Oklahoma for 1984 compiled from manufacturers' sales records; no registrations for Oklahoma, 1983; Louisiana, July, 1984.

HD registrations for seven month 2nd-highest ever

Registrations of new heavy trucks in the U. S. in the first seven months of 1984 were the second-highest for the period in industry history.

According to R. L. Polk and Co. statistics, 106,166 Group 7 and 8 units were registered through July, a 54.73 percent increase over the year-ago 68,615 units.

The alltime high for the January-July period was achieved in 1979 with 125,502 Group 7 and 8 tallies. This year's total was 15.41 percent behind that pace.

July tallies totaled 17,600 units, a gain of 67.36 percent over the 10,516 registered in the same month a year ago.

Registrations of Group 7 trucks through the first seven months totaled 36,386, up 32.84 percent over the 27,390 units registered in the year-earlier period.

The Group 8 count through July was 69,780 units, up 69.27 percent from the year earlier 41,225.

recreation on wheels

Total up 18.2 pct. to 224,200 units

6 month RV shipments top '83 in spite of a sag

First-half shipments of recreation vehicles from manufacturers to dealers were almost 20 percent higher than a year ago in spite of a cooling in wholesale activity that started in the second quarter.

The Recreation Vehicle Industry Assn. reported that manufacturer/members delivered approximately 224,200 units in the January-June period, an increase of 18.2 percent over the year ago 189,700 vehicles.

While June shipments were up slightly from the same month in 1983, they were down from those in March, April and May.

During the month, according to RVIA, dealers received approximately 37,100 units, an increase of 2.2 percent over the year-earlier 36,300. Manufacturers shipped 40,000 RVs in May, 44,000 in April and 41,600 in March.

However, a spokesman said, "retail sales continue to grow and have now exceeded wholesale for the first time this year as dealers begin inventory adjustments sensitive to rising interest rates."

The Index of Consumer Sentiment declined slightly in June to 95.5, but Dr. Richard Curtin, survey director, said "it still remains at a very favorable level."

• He said the small decline from the record level of 101.0 recorded in March "does not detract from the overall favorable consumer-sentiment readings.

"Consumer buying decisions have been and will continue to be very responsive to interest-rate trends, but the sustained strength in personal finances points toward continued high sales levels through 1984 and into early 1985," he added.

Factory shipments for the first six months were higher in all seven market segments, but lower in four of them in June.

Motorized equipment scored the biggest percentage gains in the January-June period.

Through June, shipments of all types of motor homes were up 38.9 percent to approximately 47,500 units, compared with 34,200 in the like period a year ago.

Manufacturers shipped 22,700 conventional (Type A) motor homes in the first half, a gain of 42.8 percent over last year's 15,900. Chopped vans — mini, low-profile and compact motor homes — were up 32.5 percent, 20,400 versus 15,400.

Deliveries of van campers (Type B) totaled 4,400 through June, an increase of 51.7 percent over the year-earlier 2,900.

RVIA defines the van camper as a panel-type truck to which the RV manufacturer adds any two of the following conveniences: Sleeping, kitchen and toilet facilities, 110-volt hookup, fresh-water storage, city-water hook-up, and a top extension to provide more headroom.

In the first half, manufacturers delivered 93,000 multi-use vehicles, a gain of 15.4 percent over the year-ago 80,600 units.

A multi-use vehicle, according

Continued on Page 38, Col. 3

ElDorado sales, earnings reach peak in fiscal '84

MINNEAPOLIS, Kans. — ElDorado Motor Corp. reported record sales and earnings from operations for the fiscal year ended June 30.

Sales rose 71 percent to $53.3 million, versus $31.2 million a year earlier. Earnings increased to $1.2 million from $647,000 before $896,000 of tax credits and other extraordinary items a year earlier.

ElDorado manufactures small buses and a line of motor homes.

Robert L. Stewart, ElDorado president, said the company's strategic planning and timely capacity expansion in fiscal 1984 were key reasons for the record results.

"Last year, both our bus and motor-home unit volume grew more than 50 percent," he said.

Continued on Page 42, Col. 5

Continental Shelf enhances payload access

Hacke Enterprises, Inc., Chico, Calif., has introduced the Continental Shelf, a device it says "greatly enhances payload access, particularly for pickup trucks with camper shells." The shelf, available in lengths of 6 and 8 feet, fits any width pickup bed and is easy to install, the firm says.

By Lead Industries Assn.

Development of electric car traced

NEW YORK. — "Where in the world is the electric car?"

The question is posed often, and with merit. The educated answer is that the electric car is everywhere — in Detroit, in London, in Tokyo and in other world energy and transportation hubs.

Yet to the lay person, the answer is that the electric car must be nowhere because few of them can be seen on city streets, according to Lead Industries Assn., Inc. (LIA), based here.

"Where in the world is the electric car?" is also the query addressed by Joe D. Hall, acting deputy assistant secretary for conservation at the Department of Energy, which administers the U.S. Government's various electric vehicle programs.

Hall's assessment of the situation is decidedly more optimistic than that of the general public, a growing portion of which is beginning to question whether electric vehicles will again be commercialized as they were early in this century, before the advent of the internal combustion engine.

Yet lead batteries should again be at the heart of EVs if they are revived.

"Clearly, reduction of oil consumption, flexible energy systems and energy options apply to electric and hybrid (electric/IC combination) vehicles," Hall said.

This is in line with current U.S. energy policy, where the strategy is twofold:

1. To minimize federal control over, and involvement in, energy markets while maintaining public health, safety and environmental quality.

2. To seek a balanced and mixed energy resource base from both conventional fuels (oil, gas, coal, nuclear) and renewables such as hydroelectricity, solar, wind, geothermal and biofuels. And, of course, conservation in general.

• The essential thrust of today's U.S. energy policy is to reduce dependence on unreliable sources of energy.

LIA and Hall agree that the "electric" car means the "battery-powered" car, and it appears to be the ideal way to link the principal consumer of petroleum in the transportation sector to the nation's existing capability to generate abundant energy from alternate resources.

The foregoing is also supported by DOE statistics that break down transportation sector petroleum consumption by vehicle category. In 1980, cars and light trucks consumed 65 percent of the petroleum used in transportation. The corresponding figure for the year 2000 is projected to be 53 percent.

Meanwhile, over the past 10 years, the total amount of energy consumed in generating electricity has held constant at around the energy equivalent of 10-11 million barrels of oil per day, but the fraction of this energy input from petroleum has dropped from 17 percent in 1973 to less than 7 percent in 1982, LIA said.

Cognizant of the fuel flexibility inherent in battery-powered vehicles, and having just gone through the energy crisis of the early 1970s, governments around the world intensified their searches for alternative sources of energy, especially for transportation.

In the U.S., Congress enacted the Electric and Hybrid Vehicle Research, Development and Demonstartion Act of 1976.

This act established the electric and hybrid vehicle programs within DOE to "encourage and support accelerated research into, and development of, electric and hybrid vehicle technologies."

• Congress and the Administration continue to support this law, although at reduced funding levels from prior years. Nevertheless, a large part of the funds earmarked for this program are being allocated to energy storage systems — particularly battery systems and, specifically, lead acid battery systems.

According to Hall, the DOE's battery/propulsion system R&D has determined that, despite the advent of "advanced" technologies continuing improvements in the lead acid battery make it a viable candidate both for near-term and long-term use in electric vehicles.

Hall conceded that electric vehicles may remain in the R&D phase until near the turn of the century, but he also urged the public to consider recent developments aimed at bringing electric vehicles to market.

Following is a summary of

Continued on Page 32, Col. 3

Hope's Whisper

This is a prototype of the Hope Whisper, an electric passenger car that Denmark's Hope Automobil Industri plans to begin mass-producing by the end of 1984 and marketing worldwide soon thereafter.

Uniroyal Canada plans to spend $22 million

KITCHENER, Ont.—Uniroyal, Ltd., has announced capital spending of $22,238,000 to continue the modernization of its plant here to manufacture radial tires.

The project is designed to maintain sales and protect the jobs of 1,900 employes, said Stewart N. Smith, chairman of the firm.

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Olds' Dallas zone gains top spot

DALLAS.—Oldsmobile's Dallas zone has gained the top spot in the U.S. in market penetration, according to R. L. Polk Co.

Polk's report, based on the first six months of 1984, reflects sales throughout the entire zone, which includes Oldsmobile dealerships in East Texas, the southern half of New Mexico and three stores in the Shreveport, La., area. Oldsmobile has 27 zones in the U.S.

The zone's strong showing "was aided by the fact that Oldsmobile is number one in sales and registrations in the metropolitan areas of both Dallas and Fort Worth," said Bill Thompson, zone manager.

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Beckman signs with Cadillac

Jim Beckman, Beckman Chevrolet, signs an agreement to become a Cadillac dealer in Defiance, O. On hand for the signing were, standing from left: Patricia Beckman; F. A. Forton, district sales manager for Cadillac, and Michael Beckman, sales manager for Chevrolet at the dealership.

GMR promotes Hile

WARREN, Mich. — John W. Hile has been appointed assistant head of the General Motors Research Laboratories electronics department. He formerly was a senior staff research engineer in that department.

By Lead Industries Assn.

Development of electric car traced

Continued from Page 22

some of these developments:

In the U. S., 1983 witnessed the delivery to DOE by General Electric Corp. of HTV-1, a hybrid designed to utilize a lead-battery-powered electric motor in conjunction with a four-cylinder gasoline engine.

It is now undergoing testing at the Jet Propulsion Laboratory in Pasadena, Calif., and is said to offer unlimited range owing to the IC option. Other battery types are also being tested in HTV-1.

Field testing and evaluation of various electric vehicles and off-the-shelf and prototype components by DOE site operators (in both public and private sectors) around the country have resulted in the gathering of data that is spurring additional work.

• At present, DOE is planning to install new gelled electrolyte lead acid batteries in a number of site operator electric vehicles for road testing. Gelled electrolyte cells have displayed encouraging performance, cycle life and maintenance characteristics in laboratory tests, LIA said.

Important electric vehicle programs outside the federal DOE program are steadily advancing, the association said. Those of the independent Electric Power Research Institute, Palo Alto, Calif., were cited as prime examples.

A recent private sector initiative has been the formation of Electric Vehicle Development Corp., basically a group of electric utilities that are aggressively promoting electric vehicles in various ways.

One key member of the new organization, Detroit Edison Co., is already operating an electric car service center.

Elsewhere in the world, Hope Automobil Industri A/S, Hadsund, Denmark, plans to begin mass-producing the Hope Whisper by the end of 1984. It is a small electric passenger car with room for two adults in the front, two children in the rear and a reasonable amount of luggage.

The Whisper has demonstrated a range of up to 60 miles on a single eight-hour charge and has attained a top speed of about 48 MPH. Hope said the Whisper can reduce driving costs by two-thirds compared with conventional IC passenger cars.

The company expects to make 2,000 of the vehicles in the first year of production and 10,000 by 1987. Reportedly, the Whisper will be marketed worldwide, with considerable sales expected in the American market. It will be priced at about $6,000.

Hope recently announced an agreement with American interests to ship up to 226,000 of the cars to the U.S. over several years.

In the UK, the Batford Escort electric van is meeting with "predictable" success, LIA said. One was acquired recently by England's Eastern Electricity Board.

With an on-board charger, the Batford Escort cruises at 40-50 MPH, attains a top speed of 60 MPH, and has a range of about 44 miles between charges, LIA said. A number of similar light utility vans are being produced in Britain for the European market.

Meanwhile, Britain's Sinclair Vehicles, Ltd., plans to produce at least 100,000 so-called "electric runabouts" (three-wheelers) beginning in 1985.

Finally, LIA said, "Such formidable European auto industry names as Mercedes-Benz, Peugeot and Alfa Romeo are designing battery-powered cars that are expected to reach the European and/or U.S. markets within the next year or two. So are at least two Japanese auto makers."

ATD BUSINESS MANAGEMENT SEMINAR FOR TRUCK DEALERS PHILADELPHIA, PA. OCTOBER 24-25, 1984

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A DEALER GUIDE TO FEDERAL WAGE-HOUR LAW & EQUAL PAY ACT

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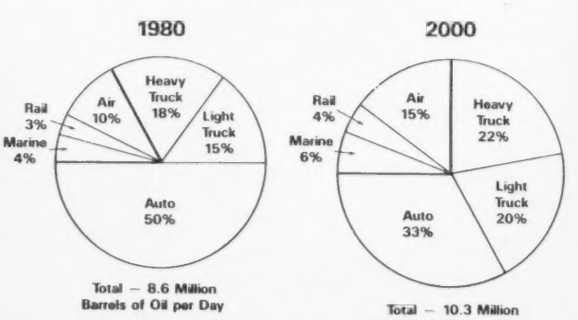
FINAL OSHA RULE ON SERVICING OF SINGLE & MULTI-PIECE RIM WHEELS GUIDE

CONVENTION WORKSHOP TAPES

LIFO AND REPEAL OF MANUFACTURERS EXCISE TAX BULLETIN

LIFO WORKBOOK

Projected Baseline Petroleum Use by Mode



NHTSA denies 4 petitions on possible safety defects

WASHINGTON.—NHTSA has denied four safety defect petitions filed by private citizens.

The first petition asked NHTSA to determine whether 1975-76 Fiat 124 cars contained the same rust defect that led to a manufacturer's recall of 1970-74 models.

The agency said it had received only 10 complaints on the 1975-76 models and concluded that Fiat's improved rust protection after 1974 made a safety defect in later cars unlikely.

A defect proceeding on alleged timing-belt failure in 1981-82 Ford Escort and Mercury Lynx cars was denied by NHTSA.

Although Ford Motor Co. has moved to extend its warranty coverage on the timing belts, has agreed to cover engine repairs associated with timing belt failure and has improved its timing-belt material, NHTSA found that the timing-belt problem did not constitute a safety hazard.

Transaxle lockup, loss of power steering assist, electrical system failures and excessive engine oil consumption were alleged in a third petition involving a 1978 Plymouth Horizon. However, NHTSA ruled that these problems did not constitute likely safety hazards and denied the petition.

The fourth petition asked for an investigation into an alleged defect on 1983-84 Ford F-250 HD pickup trucks.

The petitioner complained that the location of the upper torso restraint would cause a blister on the occupant's neck because of the reel location. NHTSA examined the problem using four adult males of different heights and weights, but observed no interference between the neck and belt.

Automotive News EXTRA

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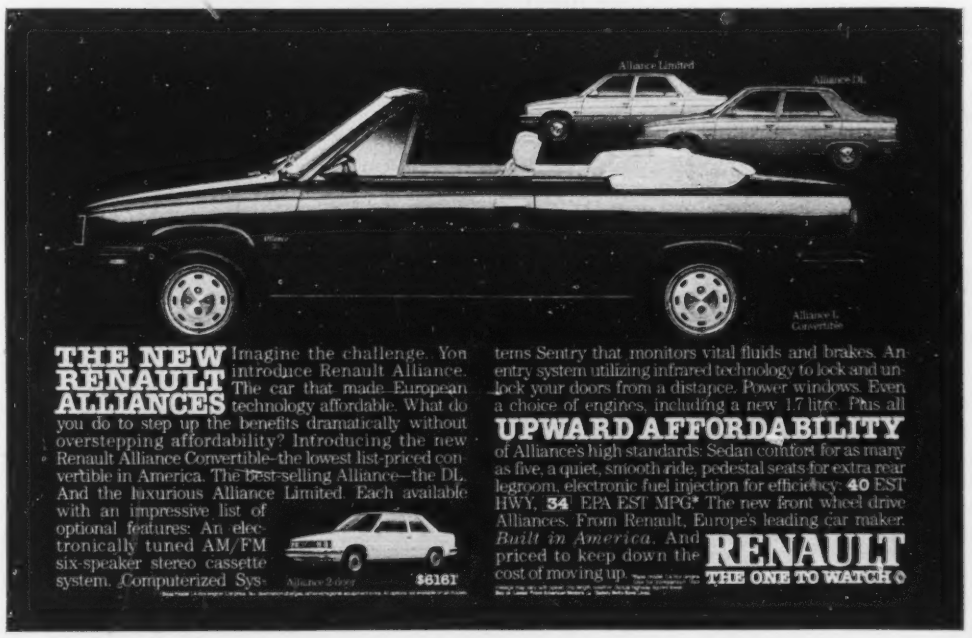
September 24, 1984

MARKETING '85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RENAULT
THE ONE TO WATCH

Auto makers across the board are boosting ad budgets for 1985. Among them: Pontiac, above, story Page E-38; Lincoln-Mercury, upper right, story Page E-26; and Renault, lower right, story Page E-6.

More respect, more bucks

Marketers shed Dangerfield complex

By Joseph Bohn
Marketing Editor

Automotive advertising and marketing have definitely shaken their Rodney Dangerfield complex. They're getting more than the normal amount of respect from companies such as General Motors which are trying to come to grips with marketing in all of its ramifications and complexities.

Moreover, more advertising/promotional dollars are being pumped into various media as the domestic auto industry, particularly, strives to explain its updated products and the new high-tech image that goes with them.

With fewer sales stimulators, like consumer rebates and dealer incentives, required these days, auto companies also have more money to polish their images.

In 1983 the six domestic manufacturers (GM, Ford Motor Co., Chrysler Corp., American Motors, American Honda and Volkswagen) spent a hefty $1.6 million in advertising and promotional expenditures, about $200 million more than the previous year, according to Advertising Age estimates.

As usual, General Motors outspent everybody by pretty wide margins. GM's expenditures jumped 8.2 percent to $595.3 million in 1983.

Most of GM's expenditures rose fairly uniformly in the U. S., except for network TV. It jumped a sharper-than-average amount, reaching $201.4 million from $164.3 million the previous year.

Magazines recorded a modest gain to $89.0 million from $86.1 million in 1982, while newspaper expenditures jumped to $88.6 million from $82.0 million in 1982.

Among car divisions, Chevrolet increased spending to an estimated $178 million from $155 million in 1982, as it staged a strong comeback in the marketplace.

Chevrolet's biggest expenditure, network TV, jumped to $93 million from $76 million the previous year.

Buick outlays were similarly up, reaching $48.6 million in 1983 against $43 million the previous year. There were major increases in magazines (to $10.6 million from $7.9 million) and network TV (to $17.8 million from $13.7 million), according to Ad Age.

Oldsmobile's measured ad spending decreased to $45.5 million from $48 million in 1982. Declines came in every category except network TV which rose to $12 million from $9.6 million.

Pontiac's image-building campaign cost only slightly more—$55 million against $52.8 million in 1982. The largest gain was in spot TV which increased to $10.8 million from $8.9 million the previous year. Network TV dipped to $19.7 million from $20.5 million.

Cadillac ad spending increased slightly to $22.5 million from $21.6 million in 1982.

GM, of course, advertises through a number of other divisions such as the Truck & Bus Group, AC-Delco, Delco Electronics, GM Parts and GMAC.

At Ford Motor Co., Ford Division spent $210.9 million, up 39 percent from the previous year. Measured spending included $148 million on TV, up 38.3 percent. Magazine spending more than doubled to $19 million from $9.2 million, and spot radio dropped to $14.6 million from $17.6 million in 1982.

Lincoln-Mercury, meanwhile, increased spending by 34.5 percent to $74.8 million, TV showed the biggest increase to $53 million, up 33.5 percent. Magazines climbed 30.4 percent to $18 million.

At Chrysler Corp., network TV garnered $84.2 million of the budget, up from $68.2 million in 1982. Magazines grabbed the second-highest, $44.8 million, up sharply from $25.6 million in 1982. Newspapers came in third with $31.8 million compared to $29.6 million the previous year.

Volkswagen made magazines

Continued on Page E-4

U. S. Market Outlook: Composite of Calendar Year Sales Forecasts

(In Millions)

	1984			1985			1986			1987		
	Car	Truck	Total	Car	Truck	Total	Car	Truck	Total	Car	Truck	Total
Davis	10.5	3.9	14.4	10.8	4.5	15.3	11.0	4.7	15.7	10.5	4.3	14.8
Fricke	10.6	3.5	14.1	10.9	3.5	14.4	10.3	3.0	13.3	.....	...	.....
Hammond	10.6	4.2	14.8	10.6	4.3	14.9	10.4	4.2	14.6	.....	...	.....
Healy	10.6	4.0	14.6	10.6	4.1	14.7	9.3	3.6	12.9	.....	...	.....
Heinbach	10.5	4.0	14.5	10.4	4.1	14.6	10.0	4.0	14.0	.....	...	.....
Jouppi	10.7	3.8	14.5	12.0	3.9	15.9	11.6	3.6	15.2	11.7	3.5	15.2
Knight	10.7	3.7	14.4	11.2	4.0	15.2	11.4	4.1	15.5	.....	...	.....
Maher	10.6	4.0	14.6	10.8	4.0	14.8	9.7	3.4	13.1	10.2	3.7	13.9
O'Grady	10.6	3.8	14.4	10.2	3.6	13.8	10.7	3.8	14.5	10.9	4.1	15.0
COMPOSITE	10.6	3.9	14.5	10.8	4.0	14.8	10.5	3.8	14.3	10.8	3.9	14.7

Legend: Arthur G. Davis, Prescott Ball & Turben; Philip Fricke, Goldman Sachs; John Hammond, Data Resources Inc.; David Healy, Drexel Burnham Lambert; Harvey Heinbach, Merrill Lynch Pierce Fenner & Smith Inc.; Arvid Jouppi, Arvid Jouppi Associates, Inc.; Ann Knight, PaineWebber Inc.; John Maher, Citicorp; Thomas O'Grady, Chase Econometrics.

Panel predicts rising sales in 1985

Composite forecast is 10.8 million cars and 4.0 million trucks

By Michelle Krebs
Financial Editor

New vehicle sales in 1984 are turning out better than expected and should be even better in 1985, according to top market analysts and economists surveyed by AUTOMOTIVE NEWS.

After analysts were caught being overly optimistic in their forecasts for 1983, the first year of the upswing, they appeared to play it more conservatively when asked about 1984 new vehicle sales in the U. S. at this time last year. All ultimately updated their 1984 forecasts during the year.

In September last year, estimates made by the panel of analysts and economists averaged out to a 13.8 million vehicle year—10.3 million car and 3.5 million truck sales.

The updated composite for 1984 now stands at 14.5 million —10.6 million cars and 3.9 million trucks.

The analysts say many of the factors that caused 1984 to be better than they anticipated will continue to play a major role in making 1985 an even better year.

For 1985 their composite forecast is for a 14.8 million unit year—10.8 million cars and 4.0 million trucks.

The analysts' forecasts range from a low of 13.8 million total units to 15.9 million. For car sales only, estimates range from 10.2 million to 12.0 million. The lowest estimate for trucks is 3.5 million while the highest is 4.5 million.

The analysts and economists agreed the general economy in 1984 rebounded more than they anticipated.

Perhaps most important, consumer confidence stands at its highest level in years.

"Consumers are feeling better about their employment situation. They are feeling better about committing to four years of monthly payments," said Harvey Heinbach, auto analyst for Merrill Lynch Pierce Fenner & Smith Inc.

Arthur G. Davis, auto analyst for Prescott Ball & Turben, agreed: "They've been employed again and have had time to build reserves."

Interest rates have remained relatively stable, with the ups and downs not seriously impacting monthly payments on car loans, and gasoline prices have dropped.

Davis

Hammond

Healy

Heinbach

Jouppi

Knight

O'Grady

Keller

In addition, the rate of increase in the consumer's income has increased faster than the rate of car price increases, causing the real cost of an automobile to fall, said Philip Fricke, auto analyst for Goldman Sachs.

"The latent demand for automobiles from four years of a depression asserted itself stronger than anticipated," noted Arvid Jouppi, of Detroit's Arvid Jouppi Associates Inc.

Also, a strong truck market contributed to the rebound in the auto industry in 1984 and should continue in 1985.

The success of mini-vans, included in the truck segment, surpassed expectations and has prompted forecasters to up their prediction for future truck sales as more manufacturers enter the mini-van market.

Mini-vans, noted Davis, seem to have created a new niche in the market.

"The real test of mini-vans will be when GM's are on stream," he said. "If there's good market, this vehicle should expand the market as opposed to slowing down traditional truck sales."

Davis added the truck segment seems to be attracting a new kind of buyer. The consumer who previously purchased a high-performance, sporty car has turned to, for example, a four-wheel-drive truck, as the price of sports cars has soared.

Japanese manufacturers, who have been restricted on the number of cars they ship to the U. S., have focused their attention on the truck market.

They have initiated aggressive price promotions on light trucks, making the light-truck segment one of the few places in which there is serious price competition, noted Maryann Keller, a former auto analyst who now is a director for Vilas-Fischer Associates. Inexpensive light trucks have replaced subcompact automobiles as basic transportation, she said.

In addition, the truck segment has benefited from increased capital spending by corporations and small businessmen.

As for 1985, analysts and economists see the trends of 1984 rolling into the next year. They see little to veer the economy from the course charted in 1984—at least for the first half of 1985.

Fricke, of Goldman Sachs, said the consumer will play an even more important role in 1985 than in 1984. For the past two years, the commercial purchase of vehicles for fleets has accounted for the biggest portion of purchases, leaving plenty of room for the individual consumer in 1985.

Consensus of the analysts on voluntary import restraints on Japanese automobiles is that quotas will be lifted—either completely or, at the very least, liberalized substantially. All see the Japanese holding the line on the number of cars they ship to the U. S., since the threat of some kind of local content legislation will continue to loom large over the next year and would only be spurred along if the U. S. market were flooded with Japanese imports.

The analysts see Japanese auto makers shipping 200,000 to 300,000 additional cars to the U. S. next year, increasing Japanese imports to 2.1 million to 2.3 million a year and boosting market share a few percentage points to about 26 percent.

That means, with the addition of more Japanese companies producing cars in the U. S. along with increased imports, the traditional domestic auto companies may not necessarily enjoy the boom of 1985. Analysts predict Ford and, even more so, Chrysler, will be most vulnerable to losing market share to the imports.

Beyond 1985 there is little agreement among the analysts and economists.

Some are placing what they think is an inevitable downturn in the economy as early as the end of 1985, but certainly by 1986.

Others see the boom continuing a couple years beyond next year, though not to the degree of 1985, which all say will be the peak year.

Jouppi contends the simple fact that the American automobile fleet continues to be one of the oldest ever and the fact that baby boomers, growing older and more affluent, will be an even more important force in the market are reasons enough to believe the boom will not end after 1985.

For 1986 the analysts' composite forecast is for a year much like 1984 in numbers—a 14.3 million unit year with cars totaling 10.5 million and trucks at 3.8 million.

Forecasts range from a low of 13.1 million units to a high of 15.7 million total units. For cars the lowest estimate is for 9.3 million with the highest at 11.6 million. For trucks the low end of the range is 3.0 million to a high of 4.7 million.

Only four of the nine analysts and economists surveyed would venture beyond forecasting 1986.

The composite for 1987 was for 14.7 million total units with a composite of 10.8 million cars and 3.9 million trucks. Individual forecasts varied substantially from Maher's 13.9 million total (10.2 million cars and 3.7 million trucks) to Jouppi's 15.2 million total (11.7 million cars and 3.5 million trucks). □

Sales up 17 percent

New-car sales in the U. S. in the first eight months of 1984 numbered 7,185,408, up 17.59 percent from 6,110,701 in 1983. Domestic sales for those eight months were up 24.56 percent, to 5,533,924 from 4,442,778. Imports slipped behind '83 by 0.99 percent, to 1,651,484 from 1,667,923.

Where auto market was in August

	Total Sales	Pct. of Total
SUBCOMPACT	117,804	14.45
COMPACT	147,689	18.12
INTERMEDIATE	180,152	22.10
STANDARD	86,279	10.58
LUXURY	71,545	8.78
IMPORT	211,730	25.97
TOTAL	815,199	100.00

U. S. CAR SALES BY MARKETING UNITS

	August, 1984	August, 1983	8 Mos., 1984	8 Mos., 1983
Chevrolet	118,558	110,203	1,126,953	895,311
Ford	92,832	78,304	861,304	677,686
Oldsmobile	74,022	74,022	773,879	661,099
Buick	74,360	67,101	647,328	555,805
Tuyota	57,556	50,321	378,976	382,629
Pontiac	53,968	43,665	497,289	344,744
Nissan	46,832	47,451	333,262	371,251
Mercury	43,676	33,496	357,022	265,576
Honda	40,236	31,651	341,658	265,606
Dodge	29,000	28,078	278,374	249,149
Plymouth	22,224	23,989	222,816	218,744
Cadillac	26,744	23,013	219,217	192,338
Chrysler/Imperial	27,596	22,359	220,321	172,773
AMC/Renault	18,832	17,285	146,451	152,563
Mazda	15,024	15,071	113,323	118,525
Volkswagen of America	19,104	20,730	194,011	15[illegible],077
Subaru	11,968	14,747	105,615	107,523
Lincoln	12,427	9,362	102,363	65,521
Volvo	7,543	7,225	74,699	63,786
Mercedes-Benz	5,998	6,289	48,867	48,129
BMW	4,283	5,951	46,294	37,733
Mitsubishi	2,755	3,271	24,927	20,305
Saab	2,367	2,118	23,173	18,262
Isuzu	1,842	1,826	11,334	13,705
Jaguar	1,300	1,176	11,503	9,966
Peugeot	1,647	1,144	12,892	9,865
Fiat	.....	.....	.....	5,002
Alfa Romeo	547	237	2,603	2,244
Maserati	175	.....	1,508††	.....
I.A.I.	200†	.....	1,349†	.....
TOTAL	815,199	740,085	7,185,408	6,110,701

†—Estimate ††—7-Months Total.

Chevrolet includes Sprint; Honda includes imports and domestics; VWoA includes all VWs plus Porsche and Audi; Fiat includes Lancia; Dodge includes Colt, Challenger, Vista; Plymouth includes Colt, Challenger and Vista.

IMPORTED CAR SALES

	August, 1984	August, 1983	8 Mos., 1984	8 Mos., 1983
Alfa Romeo	547	237	2,603	2,244
Audi	4,357	4,405	48,193	31,379
BMW	4,283	5,951	46,294	37,733
Chevrolet Sprint	1,583	.....	6,097	.....
Conquest/Challenger	233	1,217	2,779	11,446
Plymouth Colt	2,904	3,559	19,039	22,301
Dodge Colt	3,259	4,036	21,673	25,532
Fiat	.....	.....	.....	4,489
Honda	28,019	25,786	254,147	238,275
I.A.I.	200†	.....	1,349†	.....
Isuzu	1,842	1,826	11,334	13,705
Jaguar	1,300	1,176	11,503	9,966
Lancia	.....	.....	.....	513
Maserati Biturbo	175	.....	1,508††	.....
Mazda	15,024	15,071	113,323	118,525
Mercedes-Benz	5,998	6,289	48,867	48,129
Mitsubishi	2,755	3,271	24,927	20,305
Nissan	46,832	47,451	333,262	371,251
Peugeot	1,647	1,144	12,892	9,865
Porsche	1,439	1,883	14,556	15,239
Renault	1,301	3,452	8,901	19,500
Saab	2,367	2,118	23,173	18,262
Conquest/Sapporo	237	1,093	2,435	9,267
Subaru	11,968	14,747	105,615	107,523
Toyota	57,556	50,321	378,976	382,629
Vista	1,451	3	8,984	3
Volkswagen	6,910	6,864	74,355	51,169
Volvo	7,543	7,225	74,699	63,786
TOTAL	211,730	209.125	1,651,484	1,667,923

†—Estimate ††—7-Months Total.

Ad spending

Continued from Page E-1

their dominant media with $37.9 million compared to $28.6 million the previous year.

Network TV was off slightly with $22.2 million against $23.0 million the previous year. Spot TV jumped to $16.9 million from $17.2 million in 1982.

Newspapers tallied $9.9 million, down from $16.0 million in 1982.

American Motors spending, which soared sharply to $100.8 million, included $51 million for network TV. That was nearly double the $26.0 million AMC spent on network TV in 1982. Magazines stayed about even with $15.6 million against $15.7 million in 1982. Newspapers were $8.3 million against $6.0 million the previous year.

American Honda expenditures included $41.5 million for network TV, up sharply from $29.9 million in 1982. Magazine spending also jumped sharply to $19.9 million from $15.5 million in 1982. Newspapers climbed to $8.0 million from $7.0 million the previous year. □

Import advertising spending continues to increase, though not at the rate it would if there were no Japanese car quotas in the U.S. See story on Page E-38.

Network TV cashes in

Pontiac pours 80 pct. of ad dollars into it

By Joseph Bohn
Marketing Editor

Network TV viewing may be off because of lackluster programming, competition from cable and a surfeit of sporting events—but some Detroit automotive divisions, flush with cash, are pitching more money into it nonetheless.

Pontiac is probably the extreme example of a division spending a disproportionate amount of ad dollars in network TV.

About 80 percent of the General Motors division's dollars are going into the medium. Charlene Curry, Pontiac advertising manager, believes TV's the most effective way to dramatize the sporty/performance "excitement" image Pontiac's seeking to promote.

It might be purely coincidence; but during the late '70s/early '80s Pontiac consistently spent a larger proportion of money in TV than its sister GM divisions—and its sales steadily worsened.

Last year it moved into print with Fiero in a big way, and had a very successful launch and a very good sales year.

Officials, though, are reportedly impatient with how quickly Pontiac's image transformation is going over, and feel TV will do it faster than other media.

It will be interesting to see how Pontiac's ad strategy pays off in terms of sales in '85.

Meanwhile, American Motors plans to become a "more consistent" network advertiser this fall with a solid slate of prime time and sports every week, straight through to January, according to David Kerr, director of advertising and marketing planning.

AMC at least partly is responding to criticism by dealers of its on again/off again TV advertising in the past.

• Detroit is churning out record profits this year. Generally everybody has more money to spend. And they're doing more image-polishing in contrast to the recent recessionary years where they had to focus on hard sell.

So TV, rather than print, which helped carry Detroit through its economic tough times, is getting the nod.

Chevrolet is a biggie that is delaying a lot of print in the fourth quarter. The GM division verbally ordered gatefolds and special units which it is delaying until late in the year or the beginning of 1985.

Chevrolet's delays are partly the result of extended buildout (and later introduction) of some smaller cars for CAFE purposes. Strike concerns may have also been a factor in their delay.

Chevrolet is shifting more money into prime time and ABC's "Monday Night Football," and cutting college football where it's been a traditional leader.

Chevrolet is cutting by half its sponsorsihp of ABC's telecasts of the College Football Assn., according to Lou Schultz, executive vice president and media director at Campbell-Ewald.

Chevy's buy on CBS's college games continues at four 30-second spots and halftime billboard sponsorship, but its dollar investment dropped sharply because the cost of college football time has fallen by over 50 percent.

In cable Chevrolet will have only about 50 percent of the college football investment it had the past several years, when

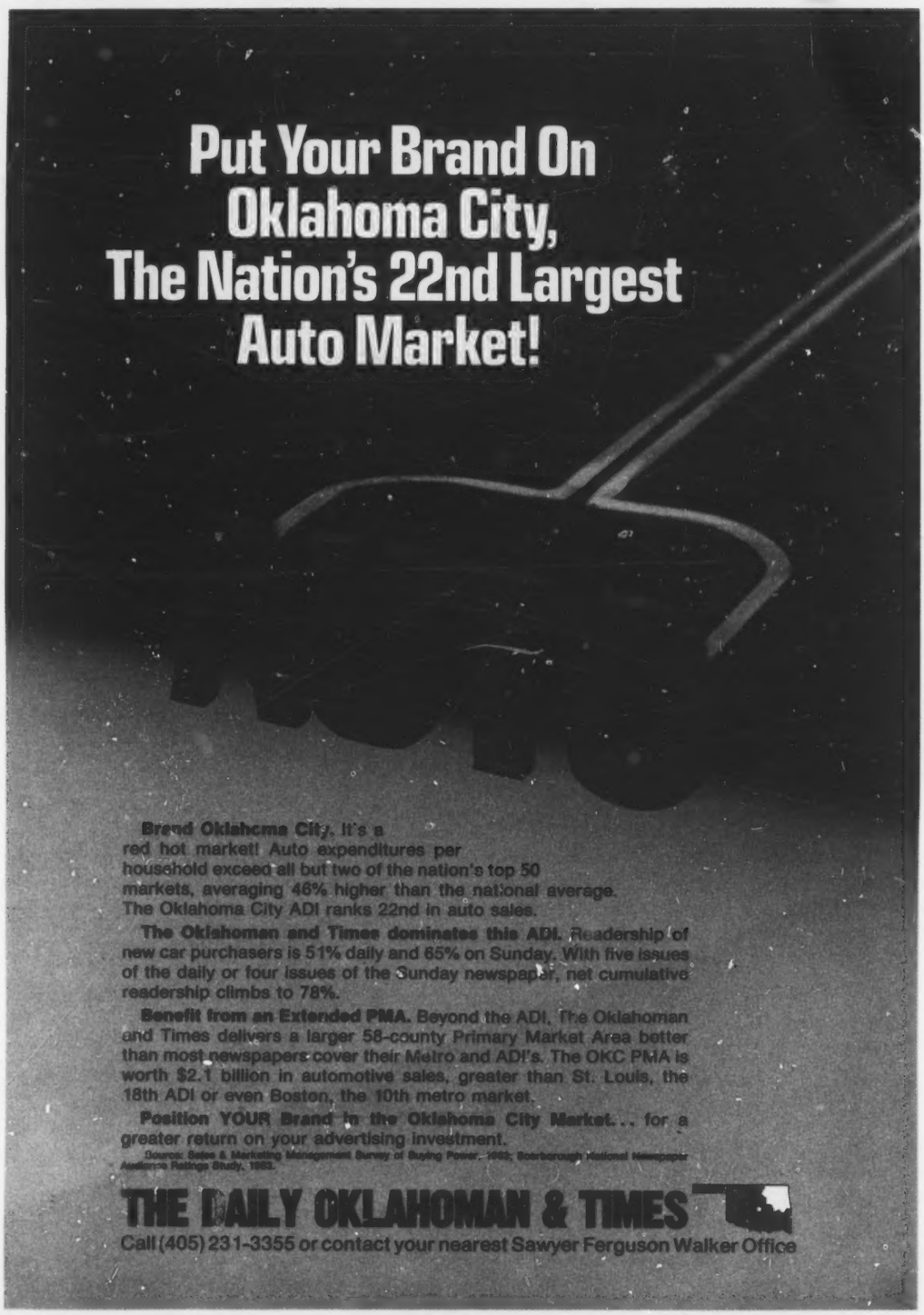
Continued on Page E-12

1983 Factory Advertising Expenditures for Cars and Trucks in U. S.

(thousands of dollars)

	Newspapers	Magazines	Farm pub.	Network TV	Spot TV	Network Radio	Spot Radio	Outdoor	Unmeasured	Total 1983	Total 1982
General Motors	88,578.5	89,020.0	1,740.9	201,350.4	25,678.4	9,410.7	29,079.4	4,183.3	146,087.9	595,129.5	549,000.0
Ford Motor Co.	49,602.6	80,346.3	3,431.3	172,308.1	37,857.4	7,185.6	12,993.1	1,805.9	113,529.7	479,060.0	387,000.0
Chrysler Corp.	31,845.7	44,845.2	716.6	84,193.7	18,626.0	2,858.0	16,651.1	679.3	29,604.5	230,020.1	214,000.0
VW of America	9,947.4	37,902.2	.....	22,177.6	16,921.8	.....	2,984.6	4.3	22,562.1	112,500.0	103,000.0
American Motors	8,314.5	15,644.5	84.2	50,972.3	6,221.7	.....	120.7	1,088.3	18,354.6	100,800.7	78,587.0
American Honda	8,059.4	19,850.4	813.7	41,529.3	10,806.9	2,636.1	11,035.8	2,450.7	18,000.0	115,182.3	94,891.8
INDUSTRY TOTAL	196,348.1	287,608.6	6,786.7	572,531.4	116,112.2	22,090.4	72,864.7	10,211.8	348,138.8	1,632,692.6	1,426,478.8

Expenditures based on Advertising Age estimates.


Put Your Brand On
Oklahoma City,
The Nation's 22nd Largest
Auto Market!
Brand Oklahoma City. It's a red hot market! Auto expenditures per household exceed all but two of the nation's top 50 markets, averaging 46% higher than the national average. The Oklahoma City ADI ranks 22nd in auto sales.
The Oklahoman and Times dominates this ADI. Readership of new car purchasers is 51% daily and 65% on Sunday. With five issues of the daily or four issues of the Sunday newspaper, net cumulative readership climbs to 78%.
Benefit from an Extended PMA. Beyond the ADI, The Oklahoman and Times delivers a larger 58-county Primary Market Area better than most newspapers cover their Metro and ADI's. The OKC PMA is worth $2.1 billion in automotive sales, greater than St. Louis, the 18th ADI or even Boston, the 10th metro market.
Position YOUR Brand in the Oklahoma City Market... for a greater return on your advertising investment.
Source: Sales & Marketing Management Survey of Buying Power, 1983; Scarborough National Newspaper Audience Ratings Study, 1983.
THE DAILY OKLAHOMAN & TIMES
Call (405) 231-3355 or contact your nearest Sawyer Ferguson Walker Office

AMC: Bigger budget, more prime time TV

Variety of new ad programs boosts spending 10 to 15 percent

CJ-7 print ads rely heavily on skillful photography depicting rugged individualists in picturesque outdoor settings and use of a single line of copy: "Only in a Jeep."

By Joseph Bohn
Marketing Editor

SOUTHFIELD, Mich.—American Motors is stepping up advertising spending in '85 with a variety of new programs and a more consistent TV presence.

"We'll be a heavy prime time TV advertiser every week" between September and Christmas, noted David Kerr, director of advertising and marketing planning.

Heavier TV also includes ESPN Saturday night football, plus MTV. Magazine has been increased with a new college program. Meanwhile, AMC is also pumping lots of money into its dealer association co-op program.

All this adds up to a 10 to 15 percent increase in spending, Kerr said.

Generally, price/value are still the themes for Renault Alliance and Encore subcompacts. Jeep ads get a little feistier with more direct head-on comparisons, necessary because of increasing competition in that vehicle segment, Kerr said.

European technology and affordability are still key themes of Alliance. "Renault, the one to watch" is the signoff for all car advertising.

Consistency is important, Kerr noted, because "in the real world, Renault is a brand name that came out of nowhere" and therefore needs constant reinforcement.

One Alliance commercial is an image-builder. It shows the familiar bridge-over-chasm, with Alliance crossing over from high-priced technology to affordability.

A second commercial targets competitors in the under $7,000 class. A fulcrum, with four competitors at one end, tips toward Alliance at the other, as the voiceover says, "All cars under $7,000 are not created equal." Features like long wheelbase and standard electronic fuel injection underscore the point. The price-leader model's $6,161 tag is prominent in ads.

Encore has a sportier orientation. One commercial dramatizes, "You are what you drive" by having a brightly clad individual turning sideways and dissolving into an Encore.

"Imagine yourself as an Encore" says the voiceover, ticking off sales points such as European design, handling and efficiency.

Appealing also to a buyer group composed 40 percent of females, another Encore commercial shows a woman sitting on the floor "playing" with little cars that circle her. "We all play the small car game" when shopping, says the voiceover, listing Encore features.

The sporty Encore GS has been dominating IMSA races in its class, and AMC will tell that story in print that runs in several racing publications.

The new Alliance convertible, with a 10,000-unit first-year sales target, will be folded into multiline ads. Limited volume precludes solo support. AMC will continue to support Fuego in print. The Renault Sportwagon will not receive special creative because of its limited volume.

Jeep ads, except for Grand Wagoneer, all use the "Only in a Jeep" signoff, again to create consistency and reinforcement in an increasingly more competitive market segment.

CJ-7 ads take last year's buffalo commercial a step further. A macho rider gallops atop a buffalo into a sleepy town, sweeping a girl up behind him, riding off down main street and into the hillside, while raucous music blares an upbeat tempo. "There's a feeling you get only in a Jeep" are the only words in this strictly fun-and-excitement emotional appeal.

CJ-7 appears in print as well, with "Only in a Jeep" as the single copy line. Ads rely heavily on skillful photography, such as a rugged individualist shaving in his CJ, against a mountainous waterfall.

This collection of six print ads will be made into a calendar for sale on college campus bookstores, and included in dealer merchandising kits.

Among Jeep models, Cherokee emphasizes the "Only" theme by talking up Cherokee's sweep of 1984 "4WD vehicle of the year" honors from three magazines that create such competition, and other singular points, like its "shift-on-the-fly" capability in its standard full-time 4WD system.

Another commercial takes on Bronco II and Blazer S-10 with reference to Cherokee's higher ground clearance, new turbodiesel engine, five-passenger seating and other characteristics.

The more upscale Wagoneer hits wagon buyers with direct comparisons to Buick Estate Wagon (more luxurious leather interior), Volvo GLC wagon (larger standard engine and better mileage) and Dodge Caravan (more cargo space; four-door design).

Eagle ads continue their security-of-4WD-appeal. One commercial, for example, depicts a mother and daughter driving through rain to a ballet. "Luxury and confidence" are the words in the ad.

Eagle will be promoted regionally in snow belt areas, for example, where it has its big appeal, and with specialized print.

Grand Wagoneer will continue being promoted in print only, with testimonials from outdoor, RV-oriented people such as Brown Cannon Jr., chairman of the Colorado Outward Bound School.

The luxurious "creature comforts" that Grand Wagoneer gives outdoor life are stressed.

From a media standpoint, Ziff-Davis Publishing Co. is doing a 16-page advertorial entitled "Four Wheel Drive Just For the Fun of It" which prominently features Jeeps (and, in passing, acknowledges a few competitors). It features Cherokee, Grand Wagoneer and other models in various settings (beach, hillclimbing). It will run in Car and Driver, Boating, Skiing, Flying and Running magazines.

There are no major shifts in Jeep or Renault media strategy.

Renault kicked off on the U. S. Tennis Open and continues in NFL and other sports and prime time TV.

Nightly news on ABC and NBC has been heavied up.

In print, newsweeklies and special upscale demographic books, like Smithsonian and Omni, are on Renault's list.

Renault also runs in Ampersand, a college publication reaching 150 campuses, and the college Directory of Classes covering 75 schools. There is also a special "spring break" guide for vacationing students that is being specially edited with AMC the only sponsor.

Kerr said Renault has a higher percent of its sales among college students than Ford, Dodge and Honda, for example, and called its new campus effort "an investment in the future."

Overall, Renault's mix is 75 percent TV, 25 percent magazine.

Jeep kicked off Sept. 23 in prime time TV, with NFL football, cable TV (ESPN football, MTV), and other sports on the list. Specialized publications like Four-Wheeler and Off-Road comprise the print.

Overall the media mix is 70 percent TV, 30 percent magazine.

Kerr said AMC is using 77 magazines for Renault and Jeep in fourth-quarter 1984. He added that AMC's co-op program, begun in January, is drawing 90 percent of dealer association's funds. The unique program offers 50/50 co-op money on a year-around basis to associations using either national factory ads or special quarterly-prepared dealer association ads, from AMC's agencies.

Dealer groups can also get 40 percent of their ad costs picked up by using their own agencies.

Saatchi, Saatchi & Compton Advertising handles Jeep and Eagle.

Grey Advertising handles Renault. □

Tent event

Sales of new and used cars at a three-day tent sale sponsored by the Harrisburg (Pa.) Automotive Trade Assn. totaled 1,046. Eighteen dealers participated.

Split-personality state

Demographics reveal 'two' Californias

Stepped-up marketing programs in California by domestic manufacturers are the order of the day. But while Detroit may view the effort as concentrating on a single market, the Golden State is two different segments with differing demographics.

According to J. D. Power & Assoc., there are marked differences between Northern and Southern California, and some manufacturers may be missing the mark by skewing their efforts in one direction or the other.

In a recent newsletter from the Power organization, an update of the firm's California market survey shows "the Southern California market differs more dramatically from the United States as a whole, while Northern California more closely resembles their 49-state counterparts."

Demographics culled from the study reveal that Southern Californians are less home-oriented, more mobile, a little younger, better educated and paid more than those living in Northern California.

In addition to having a median income $2,400 higher than those living in the north, Southern Californians are more likely to be single, with only half the sample indicating they are married. The married percentage is higher in Northern California (62 percent) and compares to 66 percent nationally.

While 71 percent of drivers in the U.S. operate a two- or four-door sedan as their primary vehicle, only slightly more than half of Californians list them as their principal vehicle. Six percent of the state's population own compact pickup trucks compared to 2 percent nationally.

According to Power, "Utilitarian-type vehicles, such as station wagons and standard pickup trucks — which hold an attraction in the more mountainous and rural Northern California—are more frequently owned by automotive consumers in the northern part of the state. In fact, Northern Californians are twice as likely as Southern Californians to use a standard truck for their work and transportation needs (12 percent versus 7 percent)."

As for purchase intent, consumers from both regions in California are joining the shift nationally to four-door sedans, which the Power organization attributes to better design and functional advantages of these vehicles.

Although demand for compact pickups in Southern California will remain fairly stable, 12 percent of Northern Californians indicate that these small trucks figure in their future purchase plans; that's double the current ownership rate of these vehicles in the region. Similarly, in the sports/utility market, demand will more than double over current ownership rates, while demand will stay fairly consistent in Southern California.

"These shifts will have their greatest impact on the standard truck and station wagon segments and demonstrate that compact pickups are being accepted as practical, utility-oriented transportation among Northern Californians," the Power Newsletter states.

The firm said these findings imply there is much more to the Northern California market than the "cosmopolitan San Francisco consumer" and that manufacturers could be missing a bet by focusing primarily on that area than the entire northern half of the state.

"Similar to the country as a whole, the California market should not be viewed as one homogeneous, uniform market. Rather, it is comprised of submarkets with varying needs that should be addressed individually. Manufacturers and advertisers who recognize this will be most successful in reaching the California consumer, particularly the important Southern California market, the newsletter concluded. □

California Demographics

	Total U.S.	Northern California	Southern California
Median age (years)	43.3	42.4	41.1
Percent married	66%	62%	50%
Attended/graduated college	50%	63%	68%
Professional/technical	20%	22%	26%
Median household income (000)	$20.3	$21.9	$24.3

Source: J.D. Power & Assoc.; "California Market Study," 1984.

California Vehicle Ownership/purchase Intent

Present Ownership*

	Total U.S.	Northern California	Southern California
2-door car	40%	33%	39%
4-door car	31	19	21
Station Wagon	10	12	9
Compact pickup	2	6	6
Standard pickup	9	12	7
Sport/utility 4x4	2	3	1

Next Purchase

2-door car	32%	30%	36%
4-door car	33	26	28
Station Wagon	9	6	9
Compact pickup	4	12	7
Standard pickup	6	2	4
Sport/utility 4x4	4	8	2

*Includes all vehicles in household fleet.

Pontiac polishing excitement image

Promotion strategy focuses on 'fun to drive' road vehicles

By Joseph Bohn
Marketing Editor

Pontiac is still polishing its excitement image, and Grand Am is the newest addition to its growing fold of performance-oriented models.

As such, the General Motors division's new coupe gets the bulk of advertising dollars in the fall quarter, according to Charlene Curry, Pontiac ad manager.

Grand Am and Pontiac 6000, followed by some Sunbird and Firebird later in the quarter, are the only ad vehicles for the introductory period.

Parisienne, Grand Prix and Bonneville are being print-supported only, according to current plans; Pontiac 1000 will get only dealer association support, with some help from special factory funding.

Overall Pontiac strategy continues to be promoting its cars as fun-to-drive, exciting road vehicles; officials feel that the motion of TV is the best way to showcase that.

As a result, Pontiac is swinging into about 80 percent TV and 20 percent other media — including magazine, some newspaper, outdoor, spot radio and direct mail.

The magazine list is way down. News weeklies, in fact, were dropped from the introductory schedule — in direct contrast to last year when print spectaculars were used for the very successful launch of the Fiero two-seat coupe.

Curry said one reason for the heavy TV load is, "We are trying to reach as many people with as much impact as possible" and TV action shots best demonstrate the "roadability and handling" of the autos which is Pontiac's main thrust

TV commercials return to the basics. There are no computer graphics or arresting visuals, like last year's road signs used to introduce Fiero.

Instead '85 commercials are what Curry describes as "simple, honest, straightforward," showing cars moving down highways with brief intercuts allowing viewer eye contact with the commercial's drivers.

The Pontiac crest, followed by singers promoting the familiar "We Build Excitement Theme" open and close each commercial.

Curry said Pontiac has been testing the commercials periodically since last November when work on them first began, and the "tests show we're on track."

Overall there are no celebrity spokespeople or other arresting eye-catchers. "We're letting the cars be the stars," she said.

TV includes NFL football sponsorships on CBS and a fairly heavy prime-time weekly series schedule aimed at the baby-boomer target audience.

Asked if baby boomers aren't normally considered the best-educated generation of Americans, given to a fair amount of reading and not overly heavy TV viewing, Curry conceded they are "in the lowest quintile of TV viewers" but that Pontiac's TV was carefully selected to tune into what they do watch.

Spot radio is being used to promote the Haulin' Oates rock concert tour which Pontiac is sponsoring. Pontiac is also looking at MTV for a sponsorship/promotional tie in to the group. ESPN is part of the cable buy.

Golf pro Jack Nicklaus is being used as a celebrity spokesman but only in limited fleet-sale advertising (talking as one businessman to another).

The magazine list has been abbreviated by omitting news weeklies and scaling back monthlies to a list of about 10 or 15 Curry estimated. Generally they are lifestyle-type books such as Skiing, Tennis and Runner's World. Regional (Sunset) and upscale (Metropolitan Home, Money) publications are also part of the Grand Am mix, for example.

"The New Pontiac Grand Am. One step ahead of the competition. Right in sync with your driving needs," says the headline of a double-page spread.

It is heavily geared to the "wants and needs" of the "discriminating individual who can truly appreciate responsive, exciting road machinery."

Ad copy is long on standard features such as special steering, suspension and engine/powertrain components.

"An exciting new driver's coupe from America's Road Car Company," says the headline of a single-page ad for Grand Am. There is no other descriptive copy other than naming the car and citing the theme.

A Grand Prix print ad talks about instrumentation under an "Aren't you glad we use dials? Don't you wish everyone did?" headline. It also touches on suspension and engine responsiveness.

The Pontiac 6000 STE headline dwells heavily on performance improvements with the multi-port injected engine offered in '85, and suspension improvements, as well as key standard features.

The latter ad runs in November issues of buff books.

D'Arcy-MacManus & Masius handles the account. □

Fighting child abuse

Bill Greig, right, Bill Greig Buick, Royal Oak, Mich., congratulates WBC Super Welterweight Champion Thomas Hearns, of Detroit, for his sponsorship of the first annual Thomas Hearns/Metro Automotive Child Abuse Golf Benefit, held in Lake Orion, Mich.

Philadelphia Auto Show: An annual event

Officers of the Automobile Trade Assn. of Greater Philadelphia sign an agreement with Liberty Productions, Inc., to annually produce the Philadelphia Auto Show. Due to the success of its inaugural year, 1984, a decision was made to continue the show as a yearly exposition. Standing, from left, are: J. P. Moore Jr., association treasurer; Daniel H. Polett, auto show chairman, and Bert Parrish, association executive director. Seated are: Robert D. Lilley, left, president and show director, Liberty Productions, and Joseph Reese, association president.

Talent boom

Grads go into sales

ST. LOUIS. — The recession of the early 1980s has resulted in an improved "quality of salespeople, many of them being college graduates," said L. E. Warner, sales manager of Ford Division's Central region.

Because of shakeouts in the computer, oil and energy fields, the personnel supply for dealerships has been "working out marvelously," Warner told Automotive News.

Warner discovered this favorable situation in Dallas, Houston and Kansas City, where he is based. He said that Ford has embarked on "a massive training and hiring program. Professionals are needed in our industry and many of the newcomers are management-type."

Not too many open points exist in his region, said Warner, whose territory spreads from the Canadian border to the Gulf of Mexico encompassing eight states and 1,350 dealers, including district offices here and in Kansas City, Minneapolis-St. Paul, Dallas, Houston and Omaha.

Many of his dealerships now deemphasize duals and are not too anxious to take on other franchises that aren't selling well, he said.

Ford is seeking salespeople because business is booming, Warner said. □

Golden Shovel Award

Ford Motor Co. honored Nari E. Conner, left, secretary-treasurer, and Eric K. Conner, president, Family Ford - Mercury, Boonville, Ind., with the Golden Shovel Award for the dealership's new facilities.

Spending despite quotas

Japanese importers boost ad budgets

By Joseph Bohn
Marketing Editor

Import advertising spending continues to increase, though not at the rate it would if there were no Japanese car quotas in the U. S.

Still, spending among eight importers surveyed by Automotive News jumped to $400.2 million in 1983, up from $376.1 million the previous year.

Magazine spending by the group reached $62.9 million, up from $55.7 million in 1983.

Spot TV still dominated since many of these brands like to pick their markets.

Spot TV reached $107.8 million, up modestly from $114.6 million the previous year.

Network TV also showed a categorical increase, reaching $97.5 million, up from $82.2 million in 1982.

Toyota and Nissan dominate the group with expenditures well in excess of $100 million each. However, the rate of increase for both has slowed down sharply from prior years.

Toyota's outlays were $113.6 million, according to Advertising Age estimates, up just marginally from $111.3 million the previous year.

Nissan, which has been outspending sales volume leader Toyota, had outlays of $122.6 million, up from $117.6 million in 1982, Ad Age estimates.

There were no sharp media shifts among the leaders, except for a big increase in Nissan's network TV to $33.6 million from $23.5 million the previous year.

Toyota magazine was up modestly at $12.4 million compared to $10.9 million in 1982. Nissan magazine jumped to $13.4 million from $12.7 million the previous year.

Spot TV at Toyota of $42.5 million was off from the $44.8 million of 1982; while Nissan escalated its spot TV spending to $37.7 million from $32.7 million in 1982.

Mitsubishi has been coming on strongly since its debut a few years ago. Its expenditures exceeded those of Isuzu last year, and are just behind BMW's and Volvo's.

Look for the Japanese group to become significantly more aggressive in their spending, once quotas get scaled back. □

1983 Direct Media Advertising Expenditures by Major Importers

	Magazine	Network TV	Spot TV	Newspapers	Spot Radio	Network Radio	Outdoor	Unmeasured	Total 1983	Total 1982
Toyota	12,416.4	22,852.5	42,505.9	12,570.7	3,342.8	20.0	2,284.1	17,656.6	113,649.0	111,342.3
Nissan	13,351.9	33,602.9	37,723.6	9,443.6	10,880.6	.....	995.1	16,619.1	122,616.8	117,566.7
Mazda	14,550.5	27,159.7	2,270.7	1,970.6	.....	.....	.....	28,548.5	74,500.0	70,531.4
Subaru	3,291.5	11,593.7	5,148.5	.....	.....	.....	34.0	11,000.0	31,067.7	25,375.4
BMW	6,212.0	1,488.2	3,721.7	17.0	.....	.....	2.9	6,500.0	17,941.8	19,480.3
Volvo	7,450.0	225.3	4,274.5	47.0	.....	.....	3.0	5,500.0	17,499.8	14,265.3
Mitsubishi	3,672.6	.....	9,995.3	.....	.....	.....	.....	2,000.0	15,667.9	7,936.0
Isuzu	1,913.0	589.4	2,176.3	300.0	300.0	.....	13.2	2,000.0	7,291.9	9,600.0
TOTAL	62,857.9	97,511.7	107,816.5	24,348.9	14,523.4	20.0	3,332.3	89,824.2	400,234.9	376,097.4

Toyota, Nissan, Mazda expenditures supplied by Advertising Age. Subaru, BMW, Volvo, Mitsubishi and Isuzu numbers based on Leading National Advertiser raports and Automotive News estimates.

Up 42 pct. to 2,307,582

7-month registrations hit an alltime high

Continued from Page 16

Group 1 count was 625,883.

The increases in this weight group since 1978 reflect the boost in sales of imported compact truck and the entry of a variety of small domestic trucks.

In Group 2, there were 915,242 tallies through July, a gain of 36.7 percent over last year's 669,432. The seven-month record of 1,406,110 was set in 1978.

The Group 3 count soared 168.3 percent to 22,695 units, compared with only 8,460 a year ago. The seven-month total six years ago was 24,430.

Through July, Group 4 trucks totaled 404, an increase of 123.2 percent over last year's 181 units. The 1978 total was 8,021. In Group 5, the Group 5 count was up 305.1 percent to 1,268 units, compared with 313 last year. There were 1,772 tallies in this group at the same time six years ago.

The sharp increase in the popularity of mid-range diesels has caused a vast swing in registrations of Groups 6 and 7 trucks.

• The Group 6 total through July was up 10.4 percent to 25,454 units, compared with 23,049 a year ago. In 1978, however, the count was 78,757, and that was far below the 124,479 units registered in 1973, the year before the first oil crisis had a big impact on the big-truck market.

Group 7 registrations through July totaled 36,386 units, a gain of 32.8 percent over last year's 27,390. In the same period six years ago, the Group 7 count was 20,810.

Seven-month Group 8 tallies were up 69.3 percent to 69,780 units, compared with 41,225 a year ago and 86,899 in 1978. The alltime high for the period was set in 1979, with 98,100 registrations.

New-truck registrations in July totaled 347,025 units, an increase of 34 percent over last year's 258,967. It was the sixth straight month in which the count has topped the 300,000 mark.

Ford increased its lead over Chevrolet by about 4,000 units during the month and was in front at the end of July by more than 30,000 tallies. Both Ford and Chevrolet, however, suffered losses of almost 3 percentage points in their share of total industry registrations.

NEW TRUCK SALES BY MAKE AND GVW CLASS

SEVEN MONTHS, 1984 VS. 1983★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,000-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	July '84	.....	.....	.....	.....	.....	.....	.....	119	119
	July '83	.....	.....	.....	.....	.....	.....	.....	54	54
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	700	700
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	516	516
CHEVROLET	July '84	47,511	42,363	2,503	.....	18	588	906	40	93,929
	July '83	42,756	32,994	2,527	.....	20	505	671	42	79,515
	Year to Date '84	323,208	285,353	21,837	.....	129	3,137	4,793	315	638,772
	Year to Date '83	269,589	212,424	8,232	.....	149	2,701	3,725	274	497,094
(Memo Units) #	July '84	32,817	18,443	.....	.....	.....	.....	.....	.....	51,260
	July '83	28,431	14,377	.....	.....	.....	.....	.....	.....	42,808
	Year to Date '84	221,564	117,022	.....	.....	.....	.....	.....	.....	338,586
	Year to Date '83	183,480	88,245	.....	.....	.....	.....	.....	.....	271,725
DODGE	July '84	24,716	11,886	.....	.....	.....	.....	.....	.....	36,602
	July '83	11,690	9,130	.....	.....	.....	.....	.....	.....	20,820
	Year to Date '84	160,522	80,810	.....	.....	.....	.....	.....	.....	241,332
	Year to Date '83	85,997	58,588	.....	.....	.....	.....	.....	.....	144,585
(Memo Units) #	July '84	18,645	7,714	.....	.....	.....	.....	.....	.....	26,359
	July '83	8,150	7,110	.....	.....	.....	.....	.....	.....	15,260
	Year to Date '84	115,426	50,865	.....	.....	.....	.....	.....	.....	166,291
	Year to Date '83	53,749	42,172	.....	.....	.....	.....	.....	.....	95,921
FORD	July '84	27,805	65,282	.....	.....	.....	1,043	2,482	1,324	97,936
	July '83	32,481	48,505	.....	.....	.....	1,316	1,653	703	84,658
	Year to Date '84	186,218	454,323	.....	.....	.....	7,032	14,483	6,725	668,781
	Year to Date '83	188,865	309,180	.....	.....	.....	5,673	10,507	4,296	518,521
(Memo Units) #	July '84	27,724	20,972	.....	.....	.....	.....	.....	.....	48,696
	July '83	25,781	18,421	.....	.....	.....	.....	.....	.....	44,202
	Year to Date '84	182,536	148,367	.....	.....	.....	.....	.....	.....	331,403
	Year to Date '83	144,833	119,755	.....	.....	.....	.....	.....	.....	264,588
FREIGHTLINER	July '84	.....	.....	.....	.....	.....	.....	.....	1,227	1,227
	July '83	.....	.....	.....	.....	.....	.....	.....	908	908
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	8,485	8,485
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	5,864	5,864
GMC	July '84	11,410	11,774	109	.....	153	796	1,206	1,305	26,453
	July '83	9,962	10,179	98	.....	23	447	633	528	21,870
	Year to Date '84	75,488	78,296	739	.....	1,139	3,022	7,385	6,937	173,006
	Year to Date '83	60,884	66,840	228	.....	159	3,016	5,114	3,511	139,752
(Memo Units) #	July '84	7,215	4,483	.....	.....	.....	.....	.....	.....	11,698
	July '83	6,231	4,657	.....	.....	.....	.....	.....	.....	10,888
	Year to Date '84	46,631	28,650	.....	.....	.....	.....	.....	.....	75,281
	Year to Date '83	37,327	27,580	.....	.....	.....	.....	.....	.....	64,907
INTERNATIONAL	July '84	.....	.....	.....	.....	.....	1,872	1,244	2,627	5,743
	July '83	.....	.....	.....	.....	.....	1,800	1,024	1,598	4,422
	Year to Date '84	.....	.....	.....	.....	.....	9,564	8,153	15,950	33,667
	Year to Date '83	.....	.....	.....	.....	.....	9,489	6,332	10,493	26,314
JEEP	July '84	10,482	1,427	.....	.....	.....	.....	.....	.....	11,909
	July '83	3,172	2,036	.....	.....	.....	.....	.....	.....	5,208
	Year to Date '84	68,468	11,953	.....	.....	.....	.....	.....	.....	80,421
	Year to Date '83	23,014	15,424	.....	.....	.....	.....	.....	.....	38,438
(Memo Units) #	July '84	10,482	1,214	.....	.....	.....	.....	.....	.....	11,696
	July '83	3,172	1,778	.....	.....	.....	.....	.....	.....	4,950
	Year to Date '84	68,468	9,882	.....	.....	.....	.....	.....	.....	78,350
	Year to Date '83	23,014	12,910	.....	.....	.....	.....	.....	.....	35,924
KENWORTH	July '84	.....	.....	.....	.....	.....	.....	.....	1,035	1,035
	July '83	.....	.....	.....	.....	.....	.....	.....	592	592
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	7,568	7,568
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	3,662	3,662
MACK	July '84	.....	.....	.....	.....	.....	345	67	1,947	2,360
	July '83	.....	.....	.....	.....	.....	180	75	990	1,245
	Year to Date '84	.....	.....	.....	.....	.....	1,927	328	10,973	13,228
	Year to Date '83	.....	.....	.....	.....	.....	1,172	572	6,638	8,382
MERCEDES-BENZ	July '84	.....	.....	.....	.....	.....	130	130	.....	260
	July '83	.....	.....	.....	.....	.....	145	92	.....	237
	Year to Date '84	.....	.....	.....	.....	.....	735	442	.....	1,177
	Year to Date '83	.....	.....	.....	.....	.....	998	517	.....	1,515
PETERBILT	July '84	.....	.....	.....	.....	.....	.....	.....	1,136	1,136
	July '83	.....	.....	.....	.....	.....	.....	.....	528	528
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	7,011	7,011
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	3,723	3,723
PLYMOUTH	July '84	7,300	5	.....	.....	.....	.....	.....	.....	7,305
	July '83	361	401	.....	.....	.....	.....	.....	.....	762
	Year to Date '84	46,595	101	.....	.....	.....	.....	.....	.....	46,696
	Year to Date '83	2,956	2,574	.....	.....	.....	.....	.....	.....	5,530
VOLVO	July '84	.....	.....	.....	.....	.....	.....	131	58	189
	July '83	.....	.....	.....	.....	.....	.....	78	38	116
	Year to Date '84	.....	.....	.....	.....	.....	.....	732	338	1,070
	Year to Date '83	.....	.....	.....	.....	.....	.....	481	344	825
WESTERN STAR	July '84	.....	.....	.....	.....	.....	.....	.....	52	52
	July '83	.....	.....	.....	.....	.....	.....	.....	25	25
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	308	308
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	170	170
WHITE	July '84	.....	.....	.....	.....	.....	.....	.....	465	465
	July '83	.....	.....	.....	.....	.....	.....	.....	170	170
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	3,865	3,865
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	1,234	1,234
MISCELLANEOUS*	July '84	59,308	791	24	75	.....	8	24	75	60,305
	July '83	36,921	770	.....	32	.....	.....	15	99	37,837
	Year to Date '84	375,854	4,406	119	404	.....	37	70	605	381,495
	Year to Date '83	222,653	4,402	.....	181	5	.....	142	500	227,883
TOTALS	July '84	188,532	133,528	2,636	75	171	4,483	6,190	11,410	347,025
	July '83	137,343	104,015	2,625	32	43	4,393	4,241	6,275	258,967
	Year to Date '84	1,236,353	915,242	22,695	404	1,268	25,454	36,386	69,780	2,307,582
	Year to Date '83	853,958	669,432	8,460	181	313	23,049	27,390	41,225	1,624,008

★—New York and Oklahoma for 1984 are compiled from manufacturers' sales records; no Louisiana registrations, July, 1984; no Oklahoma registrations, 1983.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Index of highway roughness proposed as world standard

ANN ARBOR, Mich. — University of Michigan researchers have developed a standard index of road roughness and propose that it be adopted worldwide to aid highway engineers in designing and managing road systems.

A standard index offers an international language to discuss road problems, experiments and advancements, and a base of information for managing and funding of road systems, said Thomas Gillespie, research scientist with the U-M Transportation Research Institute.

Gillespie and fellow researcher Michael Sayers wrote a manual for the World Bank describing how the standard index could be measured and applied in different countries. The World Bank lends money to less-developed countries for road construction.

The index itself is based on an 18-point scale. Very smooth roads and airport runways fall into the lowest ranges; roads without potholes or corrugations fall into the 2-3 range.

As roads deteriorate, developing occasional potholes and depressions, the values increase to 5. As roughness gets much above this level, drivers begin to decrease their normal travel speed. Very rough and deeply rutted roads, often found in developing countries, reach the top of the scale.

"Accuracy, simplicity, workability, practicality—those were the virtues we sought in developing the index," said Gillespie.

"Road-builders in Kenya or India must be able to use the index, just as in developed countries, and without having to send their raw data to Washington or Paris or Ann Arbor for computer processing."

He said rough roads increase transportation costs through increased fuel consumption, wear and tear on tires and suspensions, cargo damage and accidents. Researchers have reported losses in fuel consumption of up to 30 percent on rough roads, he said.

He also said road-roughness studies could help auto manufacturers develop better durability test tracks to imitate certain road surfaces.

Gillespie said many roads in the northern U.S., with its harsh winters, fall in the 3-5 range on the value scale—pavement is in the early stages of deterioration, marred by some patches or potholes. Roads in the South are smoother.

"Road roughness receives a high priority from highway officials throughout the U.S.," he said, "because road surface is one of the qualities by which the public judges the job being done by the highway departments, so they are sensitive to that issue."

The U.S. spends about $12 billion annually for highway maintenance, according to the U.S. Department of Transportation. Each state, though, has its own roughness code.

"Progress is impeded whenever we all have different sets of units," Gillespie said.

Braman buys deal in Denver area

DENVER. — Norman Braman, who holds 21 automobile franchises in the Miami area, has purchased Bob Hagestad Porsche-Audi in suburban Lakewood. The business will be called Prestige Porsche-Audi.

Braman said the 74 employes of the Porsche-Audi dealership will be retained, with John Hitt continuing as general manager.

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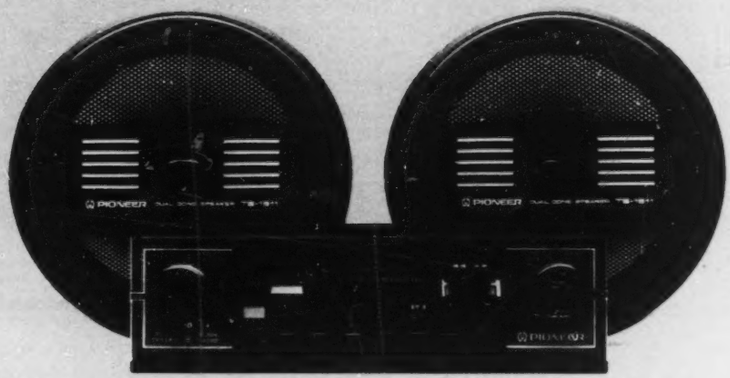

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IMPORT SALES BY MODEL

	August, 1984	August, 1983	8 Mos., 1984	8 Mos., 1983
Alfa Romeo	547	237	2,603	2,244
Audi	4,357	4,517	48,193	31,956
4000	572	1,176	9,302	8,022
4000d	.....	44	.....	878
4000S	414	.....	1,612	.....
4000S Quattro	356	.....	2,866	.....
5000S	2,357	2,335	27,870	12,970
5000S turbo gas	346	172	3,888	2,700
5000d/td	.....	351	.....	4,081
Quattro	5	3	49	229
Coupe	307	320	2,606	2,307
Tourist	.....	116	.....	769
BMW	4,283	5,951	46,294	37,733
318/320	1,508	3,561	21,576	21,552
325	1,049	.....	7,995	.....
528/533	1,013	1,644	9,735	10,794
633CSI	153	245	1,852	1,718
733	560	501	5,136	3,669
Chevrolet Sprint	1,583	.....	6,097	.....
Chrysler/Mitsubishi	8,084	9,908	54,910	68,549
Colt (Dodge/Plymouth)	6,163	7,595	40,712	47,833
Conquest/Sapporo/Challenger	470	2,310	5,214	20,713
Vista (Dodge/Plymouth)	1,415	3	8,984	3
Fiat	.....	338	.....	4,832
Honda	28,019	25,786	254,147	238,275
Civic	11,131	10,892	89,849	95,308
Civic CRX	3,706	.....	27,371	.....
Accord	8,040	9,990	89,914	120,399
Prelude	5,142	4,904	47,013	22,568
I.A.I.	116	.....	1,266	.....
Bertone	46	.....	425	.....
Pininfarina	70	.....	841	.....
Isuzu	1,842	1,826	11,334	13,706
I-Mark	701	643	2,915	9,357
Impulse	1,141	1,183	8,419	4,349
Jaguar	1,300	1,176	11,503	9,966
XJ6	997	994	9,385	8,285
XJS	303	182	2,118	1,681
Lancia	.....	29	21	540
Maserati Biturbo	175	.....	.....	.....
Mazda	15,024	15,071	113,323	118,525
GLC	4,022	4,620	30,150	36,338
626	6,606	5,737	47,332	45,734
RX-7	4,396	4,714	35,841	36,453
Mercedes-Benz	5,998	6,289	48,867	48,129
190D	358	.....	3,963	.....
190E	1,612	.....	9,261	.....
240D	.....	997	21	9,036
300D	1,223	1,676	10,558	12,595
300CD	91	202	1,039	1,321
300TD	165	231	1,583	1,832
300SD	940	1,815	9,445	12,483
380SE	432	.....	3,843	.....
500SEL	317	455	2,423	3,423
380SL/SLC	763	752	5,663	6,209
500SEC	97	161	1,074	1,230
Mitsubishi	2,755	3,271	24,927	20,305
Starion	344	590	4,463	4,053
Cordia	1,115	1,274	10,375	7,824
Tredia	1,296	1,407	10,089	8,428
Nissan	46,832	47,451	333,262	371,251
Sentra/210	19,555	19,356	134,254	149,818
Pulsar/310	3,394	5,540	25,036	44,682
Stanza	4,750	6,837	30,407	46,818
Maxima	4,497	5,597	43,293	49,023
200SX	7,109	2,741	43,878	25,410
300ZX/280ZX	7,171	6,989	51,916	51,909
Hawaii	356	391	4,476	3,591
Peugeot	1,647	1,144	12,892	9,865
Porsche	1,439	1,883	14,556	15,239
944	981	1,327	9,111	9,215
911SC	291	394	3,240	3,942
928	167	162	1,612	1,794
Renault	1,301	3,452	8,901	19,500
LeCar	.....	699	.....	10,548
18i	422	1,364	2,201	3,949
Fuego	879	1,389	6,700	9,106
Subaru	11,968	14,747	105,615	107,523
Toyota	57,556	50,321	378,976	382,629
Starlet	1	396	259	5,585
Corolla	16,878	11,735	108,678	98,059
Tercel	10,951	13,416	67,988	107,936
Celica	9,133	13,141	60,796	86,077
Supra	3,206	1,452	20,268	18,756
Camry	8,599	5,514	62,359	31,980
Cressida	3,886	3,767	23,508	27,290
Land Cruiser	579	408	2,380	3,250
VanWagon	2,818	.....	23,849	.....
4Runner SR5	981	.....	3,512	.....
Hawaii	524	492	5,378	3,696
Volkswagen	6,910	6,864	74,355	51,180
Rabbit Convertible	740	909	8,824	7,115
Jetta	2,137	1,529	27,626	13,393
Vanagon	1,046	1,182	13,515	9,906
Quantum	1,544	1,885	11,803	11,557
Scirocco	1,443	1,359	12,587	9,209
Volvo	7,543	7,225	74,699	63,788
DL	2,887	3,579	34,151	31,930
GL	1,950	1,118	20,234	11,215
GLT Turbo	794	1,304	7,167	9,478
GLE	.....	5	.....	209
DL/GL	528	309	3,229	3,521
Coupe	.....	.....	.....	12
760 V-6	270	692	3,125	4,941
760 TurboDiesel	335	191	2,332	1,525
760 GT	717	.....	3,268	.....
Tourist	62	9	1,193	967
TOTAL IMPORTS	211,730	209,125	1,649,394	1,667,923

Ableson named manager of Pontiac G-car plant

PONTIAC.—Donald W. Ableson has been named manager of Pontiac's G-car assembly plant.

Ableson came to Pontiac three years ago to coordinate construction of the Fiero plant and implementation of the Fiero program.

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factories list auction dates

American Motors

Sept. 25—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

Sept. 26—Southern Auto Auction, East Windsor, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Central States Auto Auction, Mason City, Ia.

Sept. 27—Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 28—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Sept. 26—Brasher's Southern California Auto Auction, Fontana, Calif.

Sept. 27—Aptco Auto Auction, Taylor, Mich., and Nashville Auto Auction, Nashville, Tenn.

General Motors

Sept. 25—Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 27—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Chrysler Corp.

Sept. 25—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 26—Minneapolis Auto Auction, Plymouth, Minn., and Butler Auto Auction, Gibsonia, Pa.

Sept. 27—Indianapolis Auto Auction, Indianapolis, Ind., and Golden Gate Auto Auction, Fremont, Calif.

Sept. 28—Concord Auto Auction, Acton, Mass.

Used Car Sales
Auction Averages

September to date	$4,202
Month ago	$5,316
Year ago	$5,197

Model breakdown
Auction Averages

	SEPTEMBER TO DATE	AUGUST 1984	JULY 1984
1984	$9,851	$9,848	$11,772
1983	7,248	7,926	7,793
1982	5,654	5,978	6,759
1981	4,946	5,230	5,681
1980	3,849	4,494	4,222
1979	3,193	3,632	4,100
1978	2,291	2,551	2,644
1977	2,028	1,997	2,114
Overall Average	$4,802	$5,316	$ 5,560

NHTSA crashes of Tercel, Prelude have good results

WASHINGTON. — Results from the last six 1984 models crashed by NHTSA for comparative occupant protection purposes found the Honda Prelude and the Toyota Tercel showing spectacularly good head and chest results. But two other Japanese cars—the Isuzu Impulse and the Mitsubishi Tredia—produced disappointing readings.

A Head Injury Criteria (HIC) of 1000 is acceptable in the 35-MPH barrier crash (one-third greater force than testing for compliance with the occupant protection standard).

NHTSA reported that the Honda Prelude coupe, weighing 2,780 pounds, achieved a HIC of 659 for the driver dummy and a HIC of 475 for the passenger dummy.

Using 60 Gs as acceptable chest deceleration, NHTSA reported the Prelude's results as 43 for driver and 31 for passenger. The forces on the femurs also clocked in very low.

The '84 Toyota Tercel four-door hatchback also did very well. Its HIC numbers were 658 and 492 for driver and passenger, respectively. The chest decelerations were 43 and 41 Gs for driver and passenger.

The Isuzu Impulse coupe had low chest Gs—46 and 49 for driver and passenger, respectively—but the HIC numbers were uncomfortably high—1769 for driver and 2454 for passenger.

The Mitsubishi Tredia exceeded acceptable levels on three of the four dummy readings: HICs of 1314 for driver and 1521 for passenger; 87 for driver chest Gs and 57 for passenger chest Gs.

The '84 Renault Alliance four-door sedan has a driver dummy HIC of 940 and data failure for the passenger side. Chest Gs were 55 and 42 for driver and passenger respectively.

The '84 Ford Mustang convertible produced these numbers: 894 HIC for driver and 1112 for passenger; 55 Gs for driver chest and 38 Gs for passenger chest.

NHTSA also reported on one crash conducted on a 1985 model—the Buick Park Avenue four-door. The data was consistently worse for the driver than for the passenger. NHTSA reported HIC of 1550 and 662 for driver and passenger, respectively and 50 Gs and 37 Gs for driver and passenger chest deceleration, respectively.

All vehicles were also tested to criteria of Standard 212 (windshield retention) and Standard 301 (fuel tank integrity). Despite the higher crash speed, all vehicles passed except the Ford convertible, on which the windshield loosened.

Honda dealer group names Krause president

LOS ANGELES.—The Honda Automobile Dealers Assn. of Southern California has elected Bill Krause, Bill Krause Honda, Los Angeles, president.

Treasurer is Steve May, Majestic Pontiac-Honda, Los Angeles. Other board members are: Bob Auth, Kaiser Brothers, Los Angeles; Lathrop Hoffman, Sierra Autocars, Monrovia; Guy Martin, Guy Martin Honda, Woodland Hills; Bob Quaid, Quaid Imports, Riverside, and Harry Sacks, Midway Honda-GMC, Fontana.

133,242 cars scheduled for week, but total is 'iffy'

Strike muddles production picture

By Louise Kertesz
Detroit Reporter

Estimates of U.S. auto production last week were shaky because of the General Motors strike.

Targeted production at GM was based on the assumption that a quick settlement could be reached.

When a tentative agreement was reached early Friday, GM set about getting its plants back to work. At presstime, only the Fiero plant in Pontiac was scheduled to work last Friday (Sept. 21). It was called back for the second shift and was also slated to work Saturday (Sept. 22).

Auto makers slated assembly of 133,242 cars last week, a decrease of 13.14 percent from the previous week's three-month high of 153,406. Last week's production was also 13.04 percent lower than the year-ago week's 153,234.

So far this year, 5,748,573 cars have been built, 20.77 percent more than the 4,759,830 assembled last year at this time.

Last week's expected production by company was as follows: GM, 48.30 percent; Ford Motor Co., 27.40 percent; Chrysler Corp., 18.24 percent; American Motors, 3.60 percent; Honda, 2.10 percent, and Volkswagen of America, 0.36 percent.

Saturday overtime was scheduled at Ford's Edison (N.J.), Kansas City and St. Louis facilities.

GM announced last week that its Tarrytown (N.Y.) plant will be down until Dec. 11 for conversion to A-car production. It had been building Citation X-cars.

Chrysler's Jefferson (Detroit) plant also worked two eight-hour overtime shifts Saturday.

A walkout by trim department workers at American Motors' Kenosha (Wis.) plant last Tuesday resulted in a production shortfall of about 200 vehicles.

The company's revised estimate for last week was 4,600 units.

AMC buys Canadian site for new assembly plant

By Richard Johnson
Detroit Reporter

American Motors has agreed to purchase roughly 250 acres in Brampton, Ont., as the site of an assembly plant that will turn out a new AMC/Renault mid-size car for the North American market in 1987.

The land, which is located about five miles from the company's existing Brampton assembly plant, was acquired by AMC from Bramalea, Ltd., of Toronto. AMC also purchased an option on another 100 acres.

AMC had earlier sought to buy a nearly 300-acre parcel owned by Bramalea, but ran into local opposition because 100 acres would have needed rezoning from agricultural to industrial use.

AMC accepted the developer's offer of an alternative parcel designated entirely for industrial development.

The new site has also drawn criticism from residents living west of the proposed factory grounds. However, an AMC spokesman said the company has successfully dealt with the opposition and said the project is "pretty well on track." A local public hearing on the proposal was slated for late last week.

Development of the site is due to begin Oct. 1 and the structure is scheduled to be completed by mid-1986. In June, AMC announced a total investment of $764 million (Canadian) in the new facility.

Company officials last week declined to state the purchase price of the land.

The Canadian federal and Ontario provincial governments will invest up to $121 million (Canadian) in the Brampton facility on a 50-50 basis, and will be reimbursed through royalties on each new car sold.

The remainder of the investment comes from AMC; from Renault, which owns about 46 percent of American Motors, and Canadian bank loans.

The facility is expected to employ 1,800 new workers and some 1,200 from the existing Brampton plant, where AMC now builds the Eagle. An estimated 4,200 jobs will be generated at supplier parts facilities.

AMC/Renault plans to build 150,000 cars a year when the new Brampton plant opens in the summer of 1987. The Eagle plant produces about 30,000 units a year.

AMC Chairman Paul Tippett has said the company will not build the Renault R-25 intermediate at the Brampton plant because of the time needed to convert the hatchback for the U.S. market.

He recently said that a new mid-size, front-wheel drive sedan designed by Renault with AMC input is currently in the works for the new assembly plant.

Truck production drops 8 pct. to 61,069 for week

The General Motors strike slowed the strong pace of domestic truck production, though it continues well above last year's.

Makers expected to complete 61,069 trucks last week, down 8.28 percent from the previous week's 66,582, but 15.42 percent higher than the year-ago week's 52,908.

Working Saturday were Ford Motor Co.'s Lorain (O.) plant and American Motors' Cherokee and Wagoneer lines in Toledo.

Car output jumps 24 pct. in Canada; GM, Ford gain

Canadian car production last week was up 24.75 percent over the previous week.

Return to normal work schedules after model changeover at General Motors and resumption of production at Ford Motor Co.'s Oakville (Ont.) facility contributed to the increase. The Oakville plant was down due to a shortage of engines.

Makers targeted completion of 19,953 cars last week, compared with the previous week's 15,995. Production was 9.94 percent better than the year-ago week's 18,149.

Year-to-date, 775,893 cars have been built, up 11.8 percent over 695,933 last year.

Last week's slated assembly of 18,104 trucks was 2.78 percent above the previous week's 17,615 and 45.27 percent higher than the year-ago week's 12,462.

This year, 588,062 trucks have been built, a 54.93 percent increase over the 379,575 completed at this time last year.

Chrysler Corp. built 2,358 Plymouth Voyagers, 2,346 Dodge Caravans and 936 Mini Ram Vans at its Windsor (Ont.) facility last week. The total of T-115s assembled this year is now 164,046.

CANADIAN CAR PRODUCTION

	Week Ended Sept. 22, 1984	Week Ended Sept. 24 1983	Week Ended Sept. 15 1984	Sept. to Date	Jan. 1 to Sept. 24 1983	Jan. 1 to Sept. 22, 1984
AMERICAN MOTORS	600	600	610	1,698	20,666	16,363
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FORD MOTOR	6,720	6,028	5,233	19,214	188,029	312,099
GENERAL MOTORS	12,408	11,296	9,927	30,090	376,146	439,870
VOLVO	225	225	225	629	7,235	7,561
Total Cars, Canada	19,953	18,149	15,995	51,631	695,933	775,893

TRUCK PRODUCTION IN U.S.†

	Week Ended Sept. 22, 1984	Week Ended Sept. 24, 1983	Week Ended Sept. 15 1984	Sept. to Date	Jan. 1 to Sept. 24, 1983	Jan. 1 to Sept. 22, 1984
CHEVROLET	18,175	16,834	20,025	54,633	576,895	731,572
DODGE	4,200	2,687	5,066	13,581	99,993	150,093
FORD	25,606	21,913	25,932	72,386	649,141	858,361
GMC	4,422	5,915	7,070	17,172	185,616	236,206
INTERNATIONAL	1,566	1,174	1,478	4,309	36,310	55,270
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	4,050	2,666	3,932	10,699	62,838	136,730
NISSAN	2,000	669	2,029	5,543	3,574	69,202
AM GENERAL	50*	50*	50*	140	1,820	1,910
MISCELLANEOUS	1,000*	1,000*	1,000*	2,800	36,400	38,000
Total Trucks, U.S.	61,069	52,908	66,582	181,243	1,654,666	2,277,344

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 22, 1984	Week Ended Sept. 24, 1983	Week Ended Sept. 15 1984	Sept. to Date	Jan. 1 to Sept. 24, 1983	Jan. 1 to Sept. 22, 1984
CHRYSLER CORP.	8,292	2,767	8,150	23,136	91,801	260,391
FORD MOTOR	3,344	3,556	3,262	9,021	98,895	110,881
GENERAL MOTORS	6,248	6,010	5,986	17,459	184,870	210,846
INTERNATIONAL	220	129	217	611	4,009	5,944
Total Trucks, Canada	18,104	12,462	17,615	50,227	379,575	588,062
N. American Trucks	79,173	65,370	84,197	231,470	2,034,241	2,865,406

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U.S. CAR PRODUCTION

	Week Ended Sept. 22, 1984	Week Ended Sept. 24 1983	Week Ended Sept. 15 1984	Sept. to Date	Jan. 1 to Sept. 24 1983	Jan. 1 to Sept. 22, 1984
AMERICAN MOTORS	4,800	5,030	4,771	13,478	133,613	145,187
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	5,030	4,771	13,478	129,542	145,187
Alliance	3,200	3,429	3,000	8,744	115,091	81,396
Encore	1,600	1,601	1,771	4,734	14,451	63,791
CHRYSLER CORP.	24,300	19,692	25,279	61,266	621,574	889,908
Plymouth Total	8,200	6,701	8,493	14,842	222,662	266,851
Horizon	3,300	2,890	3,792	6,453	83,239	115,904
Reliant	3,600	3,679	3,416	6,065	135,788	125,399
Caravelle	1,000	104	876	1,667	3,578	10,059
Gran Fury	300	28	409	657	57	15,489
Chrysler Total	7,100	5,360	7,615	20,842	149,151	293,664
LeBaron	1,800	1,758	1,870	5,067	62,838	85,668
Laser	1,200	806	1,225	3,311	5,301	51,631
New Yorker/E-Class	1,500	2,285	1,426	4,145	80,532	70,291
Fifth Avenue	2,600	511	3,094	8,319	480	86,074
Dodge Total	9,000	7,631	9,171	25,582	249,761	329,393
Omni	2,800	2,770	3,490	9,301	91,656	108,936
Aries	3,100	2,679	2,707	7,800	101,227	99,757
Daytona	1,000	797	943	2,705	3,934	38,535
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,500	1,308	1,244	3,714	34,403	55,124
Diplomat	600	77	787	2,062	63	27,041
FORD MOTOR	36,508	36,359	37,344	102,350	1,084,965	1,277,430
Ford Division	24,437	24,098	24,920	69,430	693,662	828,609
Escort	7,007	8,267	7,471	20,246	194,406	252,490
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	2,919	2,119	2,158	6,916	81,272	99,339
LTD	5,457	4,151	5,846	16,049	123,503	162,354
Thunderbird	2,105	3,047	2,890	7,635	139,141	108,157
Crown Victoria	2,008	2,379	2,002	5,390	67,975	60,310
EXP	1,105	.....	1,301	3,283	1,184	28,604
Tempo	3,836	4,135	3,252	9,911	62,453	117,355
L-M Division	12,071	12,261	12,424	32,740	391,303	448,821
Mercury Total	9,183	9,596	9,557	26,094	309,710	327,964
Lynx	1,596	2,067	1,664	4,583	55,298	50,803
Capri	281	692	244	688	17,320	11,869
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,352	1,503	2,187	6,165	52,697	84,605
Cougar	1,751	2,402	2,593	11,119	89,610	81,984
Grand Marquis	2,192	1,871	2,181	5,867	68,729	68,046
LN7	.....	.....	.....	.....	290	.....
Topaz	1,011	1,061	688	2,226	17,105	30,657
Lincoln Total	2,888	2,665	2,867	6,826	81,593	120,857
Continental	530	.....	522	1,249	8,793	27,386
Lincoln	2,048	2,665	2,031	4,837	52,609	73,078
Mark VI/VII	310	.....	314	740	28,191	20,393
GENERAL MOTORS	64,354	88,865	83,204	208,379	2,820,170	3,281,466
Buick Division	18,314	20,242	18,189	52,319	640,072	723,225
Skylark	3,280	4,044	2,651	8,282	76,741	78,579
Skyhawk	1,980	1,266	1,955	5,449	52,174	104,805
Somerset Regal	1,500	.....	1,119	1,916	.....	4,917
Century	4,815	4,325	3,795	12,283	117,769	164,289
Regal	2,061	4,569	2,432	6,610	179,748	140,759
LeSabre/Electra (rwd)	3,094	4,872	3,605	9,828	177,574	153,004
Riviera	624	1,166	903	2,401	36,066	37,259
Electra (fwd)	960	.....	1,729	4,300	.....	39,613
Cadillac Division	.....	6,193	7,188	12,730	219,864	236,842
Cimarron	.....	493	436	718	14,695	12,581
Seville	.....	724	585	1,149	25,162	27,623
Eldorado	.....	1,359	1,305	2,561	54,461	55,202
Cadillac	.....	3,617	1,430	2,204	125,596	90,219
DeVille (fwd)	.....	.....	3,432	6,098	.....	51,217
Chevrolet Division	28,104	29,397	28,447	79,377	918,638	1,136,417
Chevette	2,868	4,770	3,412	8,657	138,212	136,957
Cavalier	5,092	6,474	9,366	25,874	215,541	308,855
Celebrity	5,007	3,067	4,562	13,496	97,147	212,947
Camaro	2,562	4,519	2,876	7,758	138,675	185,025
Citation	3,046	1,866	2,202	7,818	73,207	84,999
Malibu/El Camino	488	591	374	1,272	100,885	18,202
Monte Carlo	1,370	3,299	1,319	3,220	75,769	79,018
Chevrolet	3,191	4,122	3,840	9,907	60,608	85,597
Corvette	480	689	496	1,375	18,594	24,817
Oldsmobile Division	5,502	22,105	17,979	33,593	744,493	788,351
Omega	.....	1,083	.....	.....	43,048	29,289
Firenza	1,505	893	1,439	4,123	34,399	52,641
Cutlass Supreme	.....	6,577	4,826	7,437	219,429	192,424
Cutlass Ciera	.....	5,607	2,810	3,542	153,053	188,389
88/98 (rwd)	2,400	7,076	4,490	8,055	264,396	238,741
Olds 98 (fwd)	.....	.....	2,583	4,914	.....	49,043
Calais	1,597	.....	1,141	4,161	.....	5,679
Toronado	.....	869	690	1,361	30,168	32,145
Pontiac Division	12,434	10,928	11,401	30,360	297,103	396,631
Acadian†	.....	39	46	170	15,762	11,435
2000 Sunbird	2,786	2,980	3,069	8,155	76,480	107,987
1000	544	693	836	1,929	33,588	29,765
Firebird	1,479	2,727	1,527	4,253	68,535	86,122
Phoenix	.....	464	.....	.....	19,611	14,116
Grand Prix/Bonneville	.....	1,894	.....	.....	73,370	29,733
Parisienne	3,582	867	2,313	5,895	4,978	24,674
Fiero	2,640	1,264	2,567	7,135	4,779	89,550
Grand Am	1,403	.....	1,043	2,823	.....	3,249
HONDA	2,800	1,031	2,539	7,631	32,707	97,870
VOLKSWAGEN	480	2,257	269	876	66,801	56,712
Total Cars, U.S.	133,242	153,234	153,406	393,980	4,759,830	5,748,573
Total Cars, Canada	19,953	18,149	15,995	51,631	695,933	775,893
N. American Cars	153,195	171,383	169,401	445,611	5,455,763	6,524,466
N. American Trucks	79,173	65,370	84,197	231,470	2,034,241	2,865,406
North American Cars and Trucks	232,368	236,753	253,598	677,081	7,490,004	9,389,872

†—All Acadians are built for sale in Canada. *—Estimated.

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Automotive News

October 1, 1984

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Chrysler tags $9.5 billion for series of new models

By Dan McCosh
Detroit Reporter

Chrysler Corp.'s plan to increase capital spending to $9.5 billion over the next five years, a $1.5-billion increase over its plans just a year ago, includes an accelerated new-car program that means introducing a new car every six months.

The ambitious program means replacing all its domestically built cars between 1984 and 1988 model years, plus filling out its product line to span the subcompact to full-size range.

Chrysler's domestically built new-car plans, compiled from various sources, include:

1. 1986½—Introduction of the P-car, replacing the current L-body Omni/Horizon.

Described as "upscale" (higher-priced) from the car it replaces, it is designed to integrate the basic K-body floorpan and use compatible components, hence reduce production costs compared with the unique L-body with its imported engine.

2. 1987—Introduction of the J-body series.

Described as a "Cordoba-like" two-door specialty intermediate, the J-body is a sleek, aerostyled car based on the 1985 H-body platform. It will be launched as a convertible and a coupe. This is a departure from the recent industry practice of modifying an existing line for a convertible.

3. 1987½—Introduction of the C-body. Chrysler's answer to Ford's Taurus program due in 1986, the C-body will be a four-door sedan taking over the current rear-drive M-body slot, thus becoming Chrysler's largest sedan.

4. 1988—Introduction of a new K-body. Chrysler's bread-and-butter compact, reskinned in the 1985 model year, gets a major rework.

• In addition to Chrysler's domestic plans, it anticipates additional niches to be filled with various overseas projects.

A recent tieup with Maserati is expected to result in two high-priced specialty cars, with a two-seat, mid-engine Chrysler-powered car anticipated in about the 1987 model year.

Mitsubishi's Japanese affiliate, Mitsubishi Motors Corp., is still waffling on plans for a U. S.-built small car, but Chrysler still anticipates a new small car from that source to be priced lower than the P-body.

Chrysler also is negotiating with Korea's Samsung Group, which could supply it with its lowest-priced small car, sometime after 1987.

Chrysler's car/truck hybrid minivan is expected to add a "stretched" derivative when it goes into produtcion at a second plant in 1986.

Another major truck program is the new N-body minitruck due in 1986, which will be followed by a rework of Chrysler's "standard" pickups and van bodies, and likely a 4WD utility vehicle to compete with Ford, Chevrolet and AMC products.

The product plans demonstrate Chrysler's effort to reduce cannibalization of its own product lines to a minimum.

The M-body won't be offered in either a two-door version or

Continued on Page 50, Col. 4

UAW urges members to approve GM pact

By Marjorie Sorge
Labor Editor

ST. LOUIS. — The UAW's 300-member GM Council last week overwhelmingly recommended that the union's new three-year tentative agreement with General Motors be sent to the membership for ratification.

UAW President Owen Bieber, who called the pact an historic, good and excellent agreement, said the ratification process would be over by Oct. 14. He said he is confident the agreement will be ratified.

"It's the first contract of its kind that talks not only current protection but protection for the future as well," Bieber said.

While the ratification process continues at GM, the union will return to Ford soon and pick up talks which were put on the back burner when GM was picked as the target company about three weeks ago. Bieber said he expects Ford to follow the pattern with a little tailoring.

Following completion of the Ford and GM negotiations, Bieber said he expects to approach Chrysler about reopening its pact which expires Oct. 15, 1985.

Contract highlights and analysis on Page 3.

Chrysler Chairman Lee Iacocca, while not totally closing the door to talking with the union, indicated he does not approve of the idea.

The GM Council met with the union's GM leaders here last week for about 6½ hours of explanation before recommending the contract. One of the most challenging portions to explain

Continued on Page 50, Col. 1

Chrysler Corp.'s newest

Chrysler LeBaron GTS to debut

A five-passenger car on a 103-inch wheelbase, the new Chrysler LeBaron GTS is available with fuel-injected 2.2-liter 4-cylinder engine or turbocharged option. Story, other pictures on Page 32.

New Dodge touring sedan for '85

Dodge's version of the Chrysler Corp. H-body is the Lancer, a sporty four-door hatchback with luxury features. It will go on sale Jan. 3. Instrument panel has space-age look and added emphasis has been given to ride comfort and handling. Story, other pictures on Page 28.

Plymouth Caravelle joins the lineup

Plymouth has introduced a new nameplate to its lineup for 1985—the top-of-the-line Caravelle SE, a six-passenger, front-wheel-drive family car. Built on a 103.1-inch wheelbase, the four-door sedan is powered by a 2.2-liter (135-CID) electronic-fuel-injected engine. A base Caravelle will be introduced later in the model year. Story, other pictures on Page 33.

breaking news

Dedeurwaerder named AMC chief executive

SOUTHFIELD, Mich.—President Jose J. Dedeurwaerder, 51, has been elected chief executive officer of American Motors. He succeeds Paul Tippett, 51, who continues as chairman. Tippett also will serve as chairman of the executive committee of the board. Dedeurwaerder has been AMC president and chief operating officer since January, 1982.

Nissan to join two-seater club

TOKYO.—Nissan plans to introduce a sporty two-seater in the U. S. probably in 1987. The car is targeted for the $5,000 to $6,000 price range and is expected to attract young buyers.

Court prods NHTSA on tire grading

WASHINGTON.—NHTSA's proposed schedule for reinstating treadwear grading under the Uniform Tire Quality Grading standard is too dilatory, the U. S. Court of Appeals for the District of Columbia Circuit has ruled. The agency has until Oct. 11 to either reinstate the old requirements at once or submit to the court an accelerated schedule.

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First Yugo to arrive in U. S. next spring

Bricklin inks $100 million contract

By John Russell
New York Staff Writer

NEW YORK. — A $100 million contract has been signed by Bricklin Industries and Zavodi Crvena Zastava, Yugoslavian manufacturer of the Yugo 55, and the cars are expected to arrive in the U. S. next spring.

According to an announcement made by Malcolm Bricklin, chairman of Bricklin Industries, which will be importing the cars, initial plans call for importing 35,000 cars in the first year.

In a prepared statement, Bricklin said the cars are undergoing testing to satisfy federal safety and emissions requirements, and he plans to market the car with a base price of $3,990.

Anthony Ciminera, senior vice president for Bricklin, recently returned from the factory. He told Automotive News hundreds of changes have been made to the Yugo 55 to make it conform to U. S. regulations and market demands.

The first cars to arrive will

Continued on Page 46, Col. 4

In new $7-billion contract

Both GM, UAW get what they want

General Motors and the UAW walked away from the bargaining table this year with a $7 billion contract that gave both what they wanted.

GM is ensured of keeping its strategic plan of becoming more competitive worldwide. The UAW gets job security for its workers without destroying the company's competitiveness and has set itself as a model for other unions to follow.

News Analysis

On the face of it, $7 billion seems like a lot of money. But the agreement allows GM to improve productivity at least 5 percent in each of the three years of the contract, which is more than is usually allowed.

It increases labor costs by about 8 percent in the first year and six percent in each of the last two, raising the cost per hour from the current $22.95 to about $25.86.

Speculation had been that GM would try and buy off the union to gain unlimited outsourcing abilities or avoid a job security program for all its 350,000 UAW-represented workers.

It didn't happen.

The wage increases are moderate. Instead, the company and the union negotiated a six-year, $1-billion-plus job-security program which is the crux of the contract.

• Its basis is a "job bank," whereby laid-off workers earn their normal wages and benefits while being trained for other jobs at GM or outside the company.

One source said suppliers could be encouraged to take some of the retrained people if GM cannot place them. That would be a last resort. It is not yet known if those workers would be expected to be paid GM wages and benefits if they relocated in a supplier firm, the source said.

Some have worried that the $1 billion would not last the entire six years, but one source said GM has nothing planned in the next year to 18 months that would make much of a dent in that fund.

Also included in the pact is a golden handshake early-retirement program. Workers will be paid from $10,000 to $55,000 to give up their seniority rights. This is to encourage early retirement and pave the way for new hiring.

Normal early-retirement benefits also were increased.

It may seem like GM gave away the store. It didn't. Its major goal is to be more competitive in the world market. That isn't done by simply reducing or maintaining labor costs.

• GM is hoping many of its workers will opt for early retirement. About 40,000 will be eligible for early retirement over the three years of the contract.

GM is planning to spend between $6 billion and $7 billion per year for the foreseeable future to improve its plants and build more vehicles per hour. Often, new equipment and new technology mean fewer jobs.

GM is getting what it wants: Improved productivity in an attempt to become competitive with the Japanese by 1986. But it has proved it can do it in a humane way, not by casting aside its workers.

There also are other productivity improvements. The plants are allowed to create innovative wage agreements to become more competitive. The contract asks that management and union locals at each plant look into reducing the number of non-skilled wage rates and classifications, and that they work toward programs in which workers earn more money by learning more jobs.

Allowing the plants to make these moves also reduces the union's needs for limits on outsourcing. GM agreed to consult the UAW when it is contemplating outsourcing that would affect 25 or more jobs. The old agreement required notification if 100 jobs were affected. Under the new plan, those at each plant have a freer hand to make it more competitive and perhaps stop the outsourcing.

• Workers have a say in their future. GM, of course, must be careful to not abuse the new system.

In addition, GM and the UAW set up a $100-million fund to create new businesses to place the retrained workers. Under the GM reorganization, divisions can create subsidiary companies which are not part of the corporation but belong solely to a division. This could be one area of investment.

In addition, it would almost assure that the UAW would be the bargaining agent for these new companies.

GM also has made substantial investments in robotics and computer firms to advance its reorganization and diversify its

Continued on Page 8, Col. 4

GM says it intends to spend more in U. S.

By Marjorie Sorge
Labor Editor

General Motors' long-term strategy is to remain a U.S. corporation, with a major portion of its facilities, people, spending and assembly capacity in this country, the company told the union in this round of negotiations.

In a letter that is part of the new tentative agreement, GM told the UAW it is "dedicated to achieving a competitive posture within a framework that contributes to the job security of its employes." The UAW has feared that GM has been moving to outsource numerous components and cut its workforce substantially.

While the new agreement does not prohibit GM from doing either, it does give the union more say in GM's outsourcing plans and provides job security through job-bank programs, in which laid-off workers are retrained for new work, either inside or outside the corporation.

GM told the UAW it intends to increase spending in the U.S. Those expenditures include:

1. The GM-10 scheduled for 1988. It is a replacement for the A-cars (Celebrity, 6000, etc.) and rear-wheel-drive G-cars (Cutlass Supreme, etc.) and will include seven assembly plants. The investment will be close to $7 billion.

2. The new 1986 E and K offering (Eldorado, Toronado, Seville, Riviera), the 1987 H (replacing LeSabre and Eighty-eight) and the GM-25 replacement for the X-cars (Citation, Phoenix) in 1986 also will be built in the U.S.

3. The Baltimore plant, which is now building the new mid-size M-van, will reach capacity of 175,000 units in 1985.

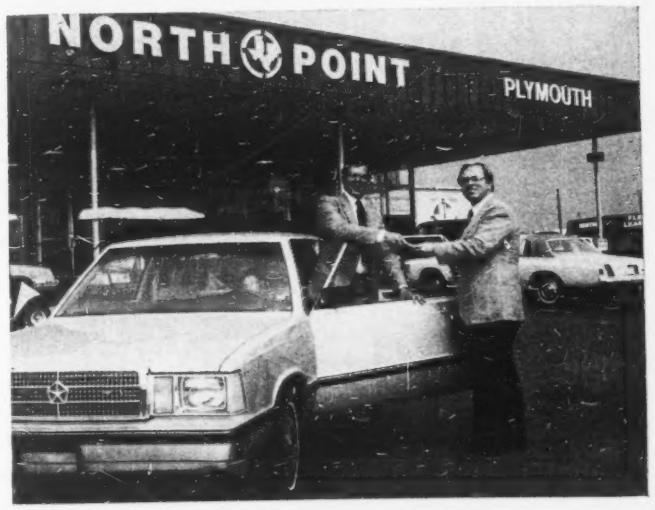
4. An investment of more than $2 billion in a new regular-size pickup, to be introduced in the fall of 1986. That project will employ more than 11,700 UAW members.

5. Investments in the production of multipoint fuel injection, direct-fire ignition systems and on-board computers for cars; the conversion of a diesel-engine facility to produce a new, high technology gasoline engine.

6. The Saturn project, which is a joint GM/UAW program to build a new small car from the ground up. GM promised to build it in the U.S. in the late 1980s.

In the letter, GM praised the UAW for its efforts to improve operational effectiveness. That helped GM make the commitment to invest more money in the U.S., the company said. Over the last five years, it has spent more than $24 billion in the U.S., representing more than 70 percent of GM's worldwide expenditures during this period.

Under the job security program, many workers will be retrained for jobs in the new facilities.



No complaints about Mexican K-cars

Buddy Hill, right, manager of North Point Chrysler-Plymouth, Houston, and Jack Sherman, sales manager, report that in the first eight months of selling Mexican-built K cars they have not received a single complaint from U. S. owners. Jerome B. York, director general of Chrysler de Mexico, announced recently that 3,000 '84 K-cars have been received by dealers in the U. S.

UAW-GM Contract Highlights

WAGES/ECONOMICS

The economic gains could be worth more than $13,000 to each of GM's 350,000 workers over the three-year agreement—$8,730 in wages, COLA, bonuses and $180 one-time-only payment; $3,000 in profit sharing and $1,500 in perfect attendance awards.

• One general raise of 9 to 50 cents per hour in the first year of the pact depending on straight-time rate.

• Performance bonuses of 2.25 percent of the previous year's straight-time earnings including COLA in the second and third years of the contract (estimated at $725 in October, 1985, and $750 in October, 1986, assuming 5 percent inflation).

• $2.99 of the current $3.04 COLA float folded into the base wage raising the hourly rate of a major assembler from $9.63 an hour to $12.82 (including the general wage increase of 20 cents). COLA is now figured on one cent increase for every 0.26 percentage point rise in the U. S. Consumer Price Index instead of the combined U. S. - Canadian CPI.

Of the COLA, 13 cents is diverted over the three-year life of the agreement (one cent in each of the first nine quarters and two cents in each of the last two) to help GM pay for benefits. Consequently, GM gets back about $91 million.

• Profit sharing continues and is expected to produce about $1,000 a year for the average worker. Profit sharing will be treated as wages under the UAW's dues structure.

• A one-time-only across-the-board $180 special payment for seniority workers and those laid off or on leave of absence but returning to work prior to Sept. 14, 1985. Also treated as income in the union's dues structure.

• A $50 payment in each quarter for perfect attendance and a $300 reward for perfect attendance for the entire year. This could result in an annual payment of $500 for workers with perfect attendance. Those with perfect attendance in three of the four quarters will get a special award of $150.

JOB SECURITY

• A $1 billion GM-paid Job Opportunity Bank (JOB) Security Program to pay the wages and benefits of workers laid off because of new technology, outsourcing, negotiated productivity improvements, some movement of work and production consolidation. Those workers are to be retrained and placed in new jobs at GM.

• If the JOB becomes too full, workers may be eligible for special programs. Those aged 55 to 61 with 10 or more

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60th year — No. 5042

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To put auto showrooms within the reach of more people

Ford develops satellite dealerships

By Richard Johnson
Detroit Reporter

The satellite dealer network being strung together by Ford Division may not be the wave of the future, but it could become an important complement to full-line retailers, according to company officials.

Secondary outlets are regarded by Ford as a means of putting automobile showrooms within reach of more potential customers. Although the jury is still out on the effectiveness of satellites, Ford is encouraged.

"Some of our research indicates some very tangible reasons for us to be optimistic," said Philip Novell, Ford Division general sales manager.

Satellites are fundamentally scaled-down sales offices placed in geographic areas which cannot support a complete-line dealership. The secondary stores are situated primarily in rural areas and are owned and operated by dealers based in adjacent small towns.

Ford also has five stores in large shopping malls, and satellites may someday be a marketing tool in dense urban areas where square footage is at a premium.

According to Novell, the satellite concept enables the company to maintain service in areas where dealers have closed, attract new customers not otherwise exposed to Ford products and possibly pave the way for eventual opening of a full-line store.

The division currently has 88 satellite dealerships around the

Continued on Page 24, Col. 1

DOMESTIC SALES

	Sept. 11-20, 1984	Sept. 11-20, 1983
Renault Alliance/Encore	3,890†	3,680†
AMC	400†	920†
AMERICAN MOTORS	4,290†	4,600†
Chrysler	10,350	7,341
Imperial	.....	10
Plymouth	7,508	5,954
Dodge	10,395	8,126
CHRYSLER CORP.	28,253	21,431
Ford	39,882	26,916
Mercury	17,132	11,675
Lincoln	3,611	3,329
FORD MOTOR CO.	60,625	41,920
Buick	25,105	18,885
Cadillac	9,331	7,874
Chevrolet	42,810	31,080
Oldsmobile	23,696	22,121
Pontiac	18,066	12,679
GENERAL MOTORS	119,008	92,639
VOLKSWAGEN	1,881	2,312
HONDA	4,790	1,874
U. S. INDUSTRY TOTAL	218,847	164,776

†—Estimate

Deliveries total 218,847, up 33 pct. over '83

Domestic-car sales strong in mid-September

By Roger Rowand
Engineering Editor

Domestic car sales are closing out the warm-weather selling season with strong performances in almost every corner. They climbed a robust 32.81 percent in the Sept. 11-20 period to total 218,847 units versus 164,776 units a year earlier.

Only American Motors and Volkswagen showed declines in sales of domestic cars.

It was the industry's best mid-September performance since 1979 when 228,100 units were sold.

There were nine selling days in this year's period compared with eight days a year before.

Chevrolet Cavalier continued to reign as the nation's hottest domestic property with sales of 13,650 units. It was followed by Ford Escort with 11,036, Chevrolet Celebrity with 6,964 and Oldsmobile Cutlass Supreme with 6,783. Standard Chevrolet filled out the list of the five top-selling nameplates with 6,502 units delivered at retail.

Honda, with sales of 4,790 compared with 1,874 last year had the biggest percentage gain in the period, 155.60 percent.

The most recent daily selling rate averaged 24,316 cars for nine days, 18.06 percent ahead of the daily rate of 20,597 for eight days in the similar 1983 period.

Chrysler Corp. sales of 28,253 were up 31.83 percent from 21,431 last year (up 17.17 percent daily rate). General Motors sales were up 28.46 percent to 119,008 from 92,639 (up 14.19 percent daily sales rate).

Ford Motor Co.'s sales of 60,625 domestic cars were 44.62 percent ahead of the 41,920 sold a year before. Ford's daily selling rate was 28.55 percent above that in the 1983 10-day span.

• American Motors saw its dealers deliver 4,290 new cars, down 6.74 percent from 4,600 (down 17.04 daily rate).

Honda dealers sold 4,790 cars this year versus 1,874 in the similar 1983 period (plus 127.35 percent daily rate).

Volkswagen sales in the 10 days totaled 1,881 compared with 2,312 a year before, a fall-off of 18.64 percent (daily rate off 27.68 percent).

Ford Motor's performance earned it a share-of-market increase to 27.70 percent from 25.44 a year before. GM's share eased to 54.38 percent from 56.22 while Chrysler's inched lower to 12.91 percent from 13.01 percent.

Honda's share of market climbed to 2.19 percent from 1.14 percent last year.

Volkswagen's share dipped to 0.86 percent from 1.40 percent, and AMC's share slid to 1.96 percent from 2.79 percent.

Sales tallies for the various domestic makes showed percentage increases for Plymouth of 26.10; Chrysler, 41.01, and Dodge, 27.92.

For Ford the gain was 48.17 percent while it was 46.74 percent for Mercury and 8.47 percent for Lincoln.

At GM, Buick's percentage gain in the period was 32.94, Cadillac's 18.50, Chevrolet's 37.74, Oldsmobile's 7.12 and Pontiac's 42.50.

AMC (Eagle) was down 56.52 percent, and Renault was up 5.71 percent.

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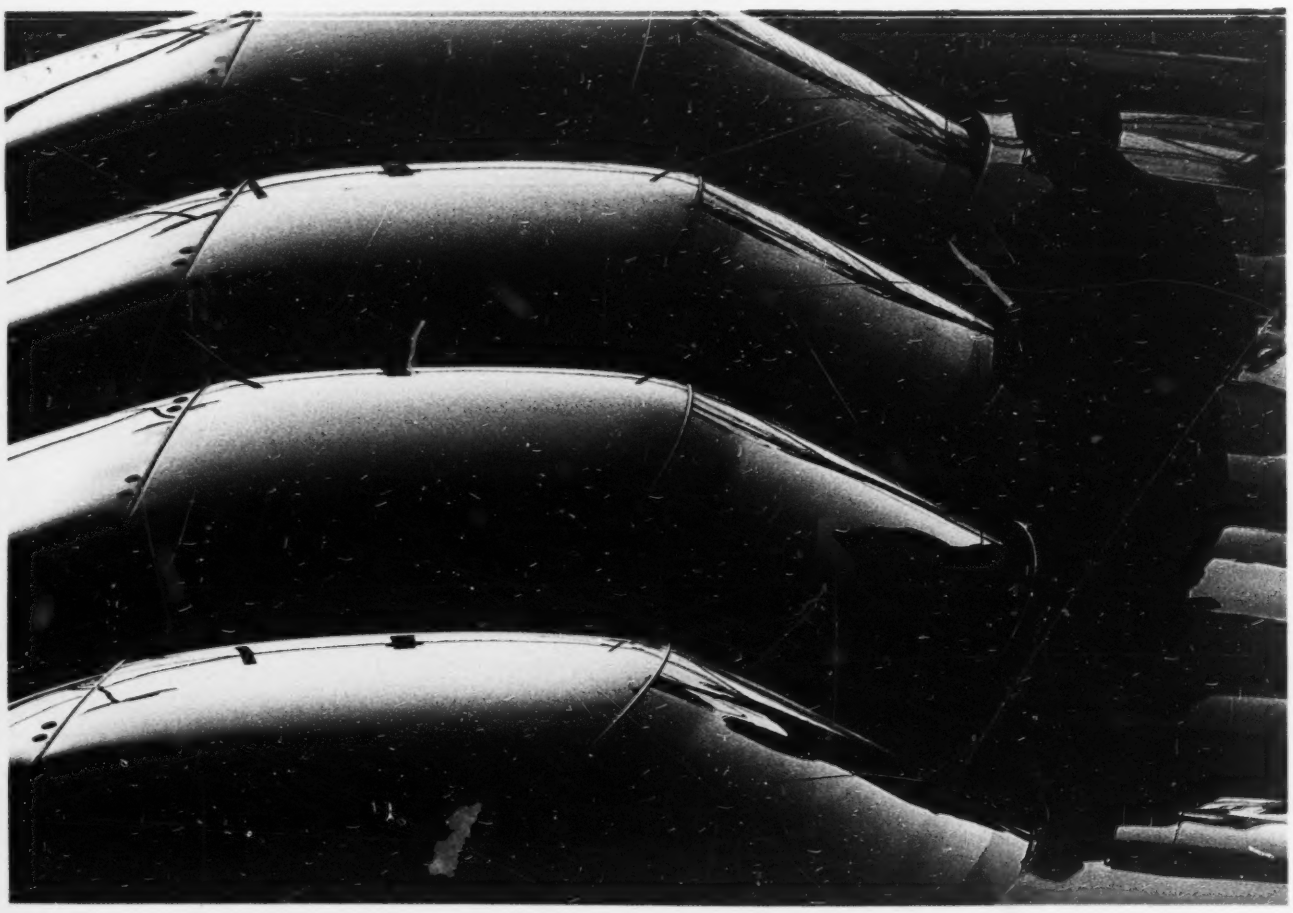

Our policy is simplicity.

There are two kinds of insurance coverage for the business you're in.

One is the kind you have: most likely a patchwork of two, three or even more policies designed for businesses in general. You're paying for coverage you don't need. And you can't add coverage you want without attaching even more policies.

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GM figures cost to stockholders of EDS purchase

By Michelle Krebs
Financial Editor

The earnings of General Motors will be diluted 99 cents per share for the next five years because of its proposed $2.55 billion acquisition of Electronic Data Systems Corp., according to proxy material mailed to shareholders of both companies.

GM showed in the proxy that if EDS had been a part of the auto company during the 12 months ended June 30, 1984, per-share earnings would have been reduced to $15.65 from $16.64.

The dilution of GM stock was more than analysts — some of whom have criticized GM for paying too much for EDS — had predicted.

GM said the $2.2 billion paid over the book value of the Dallas-based data processing firm would be "ascribed principally to the computer software programs developed by EDS, existing customer contracts and other similar assets." The $2.2 billion will be amortized over five years.

Auto analyst Maryann Keller said the dilution of stock was more than she had expected but was insignificant.

"You have to look at it in terms of what EDS will do for GM," she said. "It would cost GM more than that to hire EDS."

The proxy also confirmed that GM will transfer 10,000 GM employes to EDS, which will operate as a subsidiary of the auto company. In fact, the transfer of those employes already has begun (Automotive News, Sept. 24).

The proxy material was sent to GM's one million shareholders for authorization by mail of a new Class E common stock, which will be used to acquire EDS.

The 11,000 shareholders of EDS also received the proxy. A special shareholders' meeting will be held in Dallas Oct. 18 for voting on the proposed merger. GM already has approval of 47.1 percent of the stock.

As dealers strive to boost sales

There's always a new promotion

By Joseph Bohn
Marketing Editor

California continues to get a lot of special attention in factory promotions.

More than 18,000 people have signed up for Ford's Thunderbird Grand Prix series of amateur tennis tournaments in Southern California. Ford Motor and its Southern California dealers are sponsoring the event.

Grand prize is an '85 Ford Thunderbird Fila, named after the largest sports apparel firm in Italy, said Steven C. Taylor, Ford Division California marketing manager.

The tournament gives Ford a chance to reintroduce itself to community members, "many of whom haven't driven a domestic car for some time," Taylor said.

The weekend tournaments began early this year and lead up to the Master's Playoffs in mid-January, 1985.

Meanwhile, the "Top 30 Sales Rally," a 30-day advertising and promotion campaign developed by Skirboll & Garber Advertising, Pittsburgh, for the Super Grand Olds Gang produced a near-record month for the Pittsburgh Oldsmobile zone.

The 87-member Olds dealer group, covering an area from Sharon and Oil City, Pa., to Johnstown and Altoona, Pa., sold 2,740 new cars during a one-month period this summer.

Consumers are able to reach out and touch Toyota trucks in an "Opportunity Calling" promotion developed by AT&T in association with Toyota Motor Sales, U.S.A., and other companies.

Through the program, more than 25 million AT&T customers earn credits for making long-distance phone calls. They can apply the credits to specific savings on Toyota trucks and 60 other products.

Toyota estimates the venture will bring between 500 and 1,200 truck buyers to its dealerships.

• Dawson & Dawson Advertising, Chicago, in conjunction with Video Remote Services, Bloomfield Hills, Mich., produced a 30-second image spot that aired over 90 times during and around ABC's Summer Olympics coverage.

The image spot for Hanley Dawson's Chrysler - Plymouth, Cadillac - Datsun, Toyota - Saab and Mitsubishi dealerships was shot on location with amateur athletes from a local running club.

Doug Ekman, producer/director for Dawson and Dawson Advertising, Chicago, said, "We surprised some viewers who normally expect to see a harder-selling approach from dealers."

Dawson dealerships received calls and letters of support for its sponsorship.

Chrysler - Plymouth obtained promotional rights to the $3 million Breeders' Cup Classic, seventh and concluding race of the inaugural Breeder's Cup Series.

The thoroughbred racing event will decide championships in virtually every age, sex and distance division within the sport. Seven championships will be held Nov. 10 at Hollywood Park, Inglewood, Calif.

NBC plans a four-hour coverage of the event, to be broadcast nationally and internationally.

American Motors has made its Renault Alliance convertible the official car of next year's Miss America Pageant.

AMC will handcraft 21 of the cars for the Pageant and also will produce 30 Jeep CJs, appropriately painted red, white and blue.

Miss America entrants and officials will parade around Atlantic City in the new vehicles, valued at $800,000.

Several events, such as a caravan driveaway from Woodbury, N.J., to Atlantic City, have been planned around the event.

Two Iowa dealers saw sales take off this summer when they combined ad dollars and "slugged it out" in a friendly sales rivalry.

Dave Brown, Brown Ford-Mercury in Guttenburg, Ia., and Charlie Beckett, Beckett Chevrolet-Oldsmobile, Dyersville, Ia., competed in a four-week verbal sparring match billed as "The Main Event."

Chevy and Ford dealers seldom get together, but the two have been friends for many years. With a combined ad budget of $11,000 they saturated the northeast Iowa market for a month, drawing customers from nearby Illinois and Wisconsin as well.

Both had 30 percent sales increases.

• Dallas-area Ford dealers ran a Sell-A-Thon in Dallas' Market Mall. They called it the most successful private sale the Dallas FDAF ever has had.

Thirteen participating dealers sold more than 50 cars and trucks during the 20-hour event, and followups brought the total to almost 600 vehicles.

TaCito & Associates, a direct-marketing firm in Dallas, organized and conducted the direct-mail and facilities aspects of the event. A direct-mail piece to 250,000 Ford and competitive owners brought 3,000 customers.

Automotive tent sales are alive and well, Harrisburg (Pa.) dealers and others have discovered.

Five years ago, members of the Harrisburg Automotive Trade Assn. initiated what they thought would be a one-time outdoor sale. The "Harrisburg Ten Million Dollar Auto Tent Sale" was so successful it has been staged yearly since then, with increasingly better results.

The event also spawned others. A total of 60-plus carnival-like tent sales have been staged to date in cities like Reading, Wilkes-Barre and Philadelphia, Pa., Wildwood, N.J., and even Houston.

Liberty Productions, Inc., Harrisburg, puts together the tent events. From April through September this year, it said, total sales for the events were often 50 percent over what they were in 1983.

In June, for example, of 13 tent sales held—in Reading and Wilkes-Barre, Pa. — sales increases were 51 and 50.4 percent, respectively, according to Bob Lilley, president of Liberty.

Altogether, 111 dealers participated in these sales, an average of about nine per tent sale. Total number of units sold was 2,878, or about 221 per event. On average, each participating dealer sells about 25 units during the three-day sales, Lilley said.

Turbo mania

Millie Burget, Federal Way, Wash., won an '84 Cordia Turbo hatchback in Mitsubishi's national "Turbo Age Sweepstakes" promotion. Presenting the keys is Tito Roempk, owner of Auburn Valley Mitsubishi, Auburn, Wash. From left are Lynn Welfringer, vice president of Evergreen Mitsubishi, Everett, Wash., and Tim Coleman, general manager of Bellevue Mitsubishi, Bellevue, Wash.

Friendly fisticuffs

John Beckett, left, Beckett Chevrolet-Oldsmobile, Dyersville, Ia., and Dave Brown, Brown Ford-Mercury, Guttenburg, Ia., staged a friendly "Main Event" sparring match, churning up good sales for both. Radio Producer Bob Smtih, center, intervenes in their mock confrontation.

factories list auction dates

Ford Motor Co.

Oct. 1—Clanton's Auto Auction Sales, Darlington, S. C.; Southwest Auto Auction, Phoenix.

Oct. 10—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass.; Metro Auto Auction of Kansas City, Lees' Summit, Mo.

Oct. 16 — Harrisonburg Auto Auction, Harrisonburg, Va.

Oct. 23—Aptco Auto Auction, Taylor, Mich.

Oct. 24—Lakeland Auto Auction, Lakeland, Fla.; Brasher's Southern California Auto Auction, Fontana, Calif.

Oct. 25—Nashville Auto Auction, Nashville; 166 Auto Auction, Springfield, Mo.

Nov. 1—Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas; Skyline Auto Exchange, Fairfield, N. J.

American Motors

Oct. 2—D-A Auto Auction, New Stanton, Pa.

Oct. 4—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.; and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 9—High Point Auto Auction, High Point, N. C.

Oct. 10—Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Central States Auto Auction, Mason City, Ia.

Oct. 11—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., Aptco Auto Auction, Taylor, Mich.

Oct. 12 — Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Oct. 16—D-A Auto Auction, New Stanton, Pa.

Oct. 18—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 23—High Point Auto Auction, High Point, N. C.

Oct. 24—Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Central States Auto Auction, Mason City, Ia.

Oct. 25—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 26 — Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Oct. 30—D-A Auto Auction, New Stanton, Conn.

Used Car Sales
Auction Averages

September	$4,894
Month ago	$5,189
Year ago	$5,190

Model breakdown
Auction Averages

	SEPTEMBER TO DATE	AUGUST 1984	JULY 1984
1984	$ 9,747	$ 9,848	$11,772
1983	7,364	7,926	7,793
1982	5,762	5,978	5,759
1981	5,020	5,230	5,681
1980	3,932	4,494	4,222
1979	3,237	3,632	4,100
1978	2,346	2,551	2,644
1977	2,213	1,997	2,114
Overall Average	$ 4,894	$ 5,316	$ 5,560

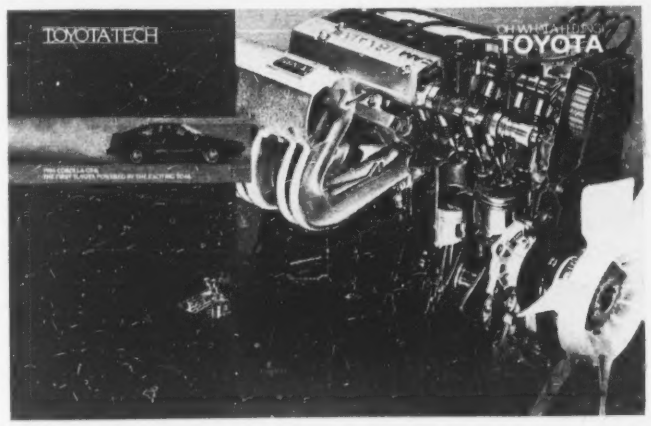
Prix winner

Renee Rice, North Shirley, N. Y., won a U. S. Grand Prix replica in a promotional drawing sponsored by Tri-State Ford Dealers, supporting the CART race this summer. Robert Lusko, Ford New York district manager, hands her the keys as Charles Rampone, principal in Ramp Motors, Port Jefferson, and chairman of Ford's New York Advertising Committee, looks on.

49-state ratings listed

EPA mileage ratings for '85 models

	Est. MPG City	Hwy.	Engine CID	†Trans.
TWO SEATERS				
Alfa Romeo Spider Veloce 2000	21	27	120	M5
Bertone X1/9	23	28	91	M5
Chevrolet Corvette	16	23	350	L4
Chevrolet Corvette	16	22	350	M4
Ford EXP	25	30	98	A3
Ford EXP	25	35	98	M5
Ford EXP Turbo	23	34	98	M5
Honda Civic Coupe	28	31	91	L3
Honda Civic Coupe	31	38	91	M5
Honda Civic Coupe HF	49	54	91	M5
Mazda RX-7	17	22	70	L4
Mazda RX-7	17	23	70	M5
Mazda RX-7	16	23	80	M5
Mercedes-Benz 380-SL	16	18	234	A4
Nissan 300-ZX Turbo	16	19	191	A4
Nissan 300-ZX	17	21	181	L4
Nissan 300-ZX Turbo	17	23	181	M5
Nissan 300-ZX	19	25	181	M5
Pininfarina Spider	20	23	122	A3
Pininfarina Spider	23	28	122	M5
Pontiac Fiero	25	31	151	L3
Subaru XT-DL	26	32	109	M5
MINICOMPACTS				
Alfa Romeo GTV6 2.5	19	26	152	M5
Chevrolet Sprint	47	53	61	M5
*Pontiac Firefly	47	53	61	M5
*Suzuki SA310	47	53	61	M5
Volkswagen Cabriolet	23	25	109	A3
Volkswagen Cabriolet	24	29	109	M5
SUBCOMPACTS				
Audi Coupe GT	18	23	136	A3
Audi Coupe GT	19	25	136	M5
Audi Quattro Turbo	16	22	131	M5
Audi 4000S	24	27	109	A3
Audi 4000S	24	30	109	M5
Audi 4000S Quattro	18	22	136	M5
BMW 3-Series	22	27	108	L4
BMW 3-Series	23	29	108	M5
BMW 3-Series	21	27	164	L4
BMW 3-Series	21	28	164	M5
Chevrolet Camaro	22	32	151	L4
Chevrolet Camaro	21	28	151	M4
Chevrolet Camaro	22	33	151	M5
Chevrolet Camaro	18	26	173	L4
Chevrolet Camaro	18	27	173	M5
Chevrolet Camaro	16	22	305	L4
Chevrolet Camaro	15	24	305	M5
Chevrolet Camaro	16	22	305	L4
Chevrolet Cavalier Conv.	20	26	173	L3
Chevrolet Cavalier Conv.	18	23	173	M4
Chevrolet Chevette	27	33	98	L3
Chevrolet Chevette	28	34	98	M4
Chevrolet Chevette	28	36	98	M5
Chevrolet Chevette Diesel	39	45	111	M5
Chrysler Laser Turbo	20	23	135	A3
Chrysler Laser	23	26	135	A3
Chrysler Laser Turbo	19	29	135	M5
Chrysler Laser Turbo	23	33	135	M5
Chrysler LeBaron Conv.	23	26	135	A3
Chrysler LeBaron Conv. Turbo	20	23	135	A3
Chrysler LeBaron Conv.	20	23	156	A3
Dodge Charger	28	33	97	M4
Dodge Charger	31	40	97	M4
Dodge Charger	24	29	135	A3
Dodge Charger	21	30	135	M5
Dodge Charger	26	37	135	M5
Dodge Charger Turbo	19	29	135	M5
Dodge Colt	30	32	90	L3
Dodge Colt	37	41	90	M4
Dodge Colt	31	38	90	M5
Dodge Colt Turbo	24	26	98	L3
Dodge Colt Turbo	24	30	98	M5
Dodge Conquest Turbo	19	24	156	L4
Dodge Conquest Turbo	19	24	156	M5
Dodge Daytona Turbo	20	23	135	A3
Dodge Daytona	23	26	135	A3
Dodge Daytona Turbo	19	29	135	M5
Dodge Daytona	23	34	135	M5
Dodge 600 Conv. Turbo	20	23	135	A3
Dodge 600 Conv.	23	26	135	A3
Dodge 600 Conv.	20	23	156	A3
*Ford Laser	28	31	91	A3
*Ford Laser	30	31	91	M4
*Ford Laser	31	38	91	M5
Ford Mustang	21	25	140	A3
Ford Mustang	23	29	140	M4
Ford Mustang	19	22	231	L3
Ford Mustang	16	24	302	L4
Honda Accord	24	30	112	L4
Honda Accord	27	33	112	M5
Honda Civic	38	42	82	M4
Honda Civic	26	28	91	L3
Honda Civic	30	34	91	M5
Honda Prelude	23	30	112	L4
Honda Prelude	25	31	112	M5
Isuzu I-Mark	24	29	111	M5
Isuzu I-Mark	24	29	111	M5
Isuzu Impulse	22	25	119	A4
Isuzu Impulse	22	28	119	M5
Jaguar XJ-S	13	17	326	A3
Jaguar XJ	15	19	258	A3
Mercury Capri	21	25	140	A3
Mercury Capri	23	29	140	M4
Mercury Capri	19	22	231	L3
Mercury Capri	16	24	302	L4
Mazda GLC	28	31	91	A3
Mazda GLC	30	31	91	M4
Mazda GLC	31	38	91	M5
Mercedes-Benz 190 Diesel	30	33	134	A4
Mercedes-Benz 190 Diesel	31	39	134	M5
Mercedes-Benz 190	19	22	140	A4
Mercedes-Benz 190	19	27	140	M5
Mitsubishi Cordia Turbo	23	30	110	M5
Mitsubishi Cordia	24	26	122	L3
Mitsubishi Cordia	25	32	122	M5
Mitsubishi Mirage	30	32	90	L3
Mitsubishi Mirage	37	41	90	M4
Mitsubishi Mirage	31	38	90	M5
Mitsubishi Mirage Turbo	24	26	98	L3
Mitsubishi Mirage Turbo	24	30	98	M5
Mitsubishi Starion Turbo	19	24	156	L4
Mitsubishi Starion Turbo	19	24	156	M5
Mitsubishi Tredia Turbo	23	30	110	M5
Mitsubishi Tredia	24	26	122	L3
Mitsubishi Tredia	25	32	122	M5
Nissan Pulsar/Pulsar-NX	26	30	98	L3
Nissan Pulsar/Pulsar-NX	31	37	98	M5
Nissan Sentra	26	30	98	L3
Nissan Sentra	31	37	98	M5
Nissan Sentra Diesel	45	50	103	M4
Nissan 300-ZX 2+2	17	21	181	L4
Nissan 300-ZX 2+2	19	25	181	M5
Plymouth Colt	30	32	90	L3
Plymouth Colt	37	41	90	M4
Plymouth Colt	31	38	90	M5
Plymouth Colt Turbo	24	26	98	L3
Plymouth Colt Turbo	24	30	98	M5
Plymouth Conquest Turbo	19	24	156	L4
Plymouth Conquest Turbo	19	24	156	M5
Plymouth Turismo	28	33	97	M4
Plymouth Turismo	31	40	97	M4
Plymouth Turismo	24	29	135	A3
Plymouth Turismo	21	30	135	M5
Plymouth Turismo	26	37	135	M5
Pontiac Firebird	22	32	151	L4
Pontiac Firebird	22	28	151	M4
Pontiac Firebird	24	34	151	M5
Pontiac Firebird	18	26	173	L4
Pontiac Firebird	18	27	173	M5
Pontiac Firebird	16	22	305	L4
Pontiac Firebird	15	24	305	M5
Pontiac Firebird	16	22	305	L4
Pontiac Sunbird Conv.	23	29	110	L3
Pontiac Sunbird Conv.	26	35	110	M5
Pontiac 1000	27	33	98	L3
Pontiac 1000	28	34	98	M4
Pontiac 1000	28	36	98	M5
Pontiac 1000 Diesel	39	46	111	M5
Renault Fuego Turbo	23	31	95	M5
Renault Fuego	20	24	132	A3
Renault Fuego	23	31	132	M5
Rolls-Royce Corniche/ Continental	8	11	412	A3
Subaru Hatchback	31	36	97	M4
Subaru Hatchback	23	25	109	L3
Subaru Hatchback	26	31	109	M5
Subaru XT	23	26	109	L3
Subaru XT Turbo	23	25	109	L3
Subaru XT Turbo	25	30	109	M5
Subaru XT	25	32	109	M5
Toyota Celica	23	27	144	A4
Toyota Celica	24	30	144	M5
Toyota Celica Supra	19	24	168	L4
Toyota Celica Supra	20	24	168	M5
Toyota Corolla Sport	27	34	97	L4
Toyota Corolla Sport	29	34	97	M5
Toyota Corolla Sport	26	29	97	M5
Toyota Tercel	30	32	89	A3
Toyota Tercel	35	39	89	M4
Toyota Tercel	31	38	89	M5
Volkswagen Scirocco	23	25	109	A3
Volkswagen Scirocco	24	29	109	M5
COMPACTS				
BMW 5-Series	20	26	164	L4
BMW 5-Series	20	25	164	M5
Buick Riviera Conv. Turbo	16	24	231	L4
Buick Riviera Conv.	17	22	307	L4
Buick Skyhawk	24	31	110	L3
Buick Skyhawk	26	35	110	M5
Buick Skylark	23	32	151	L3
Buick Skylark	24	34	151	M4
Buick Skylark	20	27	173	L3
Buick Skylark	19	26	173	M4
Buick Skylark	20	26	173	L3
Buick Skylark	18	23	173	M4
Buick Somerset Regal	24	32	151	L3
Buick Somerset Regal	20	26	181	L3
Cadillac Cimarron	20	26	173	L3
Cadillac Cimarron	18	23	173	M4
Cadillac Eldorado Conv.	16	22	249	L4
Chevrolet Cavalier	18	23	173	M4
Dodge Omni	28	33	97	M4
Dodge Omni	31	40	97	M4
Dodge Omni	24	28	135	A3
Dodge Omni	21	30	135	M5
Dodge Omni	26	37	135	M5
Dodge Omni Turbo	19	29	135	M5
Ford Escort	25	30	98	A3
Ford Escort	34	44	98	M4
Ford Escort	25	35	98	M5
Ford Escort	24	29	98	A3
Ford Escort Turbo	23	34	98	M5
Ford Escort	25	33	98	M5
Ford Escort Diesel	43	52	122	M5
Ford Tempo	25	29	140	A3
Ford Tempo	25	34	140	M5
Ford Thunderbird Turbo	18	21	140	A3
Ford Thunderbird	19	22	231	L3
Ford Thunderbird	16	24	302	L4
Mercury Cougar Turbo	18	21	140	A3
Mercury Cougar	19	22	231	L3
Mercury Cougar	16	24	302	L4
Mercury Lynx	25	30	98	A3
Mercury Lynx	34	44	98	M4
Mercury Lynx	25	35	98	M5
Mercury Lynx Diesel	43	52	122	M5
Mercury Topaz	24	28	140	A3
Mercury Topaz	25	34	140	M5
Mazda 626	24	28	122	A3
Mazda 626	26	32	122	M5
Mazda 626 Diesel	36	42	122	M5
Mercedes-Benz 300-D/ 300-CD Turbo Diesel	22	25	183	A4
Mercedes-Benz 300-SD Turbo Diesel	22	25	183	A4
Mercedes-Benz 380-SE	16	18	234	A4
Mercedes-Benz 500-SEC	14	16	303	A4
Merkur XR4Ti Turbo	19	24	140	M5
Mitsubishi Galant	21	26	143	L4
Nissan Maxima	17	22	181	L4
Nissan Maxima	19	25	181	M5
Nissan Stanza	23	27	120	L3
Nissan Stanza	23	26	120	L3
Oldsmobile Calais	24	32	151	L3
Oldsmobile Calais	20	26	181	L3
Oldsmobile Firenza	18	23	173	M4
Peugeot 505	20	20	120	A3
Peugeot 505	19	24	120	M5
Peubeot 505 Turbo	18	24	131	M5
Peugeot 505 Turbo Diesel	25	25	152	A3
Peugeot 505 Turbo Diesel	28	33	152	M5
Plymouth Horizon	28	33	97	M4
Plymouth Horizon	31	40	97	M4
Plymouth Horizon	24	28	135	A3
Plymouth Horizon	26	37	135	M5
Pontiac Grand Am	24	32	151	L3
Pontiac Grand Am	20	26	181	L3
Pontiac Sunbird	28	40	110	M5
Renault Alliance/Encore	25	28	85	A3
Renault Alliance/Encore	31	35	85	M4
Renault Alliance/Encore	34	40	85	M4
Renault Alliance/Encore	31	38	85	M5
Renault Alliance/Encore	22	26	105	A3
Renault Alliance/Encore	29	36	105	M5
Rolls-Royce Camargue	8	11	412	A3
Saab 900 Turbo	18	21	121	A3
Saab 900	18	23	121	A3
Saab 900 Turbo	19	25	121	M5
Saab 900	21	28	121	M5
Subaru Sedan	25	28	109	L3
Subaru Sedan	24	37	109	M4
Subaru Sedan	28	33	109	M5
Subaru Sedan	23	26	109	L3
Subaru Sedan	26	32	109	M5
Toyota Camry Turbo Diesel	30	33	112	L4
Toyota Camry	27	32	122	L4
Toyota Camry	29	34	122	M5
Toyota Corolla	28	32	97	L3
Toyota Corolla	28	34	97	L4
Toyota Corolla	30	37	97	M5
Toyota Corolla Diesel	34	36	112	L3
Toyota Corolla Diesel	38	47	112	M5
Toyota Cressida	19	24	168	L4
Toyota Cressida	20	24	168	M5
Volkswagen Golf/GTI Diesel	37	46	97	M5
Volkswagen Golf/GTI	24	27	109	A3
Volkswagen Golf/GTI	27	34	109	M5
Volkswagen Golf/GTI	26	32	109	M5
Volkswagen Jetta Diesel	37	46	97	M5
Volkswagen Jetta Turbo Diesel	37	42	97	M5
Volkswagen Jetta	23	27	109	A3
Volkswagen Jetta	24	27	109	A3
Volkswagen Jetta	26	32	109	M5
Volkswagen Jetta	27	34	109	M5
Volkswagen Quantum Turbo Diesel	33	38	97	M5
Volkswagen Quantum	18	22	136	A3
Volkswagen Quantum	19	24	136	M5
Volvo DL/GL/Turbo	17	21	130	A4
Volvo DL/GL/Turbo	17	22	130	M4
Volvo DL/GL	23	28	141	M4
MID-SIZE CARS				
Audi 5000S	17	22	131	A3
Audi 5000S	17	22	136	A3
Audi 5000S	19	25	136	M5
Buick Century	23	32	151	L3
Buick Century	18	25	181	L3
Buick Century	18	25	181	L4
Buick Century	18	25	231	L4
Buick Century Diesel	26	35	263	L3
Buick Regal	19	24	231	L3
Buick Regal Turbo	17	24	231	L4
Buick Regal	18	23	262	L3
Buick Regal	18	27	262	L4
Buick Regal Diesel	23	31	263	L3
Buick Riviera Turbo	16	24	231	L4
Buick Riviera	17	22	307	L4
Buick Riviera Diesel	20	28	350	L4
Cadillac Eldorado	16	22	249	L4
Cadillac Eldorado Diesel	19	28	350	L4
Cadillac Seville	16	22	249	L4
Cadillac Seville Diesel	19	28	350	L4
Chevrolet Celebrity	23	32	151	L3
Chevrolet Celebrity	24	31	151	M4
Chevrolet Celebrity	20	27	173	L3
Chevrolet Celebrity	19	27	173	L4
Chevrolet Celebrity	20	26	173	L3
Chevrolet Celebrity	19	28	173	L4
Chevrolet Celebrity Diesel	26	35	263	L3
Chevrolet Citation II	23	32	151	L3
Chevrolet Citation II	24	34	151	M4
Chevrolet Citation II	20	27	173	L3
Chevrolet Citation II	19	26	173	M4
Chevrolet Citation II	20	26	173	L3
Chevrolet Citation II	18	23	173	M4
Chevrolet Monte Carlo	18	23	262	L3
Chevrolet Monte Carlo	18	27	262	L4
Chevrolet Monte Carlo	16	22	305	L3
Chevrolet Monte Carlo	17	24	305	L4
Chrysler Executive Sedan/Limousine	20	23	156	A3
Chrysler LeBaron Turbo	20	23	135	A3
Chrysler LeBaron	23	26	135	A3
Chrysler LeBaron	20	23	156	A3
Chrysler LeBaron GTS	23	26	135	A3
Chrysler LeBaron GTS Turbo	20	23	135	A3
Chrysler LeBaron GTS Turbo	19	29	135	M5
Chrysler LeBaron GTS	23	33	135	M5
Chrysler New Yorker Turbo	20	23	135	A3
Chrysler New Yorker	20	23	156	A3
Chrysler Newport/ Fifth Avenue	16	22	318	L3
Dodge Aries	24	29	135	A3
Dodge Aries	26	33	135	M4
Dodge Aries	25	33	135	M5
Dodge Aries	23	26	135	A3
Dodge Aries	20	24	156	A3
Dodge Diplomat	16	22	318	L3
Dodge Lancer	23	26	135	A3
Dodge Lancer Turbo	20	23	135	A3
Dodge Lancer Turbo	19	29	135	M5
Dodge Lancer	23	34	135	M5
Dodge 600	23	26	135	A3
Dodge 600 Turbo	20	23	135	A3
Dodge 600	20	23	156	A3
Ford LTD	21	25	140	A3
Ford LTD	19	22	231	L3
Ford LTD	16	24	302	L4
Lincoln Continental Turbo Diesel	23	29	149	L4
Lincoln Continental	16	23	302	L4
Lincoln Mark VII Turbo Diesel	23	29	149	L4
Lincoln Mark VII	16	23	302	L4
Mercury Marquis	21	25	140	A3
Mercury Marquis	19	22	231	L3
Mercury Marquis	16	24	302	L4
Mercedes-Benz 500-SEL	14	16	303	A4
Oldsmobile Cutlass Ciera	23	32	151	L3
Oldsmobile Cutlass Ciera	18	25	181	L3
Oldsmobile Cutlass Ciera	18	25	231	L4
Oldsmobile Cutlass Ciera Diesel	26	35	263	L3
Oldsmobile Cutlass Supreme	19	24	231	L3
Oldsmobile Cutlass Supreme Diesel	23	31	263	L3
Oldsmobile Cutlass Supreme	17	22	307	L3
Oldsmobile Cutlass Supreme	17	24	307	L4
Oldsmobile Cutlass Supreme Diesel	21	29	350	L3
Oldsmobile Toronado	17	22	307	L4
Oldsmobile Toronado Diesel	20	28	350	L4
Plymouth Caravelle Turbo	20	23	135	A3
Plymouth Caravelle	23	26	135	A3
Plymouth Caravelle	20	23	156	A3
Plymouth Gran Fury	16	22	318	L3
Plymouth Reliant	24	29	135	A3
Plymouth Reliant	26	33	135	M4
Plymouth Reliant	25	33	135	M5
Plymouth Reliant	23	26	135	A3
Plymouth Reliant	20	24	156	A3
Pontiac Bonneville	19	24	231	L3
Pontiac Bonneville	16	22	305	L3
Pontiac Bonneville	16	22	305	L4
Pontiac Grand Prix	19	24	231	L3
Pontiac Grand Prix	16	22	305	L3
Pontiac Grand Prix	17	24	305	L4
Pontiac 6000	23	32	151	L3
Pontiac 6000	20	27	173	L3
Pontiac 6000	19	27	173	L4
Pontiac 6000	19	26	173	L3
Pontiac 6000	19	28	173	L4
Pontiac 6000 Diesel	26	35	263	L3
Rolls-Royce Silver Spirit/ Spur/Mulsan	9	10	412	A3
Volvo 740/760 Turbo	19	22	141	A4
Volvo 740/760	22	25	141	L4
Volvo 740/760	23	28	141	M4
Volvo 740/760 Turbo	19	25	141	M4
Volvo 740/760	13	23	174	A4
STANDARDS				
Buick Electra	18	25	181	L4
Buick Electra	19	26	231	L4
Buick Electra Diesel	22	32	263	L4
Buick LeSabre	17	21	231	L3
Buick LeSabre	17	24	307	L4
Buick LeSabre Diesel	20	28	350	L4
Cadillac Fleetwood Brougham (RWD)	16	22	249	L4
Cadillac Fleetwood Brougham (RWD) Diesel	20	28	350	L4
Cadillac Fleetwood/ DeVille (FWD)	17	24	249	L4
Cadillac Fleetwood/ DeVille (FWD) Diesel	22	32	263	L4
Cadillac Limousine	16	22	249	L4
Chevrolet Impala/Caprice	18	24	262	L3
Chevrolet Impala/Caprice	18	27	262	L4
Chevrolet Impala/Caprice	17	24	305	L4
Chevrolet Impala/Caprice Diesel	21	29	350	L3
Chevrolet Impala/Caprice Diesel	21	30	350	L4
Ford LTD Crown Victoria	16	23	302	L4
Mercury Grand Marquis	16	23	302	L4
Mercury Town Car	16	23	302	L4
Oldsmobile Delta 88 Royale	17	21	231	L3
Oldsmobile Delta 88 Royale	17	24	307	L4
Oldsmobile Delta 88 Royale Diesel	21	29	350	L3
Oldsmobile Delta 88 Royale Diesel	21	30	350	L4
Oldsmobile Ninety-Eight Regency	18	25	181	L4
Oldsmobile Ninety-Eight Regency	19	26	231	L4
Oldsmobile Ninety-Eight Regency Diesel	22	32	263	L4
Pontiac Parisienne	18	24	262	L3
Pontiac Parisienne	18	27	262	L4
Pontiac Parisienne	17	24	305	L4
Pontiac Parisienne Diesel	21	29	350	L3
Pontiac Parisienne Diesel	21	30	350	L4
SMALL STATION WAGONS				
Buick Skyhawk	24	31	110	L3
Buick Skyhawk	26	35	110	M5
Chevrolet Cavalier	18	23	173	M4
Dodge Colt Vista	23	25	122	L3
Dodge Colt Vista	24	30	122	M5
Ford Escort	25	30	98	A3
Ford Escort	25	35	98	M5
Ford Escort	24	29	98	A3
Ford Escort	25	33	98	M5
Honda Civic	26	28	91	L3
Honda Civic	30	34	91	M5
Mercury Lynx	25	30	98	A3
Mercury Lynx	25	35	98	M5
Mazda GLC	22	23	91	A3
Mazda GLC	25	29	91	M4
Mazda GLC	25	30	91	M5
*Mitsubishi Space	23	25	122	L3
Nissan Maxima	17	22	181	L4
Nissan Sentra	26	30	98	L3
Nissan Sentra	31	37	98	M5
Oldsmobile Firenza Cruiser	24	31	110	L3
Oldsmobile Firenza Cruiser	26	35	110	M5
Oldsmobile Firenza Cruiser	18	23	173	M4
Plymouth Colt Vista	23	25	122	L3
Plymouth Colt Vista	24	30	122	M5
Pontiac Sunbird	24	31	110	L3
Pontiac Sunbird	26	35	110	M5
Renault 18i	20	24	132	A3
Renault 18i	23	31	132	M5
Subaru	24	28	109	L3
Subaru	28	32	109	M5
Subaru	23	26	109	L3
Subaru	25	31	109	M5
Toyota Tercel 2WD	29	31	99	A3
Toyota Tercel 2WD	31	37	89	M5
Toyota Tercel 4WD	24	25	89	A3
Toyota Tercel 4WD	27	32	89	M5
Volkswagen Quantum Turbo Diesel	33	38	97	M5
Volkswagen Quantum	22	25	109	A3
Volkswagen Quantum	25	31	109	M5
MID-SIZE STATION WAGONS				
Audi 5000S	17	22	136	A3
Audi 5000S	19	25	136	M5
Buick Century	17	23	181	L3
Buick Century	18	25	181	L4
Buick Century	18	26	231	L4
Buick Century Diesel	26	35	263	L3
Chevrolet Celebrity	23	32	151	L3
Chevrolet Celebrity	24	31	151	M4
Chevrolet Celebrity	18	24	173	L3
Chevrolet Celebrity	18	25	173	L4
Chevrolet Celebrity	19	25	173	L3
Chevrolet Celebrity	19	27	173	L4
Chevrolet Celebrity Diesel	26	35	263	L3
Chrysler Town and Country Turbo	20	23	135	A3
Chrysler Town and Country	20	23	156	A3
Dodge Aries	21	26	135	A3
Dodge Aries	26	33	135	M4
Dodge Aries	25	33	135	M5
Dodge Aries	23	26	135	A3
Dodge Aries	20	23	156	A3
Ford LTD	19	22	231	L3
Mercury Marquis	19	22	231	L3
Mercedes-Benz 300-TD Turbo Diesel	22	25	183	A4
Oldsmobile Cutlass Cruiser	17	23	181	L3
Oldsmobile Cutlass Cruiser	18	26	231	L4
Oldsmobile Cutlass Cruiser	26	35	263	L3
Peugeot 505	20	20	120	A3
Peugeot 505	19	24	120	M5
Peugeot 505 Turbo Diesel	25	25	141	A3
Plymouth Reliant	21	26	135	A3
Plymouth Reliant	26	33	135	M4
Plymouth Reliant	25	33	135	M5
Plymouth Reliant	23	26	135	A3
Plymouth Reliant	20	23	156	A3
Pontiac 6000	18	24	173	L4
Pontiac 6000	18	25	173	L3
Pontiac 6000	19	25	173	L3
Pontiac 6000	19	27	173	L4
Pontiac 6000 Diesel	26	35	263	L3



Corolla engine ads

Toyota is promoting its '85 Corolla GT-S with early TV and print ads like this three-pager. It focuses on the new twin-cam, electronic-fuel-injected, 16-valve, 4-cylinder engine, which gives it a 60 percent horsepower boost.

Sorenson signs

John Sorenson signs a Chevrolet sales and service agreement to become the dealer at Nylander & Sorenson, Dos Palos, Calif. Witnessing is R. F. Sobrero, Chevrolet zone manager.

Portlock signs Chevy

Ann Portlock signs a Chevrolet sales and service agreement to become dealer at Chevrolet Center, Winter Haven, Fla. Witnessing are R. J. Bresnahan, left, Chevrolet's Jacksonville zone manager, and C. W. DeWitt, assistant zone manager.

Continued on Page 48, Col. 3

Chrysler recognizes dealer's achievement

Chrysler Corp. Chairman Lee Iacocca, left, honors Herbert A. Abramson, president of Silver Lake Dodge, Wellesley, Mass., recipient of the annual Boston University Alumni Award for Distinguished Service to Alma Mater.

Bidwell is keynote speaker at Northwood auto show

MIDLAND, Mich. — Chrysler Corp. Executive Vice President Bennett E. Bidwell will be keynote speaker and member of a blue-ribbon automotive panel discussion that kicks off the 21st annual Northwood Institute Automotive Industry Show.

The panel discussion will follow the opening ceremony at 1:30 p.m. Friday, Oct. 5.

Speakers include Robert McElwaine, president of the American International Automobile Dealers Assn.; Robert D. Lund, General Motors sales and marketing vice president; Ken Harrigan, president of Ford Motor Co. of Canada, and Peter Guptill, U.S. sales manager of American Motors.

• Also on the roster are Larry Oliphant, Volvo-White Corp. sales vice president; Kenneth L. Rogers, president of Republic Parts and second vice chairman of the Automotive Service Industry Assn.; John J. Ferron, NADA executive director — industry analysis and dealer operations group, and William J. Symes, president of Symes Cadillac, Pasadena, Calif., and NADA first vice president.

The panel discussion will be in the college's Griswold Lecture Hall.

More than 400 cars and trucks will be displayed throughout the campus. An automotive parts show, in the Bennett Sports Center, will feature aftermarket equipment and computers.

The show is administered, promoted and conducted by students majoring in automotive and truck marketing, management and advertising.

Hours are Friday (Oct. 5), 1:30 to 5:30 p.m.; Saturday (Oct. 6), 11 a.m. to 5 p.m., and Sunday (Oct. 7), 11 a.m. to 5 p.m. Admission is free.

Ford sets up new sales unit for N. Pacific

MELBOURNE, Australia. — Ford Motor Co. has formed a North Pacific subsidiary with the aim of doubling car and commercial vehicle sales in the region, according to the company's Asia-Pacific Operations here.

The subsidiary, with headquarters in Tokyo, plans to enter the markets in Korea, China, Japan, Taiwan and neighboring countries.

Australia currently contributes the biggest share to the Asia-Pacific market, with sales of 225,000 cars and commercial vehicles totaling $2 billion last year.

The rest of the region offers considerable scope for Ford, said Alex Trotman, chief executive of Ford Asia-Pacific. "There will be rapid growth, for example, in Korea, which has a market now of about 200,000 vehicles a year and is likely to increase by at least 10 percent a year," he said.

He also indicated Ford would be interested in forming a joint venture in Korea, in which complete vehicles or major automotive components could be built and exported.

Corey's breaks ground

BINGHAMTON, N. Y. — Corey's Northgate Ford, Inc., here, has broken ground for a new 24,000-square-foot facility next to its existing Corey Mazda dealership.

25 years in Texas

James A. Tipton, right, Tipton Ford, Nacogdoches, Tex., receives a silver anniversary award from Ford Motor Co. Houston District Sales Manager Thomas B. Ryan Jr.

49-state ratings listed

EPA mileage ratings for '85 models

Continued from Page 47

	Est MPG City	Hwy.	Engine CID	†Trans.
Toyota Cressida	19	24	168	L4
Volvo DL/GL/Turbo	17	21	130	A4
Volvo DL/GL/Turbo	17	22	130	M4
Volvo DL/GL	23	28	141	M4
LARGE STATION WAGONS				
Buick LeSabre/Electra	16	23	307	L4
Buick LeSabre/Electra Diesel	20	28	350	L4
Chevrolet Caprice	15	22	305	L4
Chevrolet Caprice Diesel	20	28	350	L4
Ford LTD Crown Victoria	16	23	302	L4
Mercury Grand Marquis	16	23	302	L4
Oldsmobile Custom Cruiser	16	23	307	L4
Oldsmobile Custom Cruiser Diesel	20	28	350	L4
Pontiac Parisienne	15	22	305	L4
Pontiac Parisienne Diesel	20	28	350	L4
SMALL PICKUPS/2WD				
Chevrolet S-10	24	30	119	M4
Chevrolet S-10 Diesel	30	34	137	M4
Chevrolet S-10 Diesel	30	36	137	M5
Chevrolet S-10	21	27	151	L4
Chevrolet S-10	22	26	151	M4
Chevrolet S-10	23	29	151	M5
Chevrolet S-10	17	24	173	L4
Chevrolet S-10	18	25	173	M4
Chevrolet S-10	17	25	173	M5
Dodge Ram 50	23	24	122	A3
Dodge Ram 50	23	26	122	M4
Dodge Ram 50 Diesel	30	34	143	M5
Dodge Ram 50	21	21	156	A3
Dodge Ram 50	20	26	156	M5
Ford Ranger	21	24	140	L4
Ford Ranger	26	30	140	M5
Ford Ranger Turbo Diesel	29	33	140	M5
GMC S-15	24	30	119	M4
GMC S-15 Diesel	30	34	137	M4
GMC S-15 Diesel	30	36	137	M5
GMC S-15	21	27	151	L4
GMC S-15	22	26	151	M4
GMC S-15	23	29	151	M5
GMC S-15	17	24	173	L4
GMC S-15	18	25	173	M4
GMC S-15	17	25	173	M5
Isuzu P'UP	20	22	119	A3
Isuzu P'UP	25	31	119	M4
Isuzu P'UP	23	29	119	M5
Isuzu P'UP Diesel	27	27	137	A3
Isuzu P'UP Diesel	35	38	137	M4
Isuzu P'UP Diesel	32	36	137	M5
Mitsubishi	23	26	122	M4
Mitsubishi Turbo Diesel	30	34	143	M5
Mitsubishi	21	21	156	A3
Mitsubishi	20	26	156	M5
Nissan	26	31	119	M5
Nissan	20	22	146	L3
Nissan	22	26	146	M5
Nissan Diesel	30	33	152	M5
Toyota	22	24	144	A4
Toyota	27	31	144	M4
Toyota	23	27	144	M5
Toyota	23	25	144	A4
Toyota	23	27	144	M5
Toyota Diesel	33	35	149	M4
Toyota Diesel	31	34	149	M5
SMALL PICKUPS/4WD				
Dodge Power Ram 50 Turbo Diesel	28	30	143	M5
Dodge Power Ram 50	19	19	156	A3
Dodge Power Ram 50	20	23	156	M5
Ford Ranger	24	29	140	M5
Ford Ranger	19	23	171	M5
Isuzu P'UP	21	23	119	M4
Isuzu P'UP Diesel	27	27	137	M4
Jeep Scrambler	16	18	258	A3
Jeep Scrambler	17	19	258	M4
Jeep Scrambler	17	21	258	M5
Mitsubishi Turbo Diesel	28	30	143	M5
Mitsubishi	20	23	156	M5
STANDARD PICKUPS/2WD				
Chevrolet C-10	18	19	262	A3
Chevrolet C-10	17	21	262	L4
Chevrolet C-10	18	20	262	M3/M4C
Chevrolet C-10	17	21	262	M4
Chevrolet C-10	14	16	305	L3
Chevrolet C-10	15	20	305	L4
Chevrolet C-10	14	18	305	M3/M4C
Chevrolet C-10	14	18	305	M4
Chevrolet C-10 Diesel	19	23	379	M4
Chevrolet C-10 Diesel	20	23	379	M4
Chevrolet C-10 Diesel	20	22	379	M4C
Chevrolet C-20	16	19	262	L4
Chevrolet C-20	15	18	262	M4C
Chevrolet C-20	15	18	305	L4
Chevrolet C-20	12	15	305	M4C
Chevrolet C-20 Diesel	19	23	379	L4
Chevrolet C-20 Diesel	18	20	379	M4C
Chevrolet El Camino	17	21	262	L3
Chevrolet El Camino	17	23	262	L4
Chevrolet El Camino	15	19	305	L3
Chevrolet El Camino	15	21	305	L4
Dodge D-100/D-150	16	18	225	L3
Dodge D-100/D-150	17	20	225	M4
Dodge D-100/D-150	18	22	225	M4
Dodge D-100/D-150	15	19	225	M4C
Dodge D-100/D-150	12	14	318	A3
Dodge D-100/D-150	13	15	318	A3
Dodge D-100/D-150	14	16	318	L3
Dodge D-100/D-150	14	19	318	M4
Dodge D-100/D-150	12	15	318	M4C
Dodge D-100/D-150	11	14	318	M4C
Dodge D-100/D-150	11	12	360	A3
Dodge D-250	16	18	225	L3
Dodge D-250	14	15	225	M4C
Dodge D-250	12	13	318	A3
Dodge D-250	12	14	318	A3
Dodge D-250	11	14	318	M4C
Dodge D-250	11	14	318	M4C
Dodge D-250	11	13	360	A3
Ford F-150	15	16	300	A3
Ford F-150	16	21	300	L4
Ford F-150	17	19	300	M3/M4C
Ford F-150	19	24	300	M4
Ford F-150	13	14	302	A3
Ford F-150	13	16	302	L4
Ford F-150	12	14	351	A3
Ford F-250	15	16	300	A3
Ford F-250	17	19	300	M3/M4C
Ford F-250	12	16	302	L4
Ford F-250	12	13	351	M3/M4C
Ford F-250	11	13	351	A3
GMC Caballero	17	21	262	L3
GMC Caballero	17	23	262	L4
GMC Caballero	15	19	305	L3
GMC Caballero	15	21	305	L4
Chevrolet C-15	18	19	262	A3
Chevrolet C-15	17	21	262	L4
Chevrolet C-15	18	20	262	M3/M4C
Chevrolet C-15	17	21	262	M4
Chevrolet C-15	14	16	305	L3
Chevrolet C-15	15	20	305	L4
Chevrolet C-15	14	18	305	M3/M4C
Chevrolet C-15	14	18	305	M4
Chevrolet C-15 Diesel	19	23	379	L4
Chevrolet C-15 Diesel	20	23	379	M4
Chevrolet C-15 Diesel	20	22	379	M4C
Chevrolet C-25	16	19	262	L4
Chevrolet C-25	15	18	262	M4C
Chevrolet C-25	15	18	305	L4
Chevrolet C-25	12	15	305	M4C
Chevrolet C-25 Diesel	19	23	379	L4
Chevrolet C-25 Diesel	18	20	379	M4C
Toyota 1-Ton	22	27	144	M5
STANDARD PICKUPS/4WD				
Chevrolet K-10	16	19	262	L4
Chevrolet K-10	15	18	262	M4
Chevrolet K-10	15	17	262	M4C
Chevrolet K-10	14	16	305	L4
Chevrolet K-10	12	16	305	M4
Chevrolet K-10	14	17	305	M4C
Chevrolet K-10 Diesel	17	21	379	L4
Chevrolet K-10 Diesel	18	21	379	M4
Chevrolet K-10 Diesel	19	20	379	M4C
Chevrolet K-20	12	16	350	L4
Chevrolet K-20	10	15	350	M4C
Chevrolet K-20 Diesel	17	21	379	L4
Chevrolet K-20 Diesel	16	18	379	M4C
Chevrolet T-10	20	23	151	L4
Chevrolet T-10	21	25	151	M4
Chevrolet T-10	17	24	173	L4
Chevrolet T-10	16	23	173	M4
Chevrolet T-10	16	23	173	M5
Dodge W-100/W-150	15	16	225	M4C
Dodge W-100/W-150	12	14	318	A3
Dodge W-100/W-150	12	14	318	A3
Dodge W-100/W-150	11	14	318	M4C
Dodge W-100/W-150	11	15	318	M4C
Dodge W-100/W-150	11	12	360	A3
Dodge W-250	12	14	318	A3
Dodge W-250	12	14	318	A3
Dodge W-250	11	13	318	M4C
Dodge W-250	11	12	360	A3
Ford F-150	14	14	300	A3
Ford F-150	16	19	300	M4
Ford F-150	17	18	300	M4C
Ford F-150	12	15	351	M4
Ford F-150	12	13	351	M4C
Ford F-150	11	13	351	A3
Ford F-250	14	14	300	A3
Ford F-250	17	18	300	M4C
Ford F-250	11	12	351	M4C
Ford F-250	11	12	351	A3
GMC K-15	16	19	262	L4
GMC K-15	15	18	262	M4
GMC K-15	15	17	262	M4C
GMC K-15	14	16	305	L4
GMC K-15	12	16	305	L4
GMC K-15	14	17	305	M4C
GMC K-15 Diesel	17	21	379	L4
GMC K-15 Diesel	18	21	379	M4
GMC K-15 Diesel	19	20	379	M4C
GMC K-25	12	16	350	L4
GMC K-25	10	15	350	M4C
GMC K-25 Diesel	17	21	379	L4
GMC K-25 Diesel	16	18	379	M4C
Chevrolet T-15	20	23	151	L4
Chevrolet T-15	21	25	151	M4
Chevrolet T-15	17	24	173	L4
Chevrolet T-15	16	23	173	M4
Chevrolet T-15	16	23	173	M5
Jeep J-10	16	19	258	A3
Jeep J-10	14	19	258	M4
Jeep J-10	11	13	360	A3
Jeep J-20	11	13	360	A3
Nissan	19	21	146	M5
Toyota	20	23	144	M5
Toyota	22	25	144	M5
Toyota Turbo Diesel	26	26	149	M5
PASSENGER VANS				
Chevrolet Astro	21	26	151	L4
Chevrolet Astro	22	26	151	M4
Chevrolet Astro	22	28	151	M5
Chevrolet Astro	17	21	262	L4
Chevrolet Astro	16	21	262	M4
Chevrolet Astro	17	22	262	M5
Chevrolet G-10/20 Sportvan	16	17	262	A3
Chevrolet G-10/20 Sportvan	16	19	262	L4
Chevrolet G-10/20 Sportvan	15	18	262	M3
Chevrolet G-10/20 Sportvan	13	13	305	L3
Chevrolet G-10/20 Sportvan	14	17	305	L4
Chevrolet G-10/20 Sportvan	13	17	350	L4
Chevrolet G-10/20 Sportvan Diesel	17	23	379	L4
Chevrolet G-10/20 Sportvan Diesel	18	21	379	M4
Chevrolet G-30 Sportvan	11	13	350	L4
Dodge B-150/B-250	15	18	225	L3
Dodge B-150/B-250	16	18	225	M4
Dodge B-150/B-250	12	14	318	A3
Dodge B-150/B-250	11	13	318	A3
Dodge B-150/B-250	13	16	318	L3
Dodge B-150/B-250	13	18	318	M4
Dodge B-150/B-250	10	12	360	A3
Dodge B-350	11	12	318	A3
Dodge B-350	11	12	318	A3
Dodge B-350	10	11	360	A3
Ford E-150 Club Wagon	13	14	300	A3
Ford E-150 Club Wagon	14	18	300	L4
Ford E-150 Club Wagon	16	19	300	M4
Ford E-150 Club Wagon	12	15	302	L4
Ford E-150 Club Wagon	11	13	351	A3
GMC G-15/25 Rally	16	17	262	A3
GMC G-15/25 Rally	16	19	262	L4
GMC G-15/25 Rally	15	18	262	M3
GMC G-15/25 Rally	13	13	305	L3
GMC G-15/25 Rally	14	17	305	L4
GMC G-15/25 Rally	13	17	350	L4
GMC G-15/25 Rally Diesel	17	23	379	L4
GMC G-15/25 Rally Diesel	18	21	379	M4
GMC G-35 Rally	11	13	350	L4
GMC Safari	21	26	151	L4
GMC Safari	22	26	151	L4
GMC Safari	22	28	151	M4
GMC Safari	17	21	262	L4
GMC Safari	16	21	262	M4
GMC Safari	17	22	262	M5
Toyota	21	23	122	L4
Toyota	23	25	122	M5
Volkswagen Vanagon	16	19	117	A3
Volkswagen Vanagon	18	20	117	M4
SPECIAL PURPOSE VEHICLES/2WD				
Chevrolet C-10 Suburban	14	17	305	L4
Chevrolet C-10 Suburban	13	17	350	L4
Chevrolet C-10 Suburban Diesel	17	23	379	L4
Chevrolet S-10 Blazer	21	26	151	L4
Chevrolet S-10 Blazer	22	26	151	M4
Chevrolet S-10 Blazer	22	28	151	M5
Chevrolet S-10 Blazer	17	25	173	L4
Chevrolet S-10 Blazer	18	25	173	M4
Chevrolet S-10 Blazer	17	24	173	M5
Dodge AD-150 Ramcharger	12	13	318	A3
Dodge AD-150 Ramcharger	12	14	318	A3
Dodge AD-150 Ramcharger	13	16	318	L3
Dodge AD-150 Ramcharger	11	13	360	A3
Dodge Caravan/Ram Van	18	20	135	A3
Dodge Caravan/Ram Van	19	22	135	A3
Dodge Caravan/Ram Van	24	29	135	M4
Dodge Caravan/Ram Van	21	27	135	M5
Dodge Caravan/Ram Van	20	27	135	M5
Dodge Caravan/Ram Van	18	21	156	A3
Chevrolet C-15 Suburban	14	17	305	L4
Chevrolet C-15 Suburban	13	17	350	L4
Chevrolet C-15 Suburban	17	23	379	L4
GMC S-15 Jimmy	21	26	151	L4
GMC S-15 Jimmy	22	26	151	M4
GMC S-15 Jimmy	22	28	151	M5
GMC S-15 Jimmy	17	25	173	L4
GMC S-15 Jimmy	18	25	173	M4
GMC S-15 Jimmy	17	24	173	M5
Grumman Olson Kubvan Diesel	30	30	97	A3
Grumman Olson Kubvan Diesel	35	35	97	M5
Plymouth Voyager	19	22	135	A3
Plymouth Voyager	18	20	135	A3
Plymouth Voyager	20	27	135	M5
Plymouth Voyager	21	27	135	M5
Plymouth Voyager	18	21	156	A3
SPECIAL PURPOSE VEHICLES/4WD				
American Motors Eagle	16	19	258	A3
American Motors Eagle	17	21	258	M5
Chevrolet K-10 Blazer	14	16	305	L4
Chevrolet K-10 Blazer	14	17	305	M4C
Chevrolet K-10 Blazer Diesel	17	21	379	L4
Chevrolet K-10 Suburban	12	16	350	L4
Chevrolet K-10 Suburban	11	14	350	M4C
Chevrolet K-10 Suburban Diesel	16	21	379	L4
Chevrolet T-10 Blazer	20	23	151	L4
Chevrolet T-10 Blazer	21	25	151	M4
Chevrolet T-10 Blazer	17	23	173	L4
Chevrolet T-10 Blazer	16	23	173	M4
Chevrolet T-10 Blazer	14	23	173	M5
Dodge AW-150 Ramcharger	12	14	318	A3
Dodge AW-150 Ramcharger	12	14	318	A3
Dodge AW-150 Ramcharger	11	13	318	M4C
Dodge AW-150 Ramcharger	11	12	360	A3
Ford Bronco II	18	22	171	M5
Ford Bronco	14	14	300	A3
Ford Bronco	16	21	300	M4
Ford Bronco	17	18	300	M4C
Ford Bronco	11	12	351	A3
GMC K-15 Jimmy	14	16	305	L4
GMC K-15 Jimmy	14	17	305	M4C
GMC K-15 Jimmy Diesel	17	21	379	L4
GMC K-15 Suburban	12	16	350	L4
GMC K-15 Suburban	11	14	350	M4C
GMC K-15 Suburban Diesel	16	21	379	L4
GMC T-15 Jimmy	20	23	151	L4
GMC T-15 Jimmy	21	25	151	M4
GMC T-15 Jimmy	17	23	173	L4
GMC T-15 Jimmy	16	23	173	M4
GMC T-15 Jimmy	15	23	173	M5
Isuzu Trooper	19	21	119	M4
Jeep Cherokee/Wagoneer Turbo Diesel	23	23	126	A3
Jeep Cherokee/Wagoneer Turbo Diesel	29	29	126	M5
Jeep Cherokee/Wagoneer	16	18	173	L3
Jeep Cherokee/Wagoneer	16	20	173	M5
Jeep CJ-7	16	18	258	A3
Jeep CJ-7	17	19	258	M4
Jeep CJ-7	17	21	258	M5
Jeep Grand Wagoneer	15	16	258	A3
Jeep Grand Wagoneer	11	13	360	A3
Mitsubishi Montero	17	17	156	A3
Mitsubishi Montero	18	20	156	M5
Subaru Brat	21	23	109	L3
Subaru Brat	24	28	109	M4
Subaru Hatchback	24	28	109	M4
Subaru Sedan	22	25	109	L3
Subaru Sedan Turbo	23	25	109	L3
Subaru Sedan Turbo	25	30	109	M5
Subaru Wagon	22	25	109	L3
Subaru Wagon	22	28	109	M5
Subaru Wagon Turbo	23	25	109	L3
Subaru XT Turbo	23	25	109	L3
Subaru XT Turbo	25	30	109	M5
Suzuki SJ-410	23	23	59	M4
Suzuki SJ-410V	23	23	59	M4
Toyota 4-Runner	22	25	144	M5
SPECIAL PURPOSE VEHICLES/CAB CHASSIS				
Chevrolet S-10	19	19	151	M4
Chevrolet S-10	14	15	173	L4
Chevrolet S-10	14	16	173	M4
Dodge D-250	10	12	360	A3
Ford Ranger	16	18	171	M5
GMC S-15	19	19	151	M4
GMC S-15	14	15	173	L4
GMC S-15	14	16	173	M4
Nissan	15	15	146	M5
Toyota	15	15	144	A4
Toyota	17	17	144	M4

†—Transmissions: A—Automatic; C—Creeper; L—Lockup; M—Manual.

*—Available in Puerto Rico only.

Dana wins Sears award

CHICAGO. — The Precision Controls Division of Dana Corp., received one of the 80 Partners in Progress Awards presented by Sears, Roebuck Merchandise Group. The Laurinburg (N. C.) plant supplies Sears with cruise controls.

BEST AVAILABLE COPY

Auto output approaches normal pace

Overtime overcomes strike's effects

By Louise Kertesz
Detroit Reporter

The General Motors strike resulted in the lowest weekly auto production since mid-July.

During the week ended Sept. 22, 109,464 cars were built, the lowest output since 95,018 cars were assembled during the holiday week ending July 7.

Last week's slated production of 157,507 cars was a 43.89-percent jump over the previous week's low, but still 3.08 percent behind the year-ago week when 162,520 vehicles were completed.

Lingering effects of the strike last week included a dip in production at Chevrolet, due to the Van Nuys (Calif.) plant returning to work later than the other striking facilities.

Scheduled daily or weekly overtime at 15 auto plants last week contributed to resumption of normal production pace.

This year, 5,882,302 cars have been built, up 19.60 percent from the 4,918,134 assembled last year at this time.

GM plants working two overtime shifts Saturday (Sept. 29) were Arlington, Tex.; Fairfax, Kans.; Flint (Buick B and G lines); Framingham, Mass.; Lansing (Oldsmobile Line 1), and Leeds, Mo.

Working one overtime shift Saturday were Lansing (Oldsmobile Line 2); Orion, Mich., and Van Nuys.

Saturday overtime was also scheduled at Ford's Kansas City and Wayne (Mich.) assembly plants.

Last week, Chrysler's Belvidere (Ill.) and St. Louis No. 2 plants each worked two nine-hour daily shifts. The Jefferson Ave. (Detroit) plant worked two 8½-hour daily shifts.

Two eight-hour overtime shifts were scheduled Saturday for Chrysler's Belvidere, Newark (Del.), and St. Louis No. 1 and 2 facilities.

Framing operations for the production of the new H-cars began last week at Chrysler's Sterling Heights (Mich.) plant.

AMC is halting Renault Alliance and Encore production at Kenosha for one week starting today (Oct. 1) because of high inventories.

The GM Van Nuys facility went down today (Oct. 1) for model changeover. Production will resume Oct. 8.

Chevy chooses computers over model deproliferation

Continued from Page 8

tomer satisfaction," Burger said.

"We lost a lot of penetration over the last few years. But quality is improving. It is not what anyone wants at this time or what our customers expect," but it will continue to improve, he said.

"Aggressiveness cannot start without product leadership," and the division "has the opportunity and the resources and now the people and ability to achieve" its goal of continued sales leadership and 20 percent of the market, he said.

• Chevrolet is testing a toll-free number for customer communications. It began what it calls a Commitment to Excellence program that is being explained in dealership meetings.

It includes an exhaustive pre-delivery check of the car, a test-drive and gasoline fill-up of the new car at delivery time by the salesman and customer and follow-up literature and services that keep the dealer involved with the customer for two years.

In addition, Chevrolet surveys every buyer 60 days after the purchase on the car's condition, service and the sales process.

The program is just part of the retail-level changes that will match GM's internal reorganization in scope, Burger said.

Another prototype shown to reporters was the Dealer Communication Services (DCS) computer, developed with Reynolds & Reynolds. It will connect into the present Vehicle Locator System that allows a dealer to order from the factory or find a vehicle in another dealer's inventory.

It also will be a sales tool, complete with video disk graphics, that will allow the customer to compare Chevrolet products to the competition, price and equip a car, figure out tradein and payments — even deliver a sales contract for signature.

• A Reynolds & Reynolds spokesman said the company expects 1,200 to 1,500 of the largest Chevrolet dealers initially will buy or lease their own units; the remainder of Chevy's 5,000 dealers will be able to get telephone access to a central computer that will provide the same services. No price has been determined for the units, Chevy and R&R representatives said.

Truck production hits 64,783; best week since June

U. S. truck production has rebounded to normal schedules following the strikes at General Motors plants.

This means weekly output reached sixty-thousand for the first time since June.

Last week, production was pegged aat 64,783, 23.41 percent better than the previous week's 52,494 and 20.24 percent higher than the year-ago week's 53,878.

So far this year, 2,333,552 trucks have been assembled, 36.83 percent more than the 1,705,497 built at this time last year.

GM scheduled two overtime shifts Saturday (Sept. 29) at its Janesville (Wis.) and Lordstown (O.) facilities and one shift at the Pontiac coach plant.

Also working Saturday were Ford Motor Co.'s Kansas City and Wayne (Mich.) facilities.

Chrysler Corp.'s Warren (Mich.) plant worked two nine-hour shifts last week.

Car production in Canada nears 800,000 mark

Canadian car production maintained steady gains last week and is approaching the 800,000 mark.

Slated production of 22,646 cars was up 23.86 percent over the previous week's 18,283 and 19.86 better than the year-ago week's 18,893.

So far this year, 796,869 cars have been assembled, 11.43 percent more than last year's 715,159.

Makers expected to complete 18,099 trucks last week, an increase of 1.50 percent over the previous week's 17,831 and 42.64 percent better than 12,689 a year ago.

Chrysler's Windsor (Ont.) facility targeted assembly of 2,332 Plymouth Voyagers, 2,359 Dodge Caravans and 949 Mini Ram Vans last week. So far this year, 169,820 T-115s have been built.

U. S. CAR PRODUCTION

	Week Ended Sept. 29, 1984	Week Ended Oct. 1, 1983	Week Ended Sept. 22, 1984	Sept. to Date	Jan. 1 to Oct. 1, 1983	Jan. 1 to Sept. 29, 1984
AMERICAN MOTORS	4,800	4,447	4,526	18,004	138,643	149,713
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	4,447	4,526	18,004	134,572	149,713
Alliance	3,200	2,978	2,986	11,730	118,520	84,382
Encore	1,600	1,469	1,540	6,274	16,052	65,331
CHRYSLER CORP.	25,200	23,361	25,077	36,966	645,166	915,885
Plymouth Total	8,200	7,004	8,416	23,258	230,013	275,267
Horizon	3,300	3,097	3,344	9,797	86,629	119,248
Reliant	3,500	3,732	3,686	9,651	139,667	128,985
Caravelle	1,000	124	1,057	2,724	3,632	11,116
Gran Fury	400	51	329	1,086	85	15,918
Chrysler Total	7,800	6,735	7,579	29,121	156,111	301,943
LeBaron	2,000	2,201	1,958	7,225	64,996	87,826
Laser	1,300	922	1,260	4,671	6,407	52,991
New Yorker/E-Class	1,700	2,882	1,726	6,071	83,517	72,217
Fifth Avenue	2,800	730	2,635	11,154	1,191	88,909
Dodge Total	9,200	9,622	9,082	34,864	259,042	338,675
Omni	3,000	3,496	2,876	12,377	94,926	112,012
Aries	2,900	3,604	3,013	10,613	104,706	102,570
Daytona	1,100	833	1,048	3,853	4,731	39,683
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,400	1,557	1,502	5,116	36,011	56,526
Diplomat	800	132	643	2,905	190	27,884
FORD MOTOR	36,747	37,201	32,696	135,285	1,119,543	1,310,365
Ford Division	23,526	26,901	21,693	90,212	719,098	849,391
Escort	7,405	8,368	7,141	27,785	202,899	260,029
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	2,822	2,890	2,933	9,752	83,422	102,175
LTD	4,802	3,930	5,677	21,071	127,714	167,376
Thunderbird	3,027	4,571	2,070	10,627	142,738	111,149
Crown Victoria	1,753	2,056	2,022	7,157	70,030	62,077
EXP	1,287	.....	1,091	4,556	1,184	29,877
Tempo	2,430	5,086	759	9,264	67,383	116,708
L-M Division	13,221	10,300	11,003	45,073	400,445	460,974
Mercury Total	9,616	10,300	8,101	34,628	318,838	336,498
Lynx	1,694	2,003	1,610	6,291	57,365	52,511
Capri	343	999	293	1,043	18,043	12,224
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,653	1,866	1,973	8,439	54,397	86,879
Cougar	2,487	2,863	1,746	13,601	91,543	84,466
Grand Marquis	1,869	1,614	2,191	7,735	70,350	69,914
LN7	.....	.....	.....	.....	290	.....
Topaz	570	955	288	2,073	18,189	30,504
Lincoln Total	3,605	.....	2,902	10,445	81,607	124,476
Continental	655	.....	533	1,907	8,793	28,044
Lincoln	2,553	.....	2,058	7,400	52,623	75,641
Mark VI/VII	397	.....	311	1,138	20,191	20,791
GENERAL MOTORS	86,960	94,081	43,944	274,929	2,912,106	3,348,016
Buick Division	21,166	19,912	8,489	63,660	659,518	734,566
Skylark	3,111	3,780	2,539	10,652	80,785	80,949
Skyhawk	1,980	1,282	1,751	7,200	53,440	106,556
Somerset Regal	1,750	.....	495	3,911	.....	5,662
Century	4,848	5,222	3,237	15,553	122,804	167,559
Regal	2,826	4,116	.....	7,375	183,543	141,524
LeSabre/Electra (rwd)	4,011	4,274	467	11,212	181,659	154,388
Riviera	1,040	1,238	.....	2,817	37,287	37,675
Electra (fwd)	1,600	.....	.....	4,940	.....	40,253
Cadillac Division	7,852	7,200	917	21,499	226,945	245,611
Cimarron	406	579	382	1,506	15,214	13,369
Seville	670	749	.....	1,819	25,915	28,293
Eldorado	1,490	1,435	.....	4,051	55,883	56,692
Cadillac	1,600	4,437	535	4,339	129,933	92,354
DeVille (fwd)	3,686	.....	.....	9,784	.....	54,903
Chevrolet Division	25,467	30,631	24,023	100,763	948,974	1,157,803
Chevette	2,870	4,706	2,730	11,389	142,677	139,689
Cavalier	9,059	7,876	9,092	34,933	223,443	317,914
Celebrity	5,284	3,781	4,757	18,530	100,727	217,981
Camaro	634	4,201	.....	5,830	143,194	183,097
Citation	889	1,945	2,829	8,490	75,069	85,671
Malibu/El Camino	532	711	483	1,799	10,571	18,729
Monte Carlo	2,076	3,110	.....	3,926	78,862	79,724
Chevrolet	3,643	3,611	4,132	14,491	64,148	90,181
Corvette	480	690	.....	1,375	19,283	24,817
Oldsmobile Division	21,070	24,732	2,955	52,116	768,328	806,874
Omega	.....	1,350	.....	.....	4,413	29,289
Firenza	1,505	897	1,302	5,425	35,292	53,943
Cutlass Supreme	4,450	7,749	.....	11,887	226,909	196,874
Cutlass Ciera	3,556	5,730	227	7,325	158,678	192,172
88/98 (rwd)	6,160	8,103	800	12,615	272,242	243,301
Olds 98 (fwd)	2,849	.....	.....	7,763	.....	51,892
Calais	1,750	.....	626	4,940	.....	6,458
Toronado	800	903	.....	2,161	31,076	32,945
Pontiac Division	11,405	11,606	7,560	36,891	308,341	403,162
Acadian†	.....	221	.....	170	15,801	11,435
2000 Sunbird	2,784	3,134	2,789	10,942	79,985	110,774
1000	782	980	898	3,065	34,197	30,901
Firebird	326	2,796	49	3,149	71,262	85,018
Phoenix	.....	505	.....	.....	20,079	14,116
Grand Prix/Bonneville	.....	1,833	.....	.....	75,264	29,733
Parisienne	3,123	618	2,771	8,207	5,710	26,986
Fiero	2,640	1,519	751	7,886	6,043	90,301
Grand Am	1,750	.....	302	3,472	.....	3,898
HONDA	3,000	1,085	2,798	10,629	33,618	100,868
VOLKSWAGEN	800	2,345	423	1,619	69,058	57,455
Total Cars, U. S.	157,507	162,520	109,464	477,432	4,918,134	5,882,302
Total Cars, Canada	22,646	18,898	18,283	72,607	715,159	786,869
N. American Cars	180,153	181,413	127,747	550,039	5,633,293	6,679,171
N. American Trucks	82,882	66,567	70,325	305,504	2,097,652	2,939,440
North American Cars and Trucks	263,035	247,980	198,072	855,543	7,730,945	9,618,611

†—All Acadians are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended Sept. 29, 1984	Week Ended Oct. 1, 1983	Week Ended Sept. 22, 1984	Sept. to Date	Jan. 1 to Oct. 1, 1983	Jan. 1 to Sept. 29, 1984
AMERICAN MOTORS	600	574	609	2,307	21,146	16,972
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FORD MOTOR	8,741	5,890	6,327	27,562	194,025	320,447
GENERAL MOTORS	13,080	12,204	11,122	41,884	388,671	451,664
VOLVO	225	225	225	854	7,460	7,786
Total Cars, Canada	22,646	18,893	18,283	72,607	715,159	796,869

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 29, 1984	Week Ended Oct. 1, 1983	Week Ended Sept. 22, 1984	Sept. to Date	Jan. 1 to Oct. 1, 1983	Jan. 1 to Sept. 29, 1984
CHEVROLET	19,877	17,953	10,791	67,126	591,371	744,065
DODGE	4,000	2,498	4,194	17,575	102,480	154,087
FORD	25,483	21,564	25,940	98,183	670,977	884,178
GMC	7,060	6,114	2,903	22,733	191,884	241,767
INTERNATIONAL	1,693	1,177	1,672	6,108	37,489	57,069
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,600	2,807	4,023	14,272	65,504	140,303
NISSAN	2,000	715	1,921	7,464	4,443	71,123
AM GENERAL	50*	50*	50*	190*	1,870*	1,960*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,800*	37,400*	39,000*
Total Trucks, U. S.	64,783	53,878	52,494	237,451	1,705,497	2,333,552

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 29, 1984	Week Ended Oct. 1, 1983	Week Ended Sept. 22, 1984	Sept. to Date	Jan. 1 to Oct. 1, 1983	Jan. 1 to Sept. 29, 1984
CHRYSLER CORP.	8,292	2,735	8,512	31,648	94,568	268,903
FORD MOTOR	3,344	3,428	3,350	12,371	102,209	114,231
GENERAL MOTORS	6,248	6,397	5,746	23,205	191,240	216,592
INTERNATIONAL	215	129	223	829	4,138	6,162
Total Trucks, Canada	18,099	12,689	17,831	68,053	392,155	605,888
N. American Trucks	82,882	66,567	70,325	305,504	2,097,652	2,939,440

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

October 8, 1984

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But dealers are less pleased with supply of cars

Optimism in good supply for 1985 season

By Richard Johnson
Detroit Reporter

While new model introductions this fall aren't raising dealership roofs with excitement, an AUTOMOTIVE NEWS survey of retailers around the country turned up plenty of optimism about the 1985 model year.

U.S. manufacturers have little in the way of new models to show customers—at least for the traditional new-car intro period. Buick, Pontiac and Oldsmobile have unveiled their GM20 cars, and AMC has introduced the U.S.-built Renault Alliance convertible.

But Chrysler's new intermediates, the Dodge Lancer and Chrysler LeBaron GTS, won't arrive until January, the Merkur XR4Ti being imported from Germany by Lincoln-Mercury isn't coming until early 1985, and the new Volkswagen Golf isn't due until later this fall.

As a result, the model year launch has lacked some of the drama and luster of years past. Furthermore, several retailers last week reported tight supplies of new '85s, especially the new vehicles figured to attract most of the early attention and generate showroom traffic.

But despite the low-key 1985 sendoff, dealers see no end to the sales boom. There is overwhelming confidence in the new models and the new model year.

"The intros have lost some of their magic," said Jim Barry, general manager at Broadway Chevrolet, Louisville. "It's not like 20 years ago when they covered up the new cars."

Supply problems are also stifling some of the new-car announcement enthusiasm, according to Gary McCaddon, of McCaddon Olds-Cadillac, Boulder, Colo., who decried a shortage of the new Olds Calais.

"Some dealers don't even have them out here in the West," he said. "It is a typical GM announcement—all screwed up."

But McCaddon said customers who have seen the one Calais sitting on his lot love it, and he predicted that the car will be a sales success.

Elmer Maxwell, general manager at Bill Davidson Buick in

Continued on Page 71, Col. 1

Britain's 'Spridget'

Reliant SS-1 debuts

The Reliant SS-1 sports car, which will be displayed at Britain's International Auto Show this month, is sort of a cross between the MG Midget and the Triumph Spitfire. It was designed by Michelotti of Italy and uses Ford 1.3-liter and 1.6-liter engines. The SS-1 is scheduled to reach the U. S. in 1986.

breaking news

Ford's Benton to join British Car Auctions

LONDON. — William P. Benton, 60, Ford Motor Co. marketing vice-president, will retire Nov. 1 to become deputy chairman of British Car Auctions Group and chairman of the firm's U. S. subsidiary, Anglo-American Auto Auctions. British Car Auctions operates 15 auctions in the UK and 12 in the U. S. through Anglo-American. It also holds voting control of Group Lotus Car Co's., Inc. Ford named B. J. Coughlan executive director of the Marketing Staff to replace Benton. Coughlan has been L-M general sales manager.

Chevy Astro introduction delayed

DETROIT.—Chevrolet is running into supply problems on its new compact Astro van which will push back the introduction beyond Nov. 15. Only about 100 units have been built so far. Prices were slated to be released Oct. 12, but there may be a delay because of the production holdup.

Espace only first of new U. S. line for Renault

PARIS.—Renault Group President Bernard Hanon confirmed persistent rumors that the new Alpine sports car, due out within months, will be sold in the U. S. The Espace van, slated for the U. S. in 1986, will be just the first of a series of small-volume exports for the U. S., he said. A decision on importation of the R-25 sedan will be made at the end of the month, he said.

See BREAKING NEWS, Page 8, Col. 1

Yugo America selling stock

By John A. Russell
New York Staff Writer

NEW YORK. — Two million shares of Yugo America, Inc., worth $6 million, are being sold through private placement as the company begins the first phase of an overall financing plan which will eventually see it go public.

According to Malcolm Bricklin, chairman of the board, the private stock placement began last week and he hopes to have this phase completed by the end of this month.

Each share sells for $3 and the two million shares represent 20 percent of Yugo America. The name of the company has been changed from Yugo of America, Bricklin said.

The shares are being sold in $500,000 blocks and Bricklin anticipates eight to 12 investors.

Each person will be given a

Continued on Page 71, Col. 1

Domestic cars post increase of 22 pct. for '84 model year

By Jenny L. King
Staff Writer

Again the record books were opened in 1984, this time by some of the domestic auto makers as they tallied their model-year sales and entered some impressive gains in the sales numbers columns.

The grand total for the industry, Oct. 1, 1983, through Sept. 30, 1984, was well above the 10-million mark. The six major U. S. makers combined for a 22.23-percent increase in sales; imports were up 6.57 percent.

Import penetration plunged more than 2.5 percentage points year to year. Imports captured 23.97 percent of the 1984 model-year total compared with 26.55 percent of the 1983 model-year total.

The 1984 grand total soared to 10,409,785, up 18.08 percent from 8,816,028 in 1983. Domestic sales climbed 22.23 percent, to 7,914,732 from 6,475,150. Imports signed in at 2,494,053 in 1984, up 6.57 percent from 2,340,878 the preceding year.

All the domestic makers came in above '83 sales levels except Volkswagen, which missed by only 0.09 percent. Ford Motor Co. enjoyed the largest Big Three gain, up 28.72 percent. General Motors was up 20.22 percent, Chrysler Corp. was up 15.55 percent, American Motors was up 9.98 percent and Honda sales exploded 261.69 percent.

• Humility was nowhere to be found among the U. S. auto makers. Oldsmobile and Buick engaged in a shoving match to get to the microphone to announce their model-year sales records. Oldsmobile dealers broke the one-million barrier and erased their 1977 record. The Olds total was 1,098,685 for 1984; in '77 it was 1,007,201.

Buick wasn't too far behind, with its record sales of 940,611. It was up 16.06 percent from 810,435 a year ago, the former record for a model year.

Pontiac claimed its 37.76-percent increase was "largest . . . of any domestic car division, and the best model year in sales for Pontiac since 1979."

AUTOMOTIVE NEWS' charts put AMC's Renault a short distance ahead of Pontiac, with the Renault Alliance/Encore increase at 38.24 percent in 1984.

Chevrolet was up 21.34 per-

Continued on Page 70, Col. 3

Revolution delayed; Van Doorne blamed

CVT encounters host of problems

By Richard Feast and
Wim Oude Weernink

LONDON. — Production of the stepless CVT gearbox which was to revolutionize automatic transmissions has been delayed by a year. There are now serious doubts about whether the early hopes for the unit will ever be realized.

Ford of Europe and Fiat Auto, which planned to offer the option on their Fiesta and Uno models last June, will now be unable to do so until late next summer.

General Motors' Hydra-matic Division was to have launched its version in the middle of next year, but that, too, has been delayed by a year or more.

The problems stem from major difficulties at Van Doorne Transmissie, of Tilburg, Holland, which has been developing the current CVT principle for more than 12 years.

An early casualty at VDT was Dick Hamstra Pik, the managing director since the project began. He was forced to retire last March amid accusations of mismanagement. He was replaced by the former commercial director, Joep Van Ham.

The charge leveled at VDT is that while research and development on the CVT took place over more than a decade, when it was ready for mass production — this year — there were no facilities available to do so.

And yet VDT was sitting on component orders from Ford and Fiat worth around $30 million. VDT could not even start small series production, and clients were asked to wait.

A report by Bureau Berenschot, an independent management advisory team, was begun under Hamstra Pik. It continued under Van Ham. Its findings were discussed in mid-September by VDT shareholders, under the chairmanship of Andre Deleye, chairman of Volvo Car BV.

• Volvo Car is the major shareholder in VDT with 39.54 percent. Fiat Auto and Borg-Warner have 24 percent each, and

Continued on Page 30, Col. 2

NEWSPAPER

Karen's car boom
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Incentives, rebates and low-interest programs launched

By Joseph Bohn
Marketing Editor

Chrysler Corp. will take 310 sales managers and their companions on a five-day/four-night trip to Super Bowl XIX as part of its continuing effort to hype sales. Cash awards of up to $1,500 are also being given.

Chrysler also is offering consumer rebates and dealer incentives on domestic trucks and an interest subsidy on imported trucks.

Elsewhere, Ford Division is paying cash incentives to sales managers on 1984 and 1985 Tempo and Escort models, and American Motors has adopted an interest subsidy program.

Dodge sales managers have been divided into 150 groups nationally under its "San Francisco Goal Rush" incentive with one winner slated for each group. Chrysler - Plymouth managers are divided into 160 groups under a corresponding "March to Goal" program.

Both trip programs run from Sept. 21 to Nov. 30. The Super Bowl is scheduled for Jan. 20 in Palo Alto, Calif.

There is a separate Sept. 21 to Dec. 10 cash award program that gives winning managers a chance to collect an extra $1,500, $1,000 or $500 in cash, depending on which of three flights they are assigned to.

Flights are based on the size of dealership sales objectives.

Sales objectives for the trips are based on all new and unused '84/'85 domestic cars and trucks, including dealer demos, sold or leased and delivered during the program period.

Managers earn double credit for delivering the new '85 Aries and Reliant K-cars. Chrysler tries to give them an extra boost.

All dealerships must sell a minimum of 25 units to qualify for trips. High-over-objective in each dealership group wins the trip.

Cash awards require a minimum sale of 15 units. They are based upon sales of '85 cars and trucks only. Managers must hit at least 100 percent of a separate cash award objective to win the money. Only trip winners qualify for cash.

No cash or other award will be made in lieu of any trip award.

• Chrysler's "Payload Payoff" on two-wheel-drive and four-wheel-drive D/W 250 and 350 pickups offers $300 consumer rebates on '84 model pickups sold and delivered from Oct. 1 to Dec. 31.

The rebates are fully funded by Chrysler and are paid directly to customers or may be assigned to dealers by the customers.

For '85 model D/W 250 and 350 models, Chrysler is paying dealers $250 per retail unit, after a one-unit no-pay qualifier.

On imported trucks, Chrysler has an Oct. 1-Dec. 31 program that offers 8.7 percent APR financing on '84 Ram 50 and Power Ram 50 trucks sold and delivered during the peri-

Continued on Page 72, Col. 1

Chrysler expands warranty on two top-line models

DETROIT. — Chrysler Corp. has expanded and extended the warranty coverage on the rear-wheel-drive Chrysler Fifth Avenue and front-wheel-drive Chrysler New Yorker for 1985.

In addition to the 5-year/50,000-mile powertrain warranty, coverage on the models has been broadened to include the following major components: Air conditioning; front suspension; cooling system; brakes, fuel tank, pump and line; steering, electrical, and the electronic instrument cluster on the New Yorker.

For the Fifth Avenue, coverage on the additional components has been increased from 12 months/12,000 miles to 5 years/50,000 miles, whichever comes first, while the coverage for the New Yorker is for 3 years/36,000 miles. Under the new warranty, each repair visit carries a $100 deductible after 12 months/12,000 miles.

As with its past powertrain warranty, Chrysler told dealers that this additional coverage applies to the first retail purchaser, but the unexpired powertrain and major components coverage may be transferred to a second purchaser for a $25 fee.

Although warranty coverage on its other domestic cars is essentially the same as for 1984, Chrysler said coverage of policy adjustments on all domestic cars and trucks has been extended from 90 days to 12 months/12,000 miles for 1985.

Domestic trucks also have a 5/50 powertrain warranty and 5/50 outer panel rust-through protection for '85 (Automotive News, Oct. 1).

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60th year — No. 5043

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Front-drive Cadillac limo bows

Armbruster/Stageway, Inc., Fort Smith, Ark., has introduced a six-door limousine built on the 1985 Cadillac C-body chassis. The limo features three bench seats, dual heat and air conditioning systems, padded vinyl roof, matching interior appointments and numerous other standard features.

Turbo police package is Chrysler project

By Dan McCosh
Detroit Reporter

Chrysler insiders say the corporation is working on a special turbocharged police-special version of the 1986 E-body to replace the V-8 Police Package that will expire with the pending demise of Chrysler's rear-drive M-body.

The new engine will mark the end of a long series of V-8 Dodges and Plymouths long favored by lawmen. Chrysler sold 17,669 squad cars in the 1984 model year, the bulk of them V-8 powered, rear-drive cars.

The current Police Package features a 175-HP, 5.2-liter V-8 with a 4-barrel carburetor, heavy-duty suspension and two outside rear-view mirrors.

It is tentatively slated to be replaced late in 1986 by a special 160-HP turbocharged version of the 2.2-liter 4-cylinder engine in a specially equipped front-drive E-car.

The new engine will burn regular unleaded gas, a feature demanded by most police departments, thus will be slightly less powerful than some of Chrysler's production turbos, according to Chrysler sources.

In the lighter car, acceleration is anticipated to be superior to the current V-8 powered 3,553-pound Plymouth Gran Fury.

VW cuts some prices; other imports raised

Volkswagen raised some prices and reduced others as it placed the '85 stickers on most of its imported lines.

Still to be priced are the new Golf, which is made in the U. S., and the new Jetta, which is imported from Germany. They are due in November.

The Scirocco coupe and the Quantum wagon are down. The VW Cabriolet, the Quantum sedans and the Vanagon are up.

Volkswagen of America said the four lines are down an average $24.24, or 0.2 percent, on base vehicles. There's an increase of $14.61, or 0.1 percent on vehicles with average optional equipment.

The whole range of options is up an average of $39.02, or 3.4 percent. In addition, transportation charges have been raised $20.

The Scirocco carries an '85 sticker of $9,980, down $890 from last year. Radio is no longer standard equipment.

Also reduced was the Quantum wagon. It's $11,570, down $2,210 from last year's $13,780. However, a considerable amount of standard equipment has been removed for '85.

The deletions include the five-cylinder engine (a four-cylinder now is standard), radio, power windows, power door locks, power mirrors, alloy wheels, luggage rack and trunk luggage cover.

Quantum sedans have been raised $315. The gasoline model is $13,295 and the turbodiesel is $13,845.

There was a hike of $615 on the VW Cabriolet (formally Rabbit convertible). The '85 price is $12,595.

The seven-seat Vanagon is $12,290, an increase of $380.

Chrysler hike is $125 after option shifts

By John K. Teahen Jr.
Managing Editor

Chrysler Corp., like Ford Motor Co., had second thoughts about its preliminary prices for '84 cars and, like Ford, it managed to shave the average increase considerably.

Chrysler announced last week that its new cars will be up an average of $125, or 1.2 percent, over comparably equipped '84 models. Its preliminary boost was $181, or 1.7 percent.

Ford dipped from a preliminary hike of $225 to a firm figure of $153. General Motors played the game only once and posted an average increase of $292.

There were no boosts in destination charges for the Big Three, although Chrysler had planned a $12 hike when it announced its preliminary schedule. Dealer discounts are unchanged at GM and Chrysler; Ford cut dealer margin one percentage point on most small cars (Automotive News, Sept. 10).

The price increases are for comparably equipped models, and that is a mighty important term. When equipment is added for the new model year, the manufacturer adds the price of that equipment to the year-ago price of the car to produce a comparably equipped model.

It brings some strange results. For example, the '85 Dodge Shelby Charger is stickered at $8,995, up $462 from last year's $8,533. But Chrysler said the price is *down* $548 on a comparably equipped basis.

That indicates that $1,010 worth of equipment has been added to the Shelby Charger for '85. It includes a turbocharged engine and AM/FM/stereo.

Other examples of '85 prices are: The base Plymouth Horizon four-door is $5,999, up $177. Tinted glass now is standard. Chrysler said it is up $76, comparably equipped.

The Plymouth Reliant LE wagon is $8,378, an increase of $191. Chrysler said it is down $131 on a comparably equipped basis.

The Chrysler Laser XE coupe is $10,776, a boost of $240. Chrysler said it is up $146 comparably equipped.

The Dodge 600-ES Turbo convertible is $13,995, up $1,100. AM/FM/stereo now is standard. Chrysler said the price has risen $961, comparably equipped.

The Dodge 600 coupe now is $9,060, an increase of $692. Automatic transmission has been made standard. Chrysler said the price is up $172 on a comparably equipped basis.

Chrysler said there were no increases in option prices except for additions to accessory packages and trim upgrades.

Auto makers find it hard to plot course

Third-World market growing, but unsteadily

By Richard Johnson
Detroit Reporter

While new-car demand in developing nations is expected to increase significantly by the year 2000, U.S. Government analysts say political and economic uncertainties in Third World countries make it difficult for manufacturers to plan for growth in those markets.

Some estimates place completely new annual demand in new markets as high as 20 million units by the turn of the century. Most industry observers agree that future growth in Europe and North America will be restrained, and they foresee a sales shift to the developing world over the next 20 years.

"There is no question that that is where the growth in the world industry is," said a spokesman for General Motors' Overseas Operations.

But the size of the shift is uncertain and it is not clear who will benefit. A report issued by the Canadian Government's Department of Regional Industrial Expansion contends that medium-sized manufacturers throughout the world are in a position to compete effectively

Continued on Page 35, Col. 1

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NEW-CAR MARKET SHARES IN U. S.

	JULY					7 MONTHS				
	Regis., July, 1984	Percent Share of Market	Regis., July, 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 7 Mos., 1984	Percent Share of Market	Regis., 7 Mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Chevrolet	145,140	16.07	120,127	15.23	+ 0.84	943,542	15.94	741,897	14.70	+ 1.24
Ford	108,253	11.99	93,756	11.88	+ 0.11	739,205	12.49	576,394	11.42	+ 1.07
Oldsmobile	93,904	10.39	85,946	10.89	− 0.50	653,257	11.04	546,349	10.82	+ 0.22
Buick	81,575	9.03	73,311	9.29	− 0.26	533,563	9.02	461,888	9.15	− 0.13
Pontiac	64,469	7.13	47,273	5.99	+ 1.14	408,046	6.89	283,845	5.62	+ 1.27
Mercury	44,813	4.96	35,923	4.55	+ 0.41	296,776	5.01	216,948	4.30	+ 0.71
Dodge	30,743	3.40	26,807	3.40	.....	210,036	3.55	181,024	3.58	− 0.03
Chrysler	28,977	3.21	20,765	2.63	+ 0.58	178,079	3.01	143,446	2.84	+ 0.17
Cadillac	27,717	3.07	23,780	3.01	+ 0.06	176,656	2.98	160,991	3.19	− 0.21
Plymouth	24,424	2.70	22,897	2.90	− 0.20	167,980	2.84	161,806	3.21	− 0.37
AMC	16,313	1.81	12,597	1.60	+ 0.21	108,708	1.84	111,335	2.21	− 0.37
Lincoln	12,939	1.43	7,520	0.96	+ 0.47	80,260	1.36	53,056	1.05	+ 0.31
GENERAL MOTORS	412,805	45.69	350,437	44.41	+ 1.28	2,715,063	45.87	2,194,970	43.48	+ 2.39
FORD MOTOR CO.	166,005	18.38	137,199	17.39	+ 0.99	1,116,241	18.36	846,398	16.77	+ 2.09
CHRYSLER CORP.	84,144	9.31	70,469	8.93	+ 0.38	556,095	9.40	486,276	9.63	− 0.23
AMC	16,313	1.81	12,597	1.60	+ 0.21	108,708	1.84	111,335	2.21	− 0.37
IMPORTS	224,103	24.81	218,264	27.66	− 2.85	1,422,531	24.03	1,408,451	27.90	− 3.78
MISC. DOMESTIC	20	0.00	50	0.01	− 0.01	160	0.00	443	0.01	− 0.01
TOTAL	903,390		789,016			5,918,799		5,047,873		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York, Oklahoma, 1984, from manufacturers' sales records. Oklahoma '83 figures not available.

Domestics gain; import market share dips

July registrations at 5-year high

By Jenny L. King
Staff Writer

July new-car registrations for the U. S. were the best for that month in five years and recorded the second highest total of the current calendar year as sales, especially of the domestics, continued at a fast pace.

Just two years earlier, the registrations total was at a 20-year low, 626,321, compared with a healthy 903,390 sum this July. The month was up 14.50 percent from the year-ago 789,016 total; it was down slightly—2.64 percent—from June's 927,849.

Record for the month was 1,103,143, set in the boom year of 1973.

Imports in July dropped 2.85 percentage points in market penetration, though their numbers were up 2.68 percent, to 224,103 from 218,264. Their share was down to 24.81 percent from 27.66 percent.

Domestic registrations of 679,287 were up 19.02 percent from 570,752 in July of 1983.

All four major domestic makers took advantage of the imports' lag, with each picking up an additional piece of the total market. General Motors was up 1.28 percentage points July to July, to 45.69 percent from 44.41 percent.

Ford Motor Co. was up 0.99 percentage points, to 18.38 percent from 17.39 percent. Chrysler Corp. gained 0.38 percentage points, moving up to 9.31 percent from 8.93 percent, and American Motors was up 0.21 percentage points, to 1.81 percent from 1.60 percent.

Miscellaneous domestic makes had no share of this July's market and 0.01 percent last year.

• Domestic new-car registrations in July were up 19.02 percent compared with the same month, 1983. They were off 3.50 percent from 703,901 in preceding month.

The July market-class breakout was imports at 24.81 percent, intermediates at 25.34 percent, compacts at 19.21 percent, subcompacts at 11.71 percent, standards at 11.02 percent and luxury models at 7.91 percent.

A year ago, imports claimed 27.66 percent, followed by intermediates at 26.36 percent, compacts at 17.08 percent, standards at 13.11 percent, subcompacts at 10.83 percent and luxuries at 4.96 percent.

Excluding imports, the July, 1984 market spectrum was: Intermediates at 33.69 percent, compacts at 25.55 percent, subcompacts at 15.58 percent, standards at 14.66 percent and luxuries at 10.52 percent.

Registrations for the first seven months of 1984 were up 14.98

Table on Page 67.

percent over the preceding year's total, and they were 34.38 percent ahead of the 4.4 million registrations for the like period, 1982.

The sum at the end of July, including domestics and imports, was 5,918,799, almost a million units up from 5,047,873 in 1983. Two years earlier, 4,404,430 new cars were registered through July.

The imports' share was off 3.87 percentage points, down to 24.03 percent from 27.90 percent. Imports totaled 1,422,531, up 1.00 percent from 1,408,451.

Domestic registrations January through July were up 23.54 percent, to 4,496,268 from 3,639,422. The total was up 44.05 percent from 3,121,398 in 1982.

GM and Ford were the big winners in the year-to-date total market, with GM gaining 2.39 percentage points and Ford up 2.09 percentage points. GM claimed 45.87 percent, up from 43.48 percent a year earlier, and Ford grew to 18.86 percent of the total from 16.77 percent.

Chrysler was off 0.23 percentage points, to 9.40 percent from 9.63 percent and American Motors dipped 0.37 percentage points, to 1.84 percent from 2.21 percent.

Miscellaneous domestics, with only 160 cars registered in seven months, slipped to 0.00 percent of the market from their previous toehold of 0.01 percent.

Oklahoma slates hearing on gray-market vehicles

OKLAHOMA CITY, — The Oklahoma Motor Vehicle Commission will conduct a hearing on gray-market vehicles Oct. 11. Import auto firms, auto dealers, representatives of automotive trade associations and members of the motoring public will testify.

The dealers and their manufacturers asked for the hearing to discuss the implied-warranty and safety-related problems.

Gray-market cars are those not normally imported into the U. S. by their makers because of U. S. safety and emissions regulations but which are brought in by independent importers or individuals who modify them to meet U. S. Government requirements.

New-car dealers oppose the practice because it takes sales away from them. Manufacturers oppose the practice because they frequently are left holding the bag if something goes wrong with the car.

Oklahoma is the first state after California to investigate the gray market, although California's efforts relate strictly to the negative impact on air quality (gray-market cars are not certified to the same stringent air quality standards as are vehicles imported by manufacturers).

The Oklahoma Motor Vehicle Commission hearing will be held in Room 419-C of the state capitol and will begin at 9:30 a.m.

Individuals, associations or firms that wish to appear before the commission and present testimony or documentation are asked to contact the commission at (405) 521-2375, or write to Jerry Cook, Executive Director, 4400 Will Rogers Parkway, Suite 215, Oklahoma City, Okla. 73108.

Green is silver

Ramon J. Green, left, Green Chevrolet, Inc., Danville, Ill., receives Chevrolet's 25-year-dealer award from Eldon D. Kibler Jr., Chevrolet's Peoria zone manager.

Bud Ward, distributor reach settlement

IAI deal becomes service point

By John Russell
New York Staff Writer

The world turns strangely for Bud Ward, president of Bud Ward Volkswagen, of College Station, Tex., an International Automobile Importer (IAI) dealer who asked to be terminated.

He changed his mind about termination after Gulf States Imports, Inc., the distributor for the Bertone and Pininfarina cars in his area, wouldn't buy back his parts and cars (AUTOMOTIVE NEWS, Sept. 17).

The distributor didn't have to buy them. In a letter dated Sept. 18, Ward asked that his request for termination be rescinded.

Gulf States would not agree. But it did offer to keep Ward as a warranty service center until another dealer is appointed in his area.

In a letter to Ward, John E. Trotman, general manager of Gulf States, said it would continue to authorize the dealership to do warranty work for 90 days.

Ward told AUTOMOTIVE NEWS that because Gulf States was not going to buy back his inventory, he felt that the warranty-only outlet status was the best move he could take under the circumstances.

Trotman said, "If we were further along we would have replaced him" altogether. Previously, he had told AUTOMOTIVE NEWS that the distributor was sorry to lose Ward as a dealer.

Trotman said the major problem confronting his distributorship is a lack of commitment by dealers. Dealers are not advertising or selling the cars, he said. Trotman also said Ward did not erect his IAI sign.

Gulf States towed a car from Galveston through Houston to the Ward dealership "in an attempt to satisfy both you and your customer," Trotman said in a letter to Ward obtained by AUTOMOTIVE NEWS. The car should have been taken to Houston, not to the Ward location, 90 miles further, he said.

Ward had cited problems with warranty claims in his initial complaint. Trotman said the complaint stemmed from this incident and a warranty claim that was improperly completed.

Trotman said the company has agreed to help Ward sell his cars and when another dealer is in place in the area, it will help him sell the parts.

Ward said that the fact that Gulf States does not want to reappoint him "is fine."

MIA extends coverage in new service contracts

ENCINO, Calif. — Mechanical Insurance Associates, Inc. (MIA) has introduced a new series of service contracts which it says includes "the most extensive coverage" it has ever offered to vehicle owners.

The service-contract program, called GEM, "is the most advanced available anywhere," David Walker, MIA president, said in announcing the new contracts.

According to Walker, MIA has taken "everything it has developed" since entering the service-contract business 27 years ago, "examined the coverage offered elsewhere and designed a program that covers more than any other plan anywhere for virtually every car domestic and import."

"GEM is a totally new contract from top to bottom," said MIA Vice President David Burkhart. "We've designed it to offer the most comprehensive breakdown coverage possible."

GEM's new-car coverage is said to include gasoline, diesel and rotary engines; transmission; front wheel drive; rear-wheel drive; cooling and fuel systems; steering; front and rear suspension; brakes; electrical system; air conditioning, and the exterior from the front bumper energy absorber to the trunk latch assembly.

• The electrical system coverage, Burkhart said, is the largest and most complete anywhere.

GEM provides electrical system coverage in some 45 categories, ranging from starter motor, voltage regulator and computerized mixture control unit to radio and speakers, electronic instrument cluster, electric mirror motor, turn-signal switches and electronic combination entry system, he said.

Towing coverage will pay any amount it takes to tow a car back to the selling dealer if it's within a 50 mile radius, Burkhart said.

MIA also will pay a maximum of $75 outside a 50-mile radius or if the car is towed to a location other than the selling dealer.

Car rental coverage has been nearly doubled, to $25 per day for seven days under GEM, Burkhart said.

According to Burkhart, GEM's new Class 1A coverage is for any manual transmission automobile with an engine of less than 1.8 liters, at a cost of $75 for a five-year, 50,000-mile service contract.

From this base, he said, the GEM program extends upward through Class 5 vehicles and includes such cars as the Corvette, Porsche, Maserati Biturbo and Audi Quattro.

Following test marketing in Texas, Colorado and Minnesota, Burkhart said, GEM was officially introduced recently in California.

"Illinois will be the next state where GEM will be offered," Burkhart said. "We intend to make the program available in all 50 states."

GEM coverage for used cars "on a similarly wide-ranging level, currently is being prepared for introduction," Walker said.

Miller to manage Metro Auto Auction

KANSAS CITY. — Richard Miller, formerly of Minneapolis Northstar Auto Auction, has been named general manager of Metro Auto Auction here. Assisting Miller is Nick Snow, formerly of Nashville Auto Auction.

Metro Auto Auction, Nashville Auto Auction and Minneapolis Northstar Auto Auction are members of the Anglo American Auto Auction group of 11 U. S. auto auctions.

New with Pontiac

James B. Wilson, Wilson Sales Co., Inc., signs a new dealer agreement with Pontiac in Council Grove, Kans. Looking on is Donald H. Fielder, Kansas City zone car distributor.

Ford says thanks to Virginia

Attributing recent Ford light-truck sales gains in Virginia partially to the state's "We Have It Made In Virginia" campaign, Ford Division Washington District Sales Manager Richard O. Davis, second from left, presented a plaque to Virginia Gov. Charles S. Robb, center, at a luncheon to kick off the campaign in northern Virginia. Joining in the festivities were C. S. Kortier, left, Ford Division Northeast regional sales manager; Senator John Warner, Virginia Republican, and Linda Wright, northern Virginia chairman of the Virginia products recognition program. Ford builds its F-150 pickup truck in Norfolk.

Beauty queens in 26 cities help AMC sell cars

ST. LOUIS. — American Motors is relying on pulchritude to help sell its new cars.

The Renault Alliance DL convertible was the official vehicle of the Miss America Pageant, which was held in Atlantic City.

Now, AMC is arranging special appearances by state beauties at 50 malls in 26 cities nationwide, through mid-November.

Among those, Miss Illinois, was on hand for a Renault show at the Alton Square shopping center, in cooperation with Hutton AMC-Jeep-Renault of Wood River.

In Missouri, Anna Maria Schell, Miss Missouri, joined in the AMC New Vehicle Show in the Jamestown Mall, North St. Louis County, in cooperation with Royal Oaks AMC-Jeep-Renault.

The public was collecting autographs as well as literature on the '85 AMC car line.

factories list auction dates

General Motors

Oct. 9—Southern Auto Auction, Warehouse Point, Conn.

Oct. 10—Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Oct. 11 — Indianapolis Auto Auction, Indianapolis.

Oct. 17—Clanton's Auto Auction, Darlington, S. C., and Brasher's Salt Lake Auto Auction, Salt Lake City.

Oct. 18—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

Oct. 23—Florida Auto Auction of Orlando, Ocoee, Fla., and Aptco Auto Auction, Taylor, Mich.

Oct. 24 — Brasher's Southern California Auto Auction, Fontana, Calif.

Oct. 25—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 31—Hatfield Auto Auction, Hatfield, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Oct. 9—Hatfield Auto Auction, Hatfield, Pa.; Florida Auto Auction of Orlando.

Oct. 10 — Minneapolis Auto Auction, Plymouth, Minn.; Butler Auto Auction, Gibsonia, Pa.

Oct. 11 — Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.; Northway Exchange, Clifton Park, N. Y.

Oct. 12—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

Oct. 10—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass.; Metro Auto Auction of Kansas City, Lees' Summit, Mo.

Oct. 16 — Harrisonburg Auto Auction, Harrisonburg, Va.

Oct. 23—Aptco Auto Auction, Taylor, Mich.

Oct. 24—Lakeland Auto Auction, Lakeland, Fla.; Brasher's Southern California Auto Auction, Fontana, Calif.

Oct. 25—Nashville Auto Auction, Nashville; 166 Auto Auction, Springfield, Mo.

Nov. 1—Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas; Skyline Auto Exchange, Fairfield, N. J.

Used Car Sales

Auction Averages

October to date	$5,320
Month ago	$5,020
Year ago	$4,864

Model breakdown

Auction Averages

	OCTOBER TO DATE	SEPTEMBER 1984	AUGUST 1984
1984	$ 9,618	$ 9,747	$ 9,848
1983	7,455	7,364	7,926
1982	6,506	5,762	5,978
1981	5,270	5,020	5,230
1980	4,058	3,932	4,494
1979	3,187	3,237	3,652
1978	2,564	2,346	2,551
1977	1,667	2,213	1,997
Overall Average	$ 5,320	$ 4,894	$ 5,316

American Motors

Oct. 9—High Point Auto Auction, High Point, N. C.

Oct. 10—Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Central States Auto Auction, Mason City, Ia.

Oct. 11—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., Aptco Auto Auction, Taylor, Mich.

Oct. 12 — Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Oct. 16—D-A Auto Auction, New Stanton, Pa.

Oct. 18—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 23—High Point Auto Auction, High Point, N. C.

Oct. 24—Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Central States Auto Auction, Mason City, Ia.

Oct. 25—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 26 — Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Oct. 30—D-A Auto Auction, New Stanton, Conn.

Diesel technology and timetables conflict

Soot problems are tough to solve

By Roger Rowand
Engineering Editor

LANSING. — Diesel power is selling like sand in the Sahara right now, but engineers around the world are going all-out to solve the problems the engine is having in meeting soot emissions standards.

Those problems could knock most diesels out of the U. S. passenger-car and pickup-truck markets, first in California, then the rest of the country.

In the 1985 calendar year, diesel cars sold in California must meet a particulate standard of 0.4 grams per mile, 0.2 gpm in '86 and one of 0.08 gpm by 1989.

In 1987, a similar federal standard goes into gear and the soot situation assumes critical proportions.

Right now, diesel technology in the U. S. generally can bring particulates to a 0.4 gpm level but, as a rule, diesel cars on the road emit 0.6 gpm, engineers say.

In the diesel game, they're saying they expect California to settle on a compromise of some sort.

"We're talking about that limbo land of 0.2 gpm in California and 0.4 gpm which we can do," said Ted N. Louckes, Oldsmobile chief engineer.

At a recent West Coast press preview, Mercedes-Benz was scheduled to introduce a system it said will meet the California rule for '85.

It consists of a ceramic honeycomb trap coated with a chemical that oxidizes the soot as the car is driven.

That development appears to put the German luxury car maker well ahead of its competitors.

Louckes, for example, said General Motors does not expect to have anything capable of meeting the increasingly tough standards before 1989.

It is expected that other diesel engine makers, including GM, will use trap technology as well.

Such traps generally collect particulates until exhaust back pressure becomes critical. Then, particulates are either burned up spontaneously or touched off by an ignition system.

All the while, of course, the emissions standards must be met.

Volkswagen has developed a trap and additive system it says is promising and GM appears to be taking the same route.

"You almost have to have an additive to get the incineration on a reasonable basis. We don't want to fire up very big without it," Louckes said.

GM will put its additive into the fuel tank in a maintenance dose technique.

"We have to sense how much fuel we add to the tank and then how much additive we'll need per fill and meter out the proper amount," Louckes said.

"It's no small task."

Still another sensor will tell the system when exhaust gas back pressure is built up and ignition has to occur reliably.

"All this for 50,000 miles without anything going wrong," Louckes said.

"We're exploiting a great amount of technical resources to address this. It's a lot like what we went through in earlier eras of passenger-car emissions.

"In a situation like this, you're pressing your technological capabilities."

All that is coupled with changing standards, the moving target, an aging bugaboo of emissions control scientists and engineers.

"There's a lot of risk in it to our customers and we're not going to take that risk," Louckes said.

• "If we can't give him something we know is tested and reliable and that will do everything he wants it to — with no excuses — then, by God, we won't sell it.

"We're working very hard to do it. We have both a technical and a timetable shortfall right at the moment.

"In the meantime, we have a very aggressive program to make the diesel more competitive in the future," he said.

That program will lead to a quieter, smoother engine with more specific output and further fuel economy increases, he said.

"It's a very resource-rich activity. You've got to put a lot of heavy-duty people on it and there aren't many in the world who know passenger-car diesel technology," Louckes said.

As one of the lingering effects of Oldsmobile's widely publicized diesel engine problems and an increase in the federal tax on diesel fuel GM isn't selling many of the power plants.

Only 3.50 percent of Cutlass Cieras sold are fitted with the power and, division-wide, only 2 percent of cars sold have diesels.

"It's certainly not encouraging," Louckes said. "For '85 we've priced diesels at the same price level as gasoline engines. That is an important incentive.

"We've literally tried to put it on an equal footing so those who want a diesel can opt for a diesel engine. But, I'm afraid the tendency in the market is just not there.

"Diesel sales for the entire industry are way down and I don't see a recovery in diesel engine sales unless there's a change in national energy policy," Louckes said. "Nothing is being done to encourage the diesel. On the contrary, everything is being done to discourage it."

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
JULY, 1984 VERSUS JULY, 1983

	1984 Month	1984 Year	1983 Month	1983 Year
AMC Alliance FWD	8,512	55,997	9,271	77,295
Encore FWD	6,582	41,094		
Spirit			300	4,168
Concord			866	8,441
Concord SW			241	3,740
Eagle 4WD	266	2,371	584	6,177
Eagle 4WD SW	953	9,246	1,235	11,514
TOTAL AMC	16,313	108,708	12,597	111,335
Chrysler Laser FWD	5,129	31,638		
LeBaron FWD	8,678	50,965	5,820	41,274
LeBaron SW FWD	860	5,869	934	6,063
E-Class/New Yorker FWD	6,529	46,987	6,510	39,399
Cordoba			874	8,572
New Yorker Fifth Avenue/Newport	7,781	42,620	6,546	47,030
Imperial			81	1,108
Total	28,977	178,079	20,765	143,446
Plymouth Horizon FWD	6,090	44,571	5,462	30,103
Turismo FWD	4,408	27,281	3,259	20,554
Reliant FWD	8,645	62,955	9,659	72,985
Reliant SW FWD	3,682	23,989	3,698	28,010
Gran Fury	1,599	9,184	819	10,154
Total	24,424	167,980	22,897	161,806
Dodge Omni FWD	5,431	38,379	4,781	27,013
Charger FWD	4,614	29,924	4,527	24,845
Daytona FWD	3,855	26,148		
Aries FWD	6,510	47,676	7,243	52,122
Aries SW FWD	2,549	19,354	2,719	22,298
600 '84/400 '83	2,292	13,785	2,622	19,725
Diplomat	2,649	13,852	2,190	15,321
Mirada			404	3,251
600 FWD	2,843	20,918	2,321	16,449
Total	30,743	210,036	26,807	181,024
TOTAL CHRYSLER CORP.	84,144	556,095	70,469	486,276
Ford Escort FWD	21,643	150,265	22,113	151,954
Escort SW FWD	6,806	48,584	7,396	52,489
EXP FWD	2,807	15,538	2,250	14,569
Fairmont			2,045	43,131
Tempo FWD	22,129	145,989	12,906	22,426
LTD	11,535	82,014	9,568	66,664
LTD SW	4,606	32,542	4,085	26,920
LTD Crown Victoria	12,809	80,016	9,244	60,787
LTD Crown Victoria SW	2,449	18,065	1,480	13,104
Mustang	11,177	76,504	10,170	68,917
Thunderbird	12,292	89,688	12,499	55,433
Total	108,253	739,205	93,756	576,394
Lincoln Town Car	6,910	44,569	3,989	27,916
Mark VII	2,533	19,626	2,627	16,310
Continental	3,496	16,065	904	8,830
Total	12,939	80,260	7,520	53,056
Mercury Lynx FWD	4,183	29,734	6,197	37,529
Lynx SW FWD	1,150	8,146	1,586	10,857
LN7 FWD			451	4,052
Capri	1,396	11,021	1,896	13,644
Zephyr			420	12,621
Topaz FWD	5,934	42,605	4,232	6,820
Marquis	8,425	50,550	4,337	28,136
Marquis SW	1,071	7,473	1,409	9,310
Grand Marquis	11,453	71,917	6,290	51,928
Grand Marquis SW	1,482	9,429	1,077	7,858
Cougar	9,719	65,901	8,028	34,193
Total	44,813	296,776	35,923	216,948
Lincoln-Mercury Division Total	57,752	377,036	43,443	270,004
TOTAL FORD MOTOR CO.	166,005	1,116,241	137,199	846,398
Buick Skylark FWD	8,895	60,239	10,383	63,103
Skyhawk FWD	11,808	64,912	5,596	37,546
Skyhawk SW FWD	1,085	6,253	905	6,533
Century FWD	14,808	101,080	12,464	72,037
Century SW FWD	2,819	17,332		
Regal	17,676	116,275	17,828	122,977
Regal SW			1,403	8,995
LeSabre	11,945	81,348	11,662	71,167
Electra	1,834	32,068	7,203	42,425
Electra FWD	5,739	15,802		
Buick SW	1,210	8,431	1,997	11,265
Riviera FWD	3,756	29,823	3,870	25,840
Total	81,575	533,563	73,311	461,888
Cadillac DeVille	8,112	65,535	11,117	72,582
DeVille FWD	4,735	11,947		
Cimarron FWD	1,452	10,307	1,669	11,704
Fleet wood and Chassis	2,683	24,816	3,133	24,063
Fleetwood FWD	1,895	5,245		
Eldorado FWD	5,859	38,658	5,412	36,202
Seville FWD	2,981	20,148	2,449	16,440
Total	27,717	176,656	23,780	160,991
Chevrolet Chevette	13,948	106,648	14,583	104,346
Camaro	20,147	119,073	16,493	100,258
Cavalier FWD	26,611	162,559	17,491	95,865
Cavalier SW FWD	8,471	52,113	7,550	36,060
Citation FWD	8,992	61,411	7,648	62,909
Malibu			4,732	31,115
Malibu SW			5,144	31,477
Celebrity FWD	20,472	137,803	14,535	92,304
Celebrity SW FWD	9,439	55,591		
Monte Carlo	10,252	78,785	8,081	53,960
Impala	5,947	32,048	4,900	27,190
Caprice	12,712	85,914	10,889	69,503
Chevrolet SW	5,975	35,267	5,630	33,052
Corvette	2,174	16,330	2,451	13,858
Total	145,140	943,542	120,127	741,897
Oldsmobile Omega FWD	4,055	27,640	5,395	33,089
Firenza FWD	4,951	27,212	3,019	19,128
Firenza SW FWD	1,377	8,352	1,431	7,663
Cutlass Ciera FWD	18,774	125,345	16,187	91,140
Cutlass Ciera SW FWD	4,528	26,125		
Cutlass Supreme/Calais	24,958	205,043	25,450	168,317
Cutlass SW			2,079	13,202
Delta 88	21,537	138,765	17,713	116,667
98	810	35,796	9,309	61,469
98 FWD	6,659	17,242		
Oldsmobile SW	2,727	18,428	2,306	15,106
Toronado FWD	3,528	23,309	3,057	20,568
Total	93,904	653,257	85,946	546,349
Pontiac 1000	2,765	16,122	2,812	20,033
Firebird	9,747	60,261	7,748	52,222
2000 Sunbird FWD	11,664	65,673	7,279	43,237
2000 Sunbird SW FWD	1,165	7,171	1,202	6,939
Phoenix FWD	1,710	8,742	2,097	16,818
Bonneville	6,036	41,641	5,907	35,884
Bonneville SW			1,587	8,713
6000 FWD	9,753	61,404	7,760	44,533
6000 SW FWD	2,109	11,991		
Grand Prix	6,589	45,152	7,998	48,892
Parisienne	3,522	21,658	2,107	5,019
Pontiac SW	1,531	9,234	776	1,555
Fiero	7,878	58,997		
Total	64,469	408,046	47,273	283,845
TOTAL GM CORP.	412,805	2,715,064	350,437	2,194,970
Checker			6	239
Miscellaneous Domestic	20	160	50	443
Domestic Station Wagon Total	68,044	438,985	57,870	372,723
Domestic Grand Total	679,287	4,496,268	570,752	3,639,422
Import Total	224,103	1,422,531	218,264	1,408,451
Grand Total All Registrations	903,390	5,918,799	789,016	5,047,873

New York and Oklahoma, 1984 registrations, compiled from manufacturers' sales records. Oklahoma, 1983, not available.

Walier named chairman

CONCORD, N. H. — Joseph Walier, Walier Chevrolet-Oldsmobile, Keene, N. H., has been elected chairman of the board of the New Hampshire Automobile Dealers Assn.

Silver dealer

Raymond H. Knippelmier, left, Knippelmier Chevrolet, Blanchard, Okla., receives a 25-year-dealer plaque from R. X. Sarvis, Chevrolet's Oklahoma City zone manager.

BEST AVAILABLE COPY

Ninth year-to-year improvement

Sept. sales rise 5 pct.; imports' gain bigger

By Jenny L. King
Staff Writer

September marked the ninth consecutive month this year in which new-car sales have been up over 1983 and the 19th one since the recession lifted for the industry back in early 1983.

Domestics were up 5.27 percent, to 566,672 from 538,307. Imports moved up 6.67 percent, to 176,968 from 165,899. They accounted for 23.80 percent of the month's market, up from 23.59 percent in 1983.

Industry total in September was up 5.60 percent, to 743,640 from 704,206.

Domestic year-to-date sales pushed to 6,100,590, up 22.48 percent from 4,981,085 in 1983. Import sales for the nine months were up 4.66 percent, to 1,915,885 from 1,830,657. The industry total was up 17.69 percent, to 8,016,475 from 6,811,715. Imports claimed 23.90 percent, down from 26.88 percent in 1983.

In September, General Motors, feeling the effects of the UAW strike, reported a 2.90-percent sales decline, down to 305,203 from 314,315. Volkswagen also was off, down 34.21 percent, to 4,814 from 7,317, as Rabbit sales limped along prior to the introduction of the new Golf later this year.

Ford Motor Co. sales were up 17.67 percent, to 157,021 from 133,442. Chrysler Corp. sales of 74,530 were up 16.34 percent from 64,061. American Motors missed its 1983 level by 4.72 percent, dipping to 13,439 from 14,105, and Honda more than doubled its total, going to 11,665 from 5,067.

GM plunged to 53.86 percent of the domestic market from 58.39 percent. Ford was up to 27.71 percent from 24.79 percent. Chrysler claimed 13.15 percent, up from 11.90 percent. AMC dropped to 2.37 percent from 2.62 percent, VW was off to 0.85 percent from 1.36 percent and Honda earned 2.06 percent compared with 0.94 percent.

With 24 selling days this September, the domestic daily rate was 23,611.

Import sales included records for the month for BMW, Peugeot, Mercedes-Benz, Mitsubishi, Saab and Volvo.

Third-quarter domestic sales were up 12.64 percent, to 1,854,247 from 1,646,131 last year. Imports were up 0.76 percent, to 594,178 from 589,722.

Where auto market was in September

	Total Sales	Pct. of Total
SUBCOMPACT	111,746	15.03
COMPACT	143,634	19.31
INTERMEDIATE	173,403	23.32
STANDARD	76,247	10.25
LUXURY	61,642	8.29
IMPORT	176,968	23.80
TOTAL	743,640	100.00

Model year closes with 10.4 million sales; U.S. slice up

Continued from Page 1

cent for the model year, Cadillac was up 12.91 percent.

At Ford Motor Co., Ford was up 26.67 percent, Mercury was up 33.79 percent and Lincoln was up 29.84 percent.

Chrysler was up 29.47 percent, Dodge climbed 14.53 percent and Plymouth was up 4.75 percent.

The domestic model year was pieced out in this fashion for 1984: GM earned 58.88 percent, Ford had 24.09 percent, Chrysler had 11.96 percent, AMC had 2.54 percent, VW had 1.05 percent and Honda claimed 1.48 percent.

In 1983 the breakout was as follows: GM at 59.86 percent, Ford at 22.88 percent, Chrysler at 12.65 percent, AMC at 2.83 percent, VW at 1.28 percent and Honda at 0.50 percent.

• The five major Japanese imports combined for a 17.47-percent share of the total 1984 market. A year earlier the big five — Toyota, Nissan, Honda, Mazda and Subaru — held 18.21 percent of the total.

In 1984, Toyota was up 4.67 percent, Nissan declined 9.25 percent, Honda was 28.87 percent ahead of its '83 import sales, Mazda dropped 3.61 percent and Subaru missed by 1.86 percent.

European imports accounted for the difference when the Japanese were down. Audi was up 47.26 percent, BMW was up 18.01 percent, Mercedes was up 41.0 percent, Volvo was up 21.77 percent and Volkswagen imports were up 40.37 percent.

IMPORTED CAR SALES

	Sept., 1984	Sept., 1983	9 Mos., 1984	9 Mos., 1983
Alfa Romeo	400†	222	3,003	2,466
Audi	5,781	3,242	53,974	34,911
BMW	5,463	5,408	51,757	43,141
Chevrolet Sprint	1,215	.....	7,312	.....
Conquest/Challenger	239	831	3,018	12,277
Plymouth Colt	3,089	3,234	22,128	25,535
Dodge Colt	3,225	3,411	24,898	28,943
Fiat	.....	.....	.....	4,489
Honda	26,674	27,247	368,332	292,853
I.A.I.	100†	.....	1,366	.....
Isuzu	1,665	2,053	12,999	15,758
Jaguar	1,166	1,276	12,674	11,242
Lancia	.....	.....	.....	513
Maserati Bi-Turbo	185	.....	1,693	.....
Mazda	14,874	14,585	128,197	133,110
Mercedes-Benz	5,710	5,342	54,577	53,471
Mitsubishi	3,763	2,894	28,690	23,199
Nissan	33,480	39,951	366,742	411,202
Peugeot	1,635	1,125	14,527	10,990
Porsche	1,110†	1,279	15,666	16,518
Renault	777	2,810	9,678	26,413
Saab	1,749	1,379	24,922	19,641
Conquest/Sapporo	223	723	2,658	9,990
Subaru	15,179	13,344	120,794	120,867
Toyota	34,805	24,882	413,781	407,511
Vista	1,594	71	10,578	72
Volkswagen	6,696	4,655	81,051	55,824
Volvo	6,171	5,935	80,870	69,721
TOTAL	176,968	165,899	1,915,885	1,830,657

U.S. CAR SALES BY MARKETING UNITS

	Sept., 1984	Sept., 1983	9 Mos., 1984	9 Mos., 1983
Chevrolet	110,711	102,683	1,243,761	997,994
Ford	105,586	87,020	966,890	764,706
Oldsmobile	57,284	78,938	831,163	740,037
Buick	68,011	64,006	715,339	619,811
Toyota	34,805	24,882	413,781	407,511
Pontiac	47,692	46,339	544,981	391,083
Nissan	33,480	39,951	366,742	411,202
Mercury	41,930	35,254	398,952	300,830
Honda	38,339	32,314	467,508	325,251
Dodge	31,468	28,659	309,842	277,808
Plymouth	24,525	21,618	247,341	240,362
Cadillac	22,720	22,349	241,937	214,687
Chrysler/Imperial	26,907	22,054	247,228	194,827
AMC-Renault	14,216	16,915	160,667	169,478
Mazda	14,874	14,585	128,197	133,110
Volkswagen of America	17,291	16,493	211,296	170,935
Subaru	15,179	13,344	120,794	120,867
Lincoln	9,505	11,168	111,868	76,689
Volvo	6,171	5,935	80,870	69,721
Mercedes-Benz	5,710	5,342	54,577	53,471
BMW	5,463	5,408	51,757	43,141
Mitsubishi	3,763	2,894	28,690	23,199
Saab	1,749	1,379	24,922	19,641
Isuzu	1,665	2,053	12,999	15,758
Jaguar	1,166	1,276	12,674	11,242
Peugeot	1,635	1,125	14,527	10,990
Fiat	.....	.....	.....	5,002
Alfa Romeo	400	222	3,003	2,466
Maserati	185	.....	1,693	.....
Porsche	1,110	.....	1,110	.....
TOTAL	743,640	704,206	8,016,475	6,811,715

Chevrolet includes Suzuki Sprint; Honda includes imports and domestics; Dodge includes Colt, Conquest, Vista; Plymouth includes Colt, Conquest, Vista; VWoA includes domestic and imported VWs and Audi, and Porsche through 8/84; Fiat includes Lancia; AMC/Renault includes imported Renaults.

DOMESTIC SALES

	Model Year 1984	Model Year 1983
Renault		
Alliance/Encore	177,416	128,338
AMC	23,859	54,667
AMERICAN MOTORS	201,275	183,005
Chrysler	314,438	242,866
Imperial	.....	1,723
Plymouth	278,183	265,564
Dodge	353,954	309,056
CHRYSLER CORP.	946,575	819,209
Ford	1,262,498	996,694
Mercury	507,555	379,362
Lincoln	136,753	105,326
FORD MOTOR CO.	1,906,806	1,481,382
Buick	940,611	810,435
Cadillac	327,587	290,138
Chevrolet	1,585,902	1,306,951
Oldsmobile	1,098,685	955,243
Pontiac	707,033	513,239
GENERAL MOTORS	4,659,818	3,876,006
VOLKSWAGEN	83,078	83,150
HONDA	117,180	32,398
U. S. INDUSTRY TOTAL	7,914,732	6,475,150

DOMESTIC CAR SALES

	Sept. 21 to Sept. 30, 1984	Same Period, 1983	Sept., 1984	Same Month 1983	Jan. 1 to Sept. 30, 1984	Same Period, 1983
Alliance	3,000	3,500	7,297	7,778	80,683	101,351
Encore	1,500	1,005	4,755	3,651	55,545	3,651
Total Renault	4,500	4,505	12,052	11,429	136,228	105,002
Spirit	.....	.....	.....	132	.....	4,105
Concord	.....	.....	.....	139	.....	11,127
Eagle	399	800	1,387	2,405	14,761	22,831
Total AMC	399	800	1,387	2,676	14,761	38,063
AMERICAN MOTORS*	4,899	5,305	13,439	14,105	150,989	143,065
Horizon	2,078	1,903	5,999	4,358	58,649	39,852
Turismo/TC3	1,263	1,311	3,607	2,812	36,934	27,418
Reliant	3,591	3,790	8,624	9,999	107,629	123,499
Caravelle	497	.....	966	.....	1,012	.....
Plymouth	422	111	1,219	466	13,160	14,040
Total Plymouth	7,851	7,115	20,415	17,635	217,384	204,809
Laser	1,427	507	3,849	863	41,901	925
LeBaron K	2,720	2,580	7,455	5,964	76,967	61,020
Cordoba	.....	149	.....	389	124	9,848
New Yorker 5th Ave.	3,446	1,662	8,834	4,372	65,688	61,018
E-Class	697	1,601	6,769	10,435	62,548	60,863
Chrysler	1,679	3,187	.....	6,879	.....	33,375
Total Chrysler	9,969	9,686	26,907	22,023	247,228	193,674
Total Imperial	.....	9	.....	31	.....	1,153
Omni	1,794	1,899	5,177	3,953	51,013	35,789
Charger/024	1,430	1,868	4,044	4,036	40,749	34,925
Daytona	1,288	454	3,346	750	34,637	802
Aries	3,098	3,140	7,648	8,663	83,537	91,998
600 Coupe/400	688	714	.....	1,730	.....	23,941
Diplomat	767	256	2,165	739	20,037	20,708
Mirada	.....	141	.....	312	250	3,961
Dodge 600	1,201	2,711	4,828	5,919	46,296	48,359
Total Dodge	10,266	10,469	27,208	24,372	276,519	236,542
CHRYSLER CORP.	28,086	27,279	74,530	64,061	741,131	636,178
EXP	1,007	370	2,689	1,041	22,064	17,598
Escort	10,922	10,251	29,067	21,036	260,591	247,715
Mustang	3,428	2,891	9,820	7,183	100,717	85,931
Tempo	7,525	7,712	20,876	19,668	190,565	70,986
Fairmont	.....	1,398	.....	1,761	.....	37,521
Granada	.....	.....	.....	.....	.....	3,751
Thunderbird	3,164	5,405	10,290	13,734	114,302	92,429
LTD '83	8,791	6,846	18,866	14,354	148,902	116,189
Ford Crown Victoria	4,908	3,754	13,978	8,243	129,749	92,586
Total Ford	39,745	38,627	105,586	87,020	966,890	764,706
LN7	.....	41	.....	145	.....	4,151
Lynx	2,122	2,588	5,566	5,367	49,707	62,011
Topaz	2,119	2,090	5,858	5,641	54,760	21,745
Zephyr	.....	.....	.....	.....	.....	11,583
Cougar/Monarch	.....	.....	.....	.....	.....	906
XR-7	2,828	3,650	9,177	10,563	89,556	61,037
Capri	279	706	878	1,695	13,630	16,839
Marquis '83	3,021	2,543	9,408	5,041	80,928	47,043
Grand Marquis	3,621	3,181	11,043	6,802	110,371	75,515
Total Mercury	13,990	14,801	41,930	35,254	398,952	300,830
Continental	690	258	1,926	659	24,407	10,322
Lincoln	2,050	4,432	5,881	9,005	62,727	44,878
Mark VII	593	539	1,698	1,504	24,734	21,489
Total Lincoln	3,333	5,229	9,505	11,168	111,868	76,689
Total Lincoln-Mercury	17,323	20,030	51,435	46,422	510,820	377,519
FORD MOTOR	57,068	58,657	157,021	133,442	1,477,710	1,142,225
Skyhawk	3,096	2,050	9,326	4,136	99,234	55,956
Skylark	4,177	2,492	10,264	5,061	79,402	76,538
Somerset Regal	66	.....	66	.....	66	.....
Century FD	6,529	5,659	15,783	13,430	161,483	103,018
Regal Sedan/Coupe	3,930	7,873	11,661	19,853	148,289	177,943
LeSabre	4,362	5,020	12,293	10,635	122,218	112,010
Electra	1,588	3,274	5,247	6,413	66,497	58,206
Riviera	1,283	2,149	3,371	4,478	38,150	36,140
Total Buick	25,031	28,517	68,011	64,006	715,339	619,811
Cimarron	568	453	1,663	1,164	14,354	14,269
Seville	903	1,055	2,547	2,902	26,466	22,604
Cadillac	4,477	4,671	12,961	11,935	149,567	127,334
Eldorado	1,880	2,239	5,549	6,348	51,550	50,480
Total Cadillac	7,828	8,418	22,720	22,349	241,937	214,687
Chevette	3,800	4,830	11,709	13,313	135,762	134,180
Cavalier	11,384	9,329	33,407	19,518	296,829	184,390
Citation	2,164	2,512	5,429	5,677	74,807	73,800
Camaro	4,942	6,053	14,944	13,210	161,266	132,247
Celebrity	7,811	7,411	19,218	16,776	247,909	120,759
Malibu	.....	1,999	.....	4,886	881	81,247
Monte Carlo	1,774	4,684	5,616	9,668	96,491	74,413
Chevrolet	6,176	8,924	17,177	17,429	201,738	176,043
Corvette	671	877	1,996	2,206	20,757	20,915
Total Chevrolet	38,722	46,619	109,496	102,683	1,236,449	997,994
Firenza	1,379	1,464	4,661	2,997	49,059	34,322
Omega	216	1,179	1,088	2,448	32,395	40,012
Calais	19	.....	29	.....	29	.....
Cutlass Ciera	2,387	8,030	10,615	17,331	193,347	132,398
Cutlass Supreme	4,229	12,375	15,578	26,091	246,229	243,348
Olds 88	3,712	7,657	13,681	15,710	204,797	173,630
Olds 98	2,052	5,044	8,693	10,586	74,604	86,797
Toronado	868	1,940	2,939	3,775	30,703	29,130
Total Oldsmobile	14,862	37,689	57,284	78,938	831,163	740,037
Fiero	2,266	1,925	6,175	2,015	79,129	2,015
1000	634	1,135	1,987	2,975	21,544	26,817
2000/Sunbird	3,221	2,662	10,279	5,303	100,914	65,290
Phoenix	224	664	771	1,555	11,745	19,883
Firebird	2,081	3,059	6,808	6,712	81,286	66,435
Grand Am	25	.....	26	.....	26	.....
6000	3,735	4,168	8,611	8,317	96,397	64,494
Bonneville	1,164	4,400	3,945	8,325	52,987	63,321
Grand Prix	1,362	3,972	4,399	7,977	57,687	68,369
Parisienne	1,615	1,613	4,691	3,160	43,266	14,459
Total Pontiac	16,327	23,598	47,692	46,339	544,981	391,083
GENERAL MOTORS	102,770	144,841	305,203	314,315	3,569,869	2,963,612
VOLKSWAGEN	2,121	3,784	4,814	7,317	61,715	63,682
HONDA	2,641	1,332	11,665	5,067	99,176	32,398
DOMESTIC TOTAL	197,585	241,198	566,672	538,307	6,100,590	4,981,058
IMPORT TOTAL	.....	.....	176,968	165,899	1,915,885	1,830,657
INDUSTRY TOTAL	.....	.....	743,640	704,206	8,016,475	6,811,715

†—Estimate

*—AMC does not issue a nameplate breakdown for 18-day periods.

Six weeks ahead of last year

Makers build 6-millionth car of '84

By Louise Kertesz
Detroit Reporter

The six-millionth car built in 1984 was completed on Oct. 4, six weeks ahead of the 1983 pace, as total auto production for this year climbed to 6,053,887.

But 2.96 percent fewer cars were built in September than August (542,585 vs. 559,137), and last month's total trailed last September's output of 663,210 by 18.19 percent. The General Motors strike was a major factor.

Targeted production of 165,475 cars last week held steady at 1.14 percent above the previous week's 163,616 and 0.93 percent over the year-ago week's 163,949.

The year-to-date total of 6,053,887 cars assembled was 19.23 percent higher than last year's 5,077,298.

Companies' share of last week's slated production was: General Motors, 55.65 percent; Ford Motor Co., 24.97 percent; Chrysler Corp., 17.04 percent; Honda, 1.80 percent, and Volkswagen of America, 0.54 percent.

AMC stopped production of Renault Alliance and Encore at Kenosha last week to adjust inventories. Production resumes today (Oct. 8).

Two overtime shifts were scheduled for Saturday (Oct. 6) at GM plants in Flint (Buick B and G lines), Lakewood (Ga.), Lansing (Oldsmobile Line 1), and Oklahoma City. One shift was scheduled for Oldsmobile Line 2 in Lansing.

Ford Motor plants working Saturday were Edison (N. J.), Kansas City, Wayne (Mich.) and Wixom (Mich.)

Chrysler plants working two nine-hour daily shifts last week were Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 and 2. The Jefferson (Detroit) plant worked one 8½-hour daily shift last week. All five plants worked two eight-hour shifts last Saturday.

GM's Janesville (Wis.) facility is down until Oct. 16 for model changeover.

GM's Van Nuys plant, originally scheduled to resume production on Oct. 8 following model changeover, is down until Oct. 15.

LewBar Imports builds

SPRINGFIELD, Mass.—LewBar Imports, a Mercedes-Benz dealership here, is building a showroom and service center in suburban West Springfield at a projected cost of $450,000.

AMC, Chrysler Corp., Ford launch incentive programs

Continued from Page 3

od. Vehicles must be financed through Chrysler Credit to qualify for the lower interest rate.

Ford Division launched an Oct. 4 to Dec. 3 sales managers' contest on '84/'85 Tempo and Escort, with retroactive payments.

Managers receive payments on units sold and delivered, based on percent of accomplishment, in the following amounts: 0-50 percent pays nothing; 50.1-70 percent pays $10 per unit; 70.1-120 percent pays $20 per unit and 120.1 percent and over pays $30 per unit.

If managers hit the $20 payoff level, they earn that amount retroactively to the first unit they sold. If they hit the $30 payoff level, they receive that amount retroactively back to the first unit. There is no retroactive payment at the $10 level.

The AMC interest program offers 10.9 percent financing on '84 and '85 Encore and Alliance models bought out of stock and retailed from Oct. 3 to Oct. 31.

Dealers participate through American Motors Credit Corp. or local banks. AMC buys down the contracts.

New with Pontiac

MANHATTAN, Kans.—Leroy Elkins has signed a Pontiac sales agreement for Elkins Motor Co. here.

Auto production in Canada passes 800,000 for 1984

Canadian car production for the year topped 800,000 last week, four weeks ahead of last year's pace.

And the 67,957 trucks built last month were an alltime record for September.

The year-to-date total of 817,845 cars assembled is 11.41 percent higher than the 734,054 units built a year ago.

Makers targeted assembly of 23,160 cars last week, 13.19 percent more than the previous week's 20,462 and 22.07 percent better than the year-ago week's 18,972.

September production of 70,335 cars was down 1.34 percent from August's 71,287 and also down 3.70 percent from last September's 73,038.

Eagle production was halted at American Motors' Brampton (Ont.) plant last week to adjust inventories. Production resumes this week.

The industry slated production of 16,347 trucks last week, down 9.19 percent from the previous week's 18,002, but 43.77 percent over the 11,370 trucks built during the same week a year ago.

The September record total of 67,957 trucks built was 6.71 percent higher than August's 63,683 and 30.63 percent better than last September's 52,021.

Total Canadian truck production for the year now tops six hundred thousand (622,138), well ahead of 1983's total of 560,864 for the full year.

Chrysler's plant in Windsor, Ont., targeted completion of 1,955 Plymouth Voyagers, 1,960 Dodge Caravans and 785 Mini Ram Vans last week, a slower production schedule due to the Thanksgiving holiday.

CANADIAN CAR PRODUCTION

	Week Ended Oct. 6, 1984	Week Ended Oct. 8, 1983	Week Ended Sept. 29, 1984	Sept. Total	Jan. 1 to Oct. 8, 1983	Jan. 1 to Oct. 6, 1984
AMERICAN MOTORS	.....	504	610	2,317	21,720	16,982
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FARD MOTOR	10,080	5,809	8,125	26,946	199,877	329,911
GENERAL MOTORS	12,855	12,434	11,502	40,218	400,915	462,941
VOLVO	225	225	225	854	7,685	8,011
Total Cars, Canada	23,160	18,972	20,462	70,335	734,054	817,845

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 6, 1984	Week Ended Oct. 8, 1983	Week Ended Sept. 29, 1984	Sept. Total	Jan. 1 to Oct. 8, 1983	Jan. 1 to Oct. 6, 1984
CHEVROLET	22,237	18,474	21,069	64,192	610,851	767,494
DODGE	4,100	2,511	4,120	17,695	104,500	158,307
FORD	25,458	24,601	26,207	98,904	695,127	910,360
GMC	7,162	6,444	7,071	22,742	197,674	248,920
INTERNATIONAL	1,574	1,328	1,568	5,983	38,672	58,518
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,150	2,731	3,607	14,642	70,351	143,460
NISSAN	2,000	860	2,094	7,558	5,271	73,217
AM GENERAL	50*	50*	50*	240*	1,920*	2,010*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,800*	38,400*	40,000*
Total Trucks, U. S.	66,731	57,999	66,786	236,756	1,764,845	2,402,286

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 6, 1984	Week Ended Oct. 8, 1983	Week Ended Sept. 29, 1984	Sept. Total	Jan. 1 to Oct. 8, 1983	Jan. 1 to Oct. 6, 1984
CHRYSLER CORP.	6,940	2,251	8,530	31,886	97,303	276,081
FORD MOTOR	3,512	3,273	3,182	12,209	105,762	117,581
GENERAL MOTORS	5,680	5,721	6,072	23,029	197,069	222,096
INTERNATIONAL	215	125	218	833	4,267	6,380
Total Trucks, Canada	16,347	11,370	18,002	67,957	404,401	622,138
N. American Trucks	83,078	69,369	84,788	304,713	2,169,246	3,024,424

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Truck production for September is highest since '78

Completing 236,756 units, U. S. truck makers had their best September since 1978, when 300,115 trucks were built.

But the month's production was down 9.58 percent from August's 261,835.

Makers slated a build of 66,731 units last week, 0.08 percent below the previous week's 66,786 but 15.06 percent above the year-ago week's 57,999.

Year-to-date, 2,402,286 trucks have been assembled, 36.12 percent more than the 1,764,845 built last year at this time.

General Motors scheduled two overtime shifts Saturday (Oct. 6) at its Janesville (Wis.) and Lordstown (O.) plants.

Ford Motor Co.'s Lorain (O.) facility also worked Saturday.

U. S. CAR PRODUCTION

	Week Ended Oct. 6, 1984	Week Ended Oct. 8, 1983	Week Ended Sept. 29, 1984	Sept. Total	Jan. 1 to Oct. 8, 1983	Jan. 1 to Oct. 6, 1984
AMERICAN MOTORS	.....	4,635	4,652	17,856	143,090	149,565
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	.....	4,635	4,652	17,856	139,019	149,565
Alliance	.....	3,078	3,391	11,921	121,498	84,573
Encore	.....	1,557	1,261	5,935	17,521	64,992
CHRYSLER CORP.	28,200	24,027	28,366	98,709	666,418	947,251
Plymouth Total	9,900	7,725	9,306	32,664	236,354	286,273
Horizon	3,900	3,153	3,797	14,094	89,063	123,645
Reliant	4,600	4,269	4,126	13,677	143,314	134,211
Caravelle	1,000	224	980	3,504	3,791	12,096
Gran Fury	400	79	403	1,389	186	16,321
Chrysler Total	8,000	6,629	8,481	29,802	161,834	310,624
LeBaron	2,100	1,982	2,335	7,560	66,995	90,261
Laser	1,700	1,120	1,646	5,017	7,310	55,037
New Yorker/E-Class	1,500	2,556	1,375	5,746	85,408	73,392
Fifth Avenue	2,700	971	3,125	11,479	2,121	91,934
Dodge Total	10,300	9,673	10,579	36,243	268,230	350,354
Omni	3,300	3,507	3,457	12,834	98,362	115,769
Aries	3,200	3,552	3,379	11,092	107,964	106,249
Daytona	1,100	1,113	1,216	3,969	5,550	40,899
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,800	1,396	1,720	5,436	37,554	58,646
Diplomat	900	105	807	2,912	322	28,791
FORD MOTOR	41,325	35,565	37,728	136,291	1,149,362	1,352,672
Ford Division	27,072	25,396	23,812	90,516	740,538	876,749
Escort	7,231	7,002	7,435	27,815	206,032	267,290
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,532	3,383	2,792	9,740	86,659	105,677
LTD	5,643	3,918	4,722	20,991	131,549	172,939
Thunderbird	3,178	4,191	3,000	10,600	147,440	114,300
Crown Victoria	1,871	2,383	1,744	7,148	72,417	63,939
EXP	1,099	.....	1,251	4,520	1,184	30,940
Tempo	4,518	4,519	2,868	9,702	71,529	121,664
L-M Division	14,253	10,169	13,916	45,775	408,824	475,923
Mercury Total	10,076	9,892	10,340	35,359	327,121	347,299
Lynx	1,404	2,003	1,721	6,318	57,933	53,942
Capri	488	683	349	1,055	18,655	12,718
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,474	1,502	2,855	8,641	56,103	89,555
Cougar	2,613	2,299	2,477	9,037	94,156	87,069
Grand Marquis	1,753	1,867	1,876	7,743	72,127	71,675
LN7	.....	.....	.....	.....	290	.....
Topaz	1,344	1,538	1,062	2,565	19,256	32,340
Lincoln Total	4,177	277	3,576	10,416	81,703	128,624
Continental	755	82	643	1,895	8,812	28,787
Lincoln	2,959	54	2,536	7,383	52,647	78,593
Mark VI/VII	463	141	397	1,138	20,244	21,254
GENERAL MOTORS	92,080	96,156	89,545	277,632	3,011,022	3,442,681
Buick Division	24,768	21,238	20,457	62,951	681,862	758,625
Skylark	3,165	3,760	2,392	9,933	84,565	83,395
Skyhawk	1,989	1,261	1,813	7,033	54,732	108,378
Somerset Regal	2,328	.....	1,676	3,837	.....	7,916
Century	5,938	4,259	4,914	15,619	127,222	173,563
Regal	3,098	4,802	2,919	7,468	188,433	144,715
LeSabre/Electra (rwd)	5,500	5,667	4,179	11,380	188,132	160,056
Riviera	1,150	1,489	1,048	2,825	38,778	38,833
Electra (fwd)	1,600	.....	1,516	4,856	.....	41,769
Cadillac Division	7,722	7,713	8,157	21,804	234,404	253,638
Cimarron	47	477	411	1,511	15,587	13,421
Seville	740	912	675	1,824	26,819	29,038
Eldorado	1,650	1,735	1,501	4,062	57,628	58,353
Cadillac	1,600	4,589	1,618	4,357	134,370	93,972
DeVille (fwd)	3,685	.....	3,952	10,050	.....	58,854
Chevrolet Division	27,879	30,232	26,551	99,772	980,953	1,186,766
Chevette	3,392	3,857	2,892	11,499	147,318	143,103
Cavalier	8,692	7,313	8,735	33,902	231,077	326,282
Celebrity	7,937	4,840	4,654	17,840	105,755	225,288
Camaro	896	3,966	2,999	8,273	147,640	186,358
Citation	1,360	1,896	642	9,190	77,014	86,784
Malibu/El Camino	572	614	305	1,697	102,193	19,074
Monte Carlo	1,765	3,744	2,064	3,925	82,747	81,477
Chevrolet	2,785	3,182	3,757	12,002	67,026	93,080
Corvette	480	820	503	1,444	20,183	25,320
Oldsmobile Division	20,341	24,559	21,593	53,064	792,913	827,738
Omega	.....	1,343	.....	.....	45,481	29,289
Firenza	1,886	940	1,393	5,313	36,179	55,719
Cutlass Supreme	4,787	7,368	5,573	13,113	234,244	202,784
Cutlass Ciera	1,865	5,669	3,568	7,316	164,178	194,049
Olds 88/98 (rwd)	5,828	8,142	5,367	11,814	280,655	248,336
Olds 98 (fwd)	2,850	.....	2,805	7,910	.....	54,698
Calis	2,238	.....	2,083	5,436	.....	9,029
Toronado	885	1,097	804	2,162	32,176	33,834
Pontiac Division	11,370	12,414	12,787	40,041	320,890	415,914
Acadian†	.....	323	119	657	16,022	11,554
2000 Sunbird	2,580	3,281	2,763	10,919	82,806	113,333
1000	924	1,238	748	2,757	34,996	31,791
Firebird	464	2,600	1,555	4,355	73,813	86,711
Phoenix	.....	477	.....	.....	20,589	14,116
Grd. Prix/Bonnneville	.....	1,967	.....	.....	77,156	29,733
Parisienne	2,659	852	3,827	10,628	6,446	30,349
Fiero	2,760	1,676	2,822	8,050	9,062	93,243
Grand Am	1,983	.....	953	2,675	.....	5,084
HONDA	2,970	1,203	2,739	10,368	36,003	103,577
VOLKSWAGEN	900	2,363	586	1,729	71,403	58,141
Total Cars, U. S.	165,475	163,949	163,616	542,585	5,077,298	6,053,887
Total Cars, Canada	23,160	18,972	20,462	70,335	734,054	817,845
N. American Cars	188,635	182,921	184,078	612,920	5,811,352	6,871,732
N. American Trucks	83,078	69,369	84,788	304,713	2,169,246	3,024,424
North American Cars and Trucks	271,713	252,290	268,866	917,633	7,980,598	9,896,156

†—All Acadians are built for sale in Canada. *—Estimated.

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Sales to crest in '84; Outlook sees downward trend for '85

By Michelle Krebs
Financial Editor

The new year will be ushered in on the sales crest of 1984, but the pace will slow dramatically by year's end, according to the latest Automotive News World Outlook.

The quarterly service of Data Resources, Inc., (DRI) and AUTOMOTIVE NEWS shows U.S. new-car sales in 1985 matching this year's 10.6 million level. However, the gangbuster level of sales in January will be drastically different from that at the end of 1985.

"While the year as a whole looks good, the year will start out at 11 million and fall to 10.2 million by year end," said John Hammond, DRI's North American economist.

"So while the 1985 annual number looks wonderful and looks like another good year, the pattern of sales will be down fairly significantly," he said.

That also means 1986 will be off to a slow start bringing U.S. sales to about 10.6 million for the year.

With sales volume tapering off next year, the battle will be for market share, and the squeeze will be put on the traditional domestic auto companies.

The World Outlook calls for voluntary import restraints on Japanese automobiles to be lifted or, at the very least, liberalized, and Japanese imports will increase from 1.85 million to about 2.1 million.

The European auto makers, whose sales were restricted in 1984 by the six-week German metalworkers' strike which cut production by 300,000 units, will not have that situation to contend with next year. They should enjoy further sales increases though not like those they have experienced in the past few years.

• DRI predicts a U.S. "growth recession" in 1985; that is, growth will continue but at more normal levels than the phenomenal advances of the past year. As a result, car demand will drop, Hammond said.

"All the things that made the consumer feel good will stop," said Hammond, who expects some segments of the economy to suffer a recession. "Consumers will become apprehensive of where things are going and will

Continued on Page 60, Col. 1

Dream car at Paris

The Quasar by Peugeot

It doesn't look like other Peugeots, but the French firm displayed this Quasar dream car at the Paris Auto Show. It uses carbon Kevlar and carbon fiber body construction and has a twin-turbo version of the company's 16-valve, 350-HP competition engine. Peugeot said it has no plans to produce the Quasar. Stories, other Paris show pictures are on Pages 2, 45 and 46.

NADA elects Symes to succeed Jennings

WASHINGTON. — William J. Symes will become president of NADA following the dealer group's convention in San Francisco next January.

Symes is president of Symes Cadillac, Pasadena, Calif. As head of NADA, he will succeed James P. Jennings, a Chevrolet dealer in Glenview, Ill.

James B. Woulfe, president of Shamrock Ford-Chrysler-Plymouth, Dublin, Calif., was elected NADA first vice president to succeed Symes.

Jack T. Price was elected secretary of NADA for 1985, and Anthony Ursomarso was re-elected treasurer. Price heads University Volkswagen, Albuquerque, and Ursomarso is president of Union Park Pontiac, Wilmington, Del.

Symes has been a new-car dealer and NADA member since 1952. In addition to his duties as NADA first vice president, he is also chairman of the NADA Industry Relations Committee.

He has served as treasurer of the association and as a member of the Public Relations Membership and Finance committees.

Woulfe has been NADA director for Northern California since 1970 and is currently an NADA regional vice president. He is a past secretary of the association.

Price is serving his second term as NADA director for New Mexico. He is a past president and vice president of the

Continued on Page 59, Col. 4

William J. Symes

James B. Woulfe

New-car stockpile thinned by strike to 11-month low

By Kathleen Hamilton
Assistant Managing Editor

Strikes against General Motors took their toll on U.S. car inventories last month, dragging the total down to the lowest level since November, 1983.

But the stockpile of new U.S.-built cars at factories and dealerships was better balanced at Ford Motor Co., Chrysler Corp. and Volkswagen of America.

That meant improved sales at Chrysler and Ford — so much that they offset the sales-rate loss at GM and turned around the industry sales rate which had been declining since May.

On Oct. 1, there were 1,266,201 U.S. cars in inventory, a decline from the Sept. 1 level of 1,277,484 and the sixth straight monthly decline. On Oct. 1, 1983, there were 1,195,755 cars in stock.

The latest figure is the equivalent of 54 selling days' worth of domestic cars, compared with 57 days a month earlier and 55 days a year earlier.

Honda's stockpile of Ohio-built Accords is worth more than a mention: It had only one day's worth. But that apparently didn't deter its sales force: The sales pace for that model picked up during the month.

As noted in the import-inventory article this week, Honda's import stockpile wasn't much better: Eight days. Combined, Honda had a seven-day supply of cars in dealer and port inventories.

• At GM, only Pontiac improved its inventory level and was able to maintain its sales rate. Once again, Buick, Cadillac and Oldsmobile sales were

Continued on Page 62, Col. 2

breaking news

GM to anounce joint venture

LAS VEGAS.—A joint venture between General Motors and a European firm is expected to be announced by the auto maker today at the SEMA show here. Reportedly, the limited partnership will be involved in the performance market.

R&D cooperation approved

WASHINGTON. — U.S. automakers were ostensibly put on the same footing as their Japanese counterparts in the area of R&D last week as President Reagan signed legislation permitting competing companies to join in research and development projects without fear of violating antitrust laws. The measure makes it easier to form a joint venture, puts a limit on antitrust penalties resulting from such ventures and tires to keep frivolous antitrust suits from being filed by allowing a defendant to collect attorney's fees from the plaintiff if the suit is frivolous.

See BREAKING NEWS, Page 8, Col. 1

He'll develop, coordinate French firm's strategy in North America

Tippett has major role in AMC-Renault program

By Richard Johnson
Detroit Reporter

American Motors Chairman W. Paul Tippett said last week that it will be six months to a year before a new organization that will implement Renault's long-range plans for North America begins to take shape.

Meanwhile, Tippett, who was recently handed the task of developing and coordinating Renault's North American strategy, said he has entered the "collection mode" of his new job, studying the French auto maker's diverse operations on this continent.

Tippett is continuing as chairman of the AMC board and will serve as chairman of the Executive Committee of the board, replacing former AMC Chairman Roy D. Chapin Jr. in that post.

Jose Dedeurwaerder, a longtime Renault executive and AMC's president and chief operating officer since 1982, has been elevated to chief executive officer at AMC.

In the late 1970s, Renault acquired 46 percent of AMC. Five of the corporation's 14 board members are from Renault.

Tippett, AMC's chairman since January, 1982, said the time was right for him to step away from the day-to-day helm at the country's fourth largest car maker and devote a substantial chunk of his time to serving as "senior advisor" of North American operations for Renault.

"Renault has a major commitment in North America and they believe we could be useful in helping them develop the strategy," said Tippett. "They are, I think, pleased with the job we've been able to do at American Motors and thought maybe we could help them in other areas.

"Now that was a big enough job that I really couldn't do it part-time, one hour a day," he said. "We and the board felt it was important to go public with the fact that we are taking this job on, and at the same time relieving me of some of the day-to-day decisions.

• "We concluded it was best to make Jose chief executive officer, staying as president, so that he can make all the decisions," Tippett added.

"He's the top executive officer on decisions that don't have to be referred to the board. I'll still be chairman of the board so, obviously, I'll stay close to American Motors and have input into important decisions at board level. But Jose has done such an outstanding job it was time to kind of give him the

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Yugo price worries Mich. Congressman

By John A. Russell
New York Staff Writer

NEW YORK. — The $3,990 price tag of Malcolm Bricklin's Yugo 55 raised the hackles of Rep. Dennis M. Hertel, Michigan Democrat, who last week requested the International Trade Commission (ITC) to launch an investigation "to prevent possible market disruption."

But Hertel's staff apparently did not do its homework as sources in the ITC said that they do not start investigations of any sort at the behest of a single congressman and under normal circumstances the product has to be landed and sold before dumping investigations are started.

Hertel's Detroit-area district has a concentrated population of people who work in the domestic auto industry. However, Brian O'Malley, the congressman's legislative assistant, denied that this was an election-year gambit on Hertel's part.

As for Bricklin, he termed the announcement "a great thing to happen to us (Yugo America, Inc)," and he said he may even use the congressman's quote of a "too-good-to-be-true" price in his advertising.

The tempest in a teapot started two weeks ago when a member of the congressman's staff saw an article about Bricklin in a national newspaper.

Christine Bricker, one of the congressman's aides, said the price of the Yugo 55 made the congressman suspicious, so he sent a letter requesting the investigation to the ITC.

According to a prepared statement, Hertel expressed disbelief in the price.

The statement said that auto maker Zavodi Crvena Zastava, the Yugo manufacturer, "is completely controlled by the Communist government of Yugoslavia and since the price of this auto appears to be lower than fair value, it indicates either massive subsidies or the use of slave labor."

O'Malley claimed the congressman meant "forced labor" while Bricker termed it a "purely rhetorical phrase."

Hertel claimed the manufacturer was government-controlled, which, according to the Yugoslav Chamber of Economy Trade Promotions, is untrue and companies in Yugoslavia are permitted to negotiate their own contracts (AUTOMOTIVE NEWS, Aug. 27).

Hertel's staff was also not aware that Yugoslavia has "most favored nation" trading status with the U. S.

O'Malley said Hertel wanted an investigation since the ITC has broad investigatory powers.

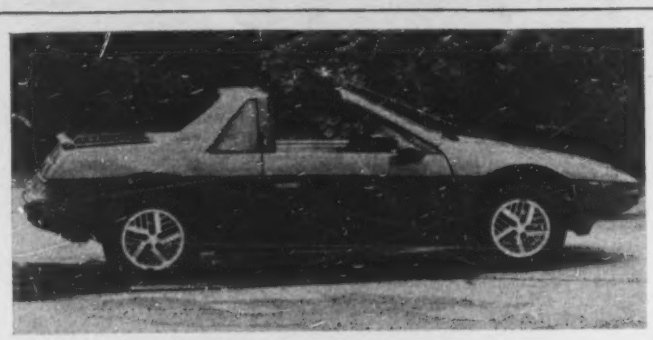
Sources at the ITC said that they do not have such powers. A spokesman in ITC Chairman Paula Stern's office said the agency would not launch a "lower than fair value" or dumping investigation unless it was petitioned by a company or the workers of the industry affected.

This is a formal legal proceeding which requires "standing" or vested interest in the case. Hertel does not have this.

The ITC does do a probe called "Section 332" investigation which analyzes impact on an industry. This is not binding and can be equated with a market study.

The ITC spokesman said "no single congressman" can re-

Continued on Page 61, Col. 4



Topless Fiero to be exhibited

Auto Dyne, Utica, Mich., will show its topless Pontiac Fiero at the 14th annual South Florida Auto Show, Oct. 27-Nov. 4 at the Miami Beach Convention Center.

Import stocks trimmed; 24-day supply on hand

By Kathleen Hamilton
Assistant Managing Editor

The inventory of imported cars fell to 179,171 on Oct. 1, the lowest level since AUTOMOTIVE NEWS began tracking import inventories in mid-1981.

It was the third month-to-month decline. On Sept. 1, there were 184,513 new imported cars in stock at importers and dealerships. On Oct. 1, 1983, the total was 199,339.

The widespread shortages resulted in sales declines during September. Because days-supply figures are computed using sales rates, the days' supply of imported cars rose slightly for the month, to 24 from 23½ on Sept. 1.

Sales of German cars began returning to normal as supplies filled out after the German metalworkers' strike, but this time Jaguar's stocks were depleted by a strike, leaving it with only eight days' worth of cars.

Sales increases accounted for the lower days-supply figures for Audi, BMW and Volkswagen imports.

Among the other European makes, Renault's sales slump and continued shipments accounted for its high figure. Saab's inventory level returned to nearer normal after model changeover, but its September sales clearly were hurt by shortages.

And International Automobile Importers — importer of the Bertone and Pininfarina sports cars — reached an estimated two-year supply on the basis of slow sales.

Mitsubishi's 17-day supply of cars — compared with 63 days' worth a month earlier — was the result of a 50-percent sales-rate increase and no new shipments landing during the month.

The Oct. 1 shares by country of origin were Japan, 61.17 percent; Germany, 22.33 percent, and other European countries, 16.50 percent.

One month earlier, the shares were Japan, 61.38 percent; Ger-

Continued on Page 62, Col. 1

SERVICE INDEX
110.3*

	Aug., '84 vs. Aug., '83	8 mos., '84 vs. 8 mos., '83
Gross Profit on All Labor and P&A Sales	+14.3%	+18.1%
Repair Orders Written	+ 5.3%	+ 8.0%
Total Labor Sales (Customer & Warranty)	+13.3%	+17.8%
Shop Parts Sales (Customer & Warranty)	+13.5%	+23.2%
Sales of All Parts and P&A	+ 8.5%	+18.2%

*—Survey by Automotive News shows that dealers' service and parts business in Aug., 1984, was 110.3 percent of business in Aug., 1983. Service business in the eight months of 1984 was 116.5 percent of business in the corresponding period in 1983.

Shop business climbs again

By Francis J. Gawronski
Service Editor

Service and parts business done by new-car dealers recorded another solid advance in August, although the growth rate was not as robust as the increase achieved in July.

According to the Automotive News Service Index, August's service and parts volume amounted to 110.3 percent of the business done by dealers in the same month of 1983. The July increase in shop volume over the year-earlier month was 15.1 percent.

Although the growth rate dipped in August, the increase was the 18th consecutive in which parts and service volume in dealership shops has topped the comparable year-earlier month.

August also was the 16th straight month that all five indicators used in the Service Index showed gains.

Gross profit on all labor, parts and accessory sales — the most important indicator from the dealer's viewpoint — recorded the highest increase in August, 14.3 percent, over the profit for the same month a year ago.

Shop parts sales (those used in both customer-paid and warranty work) were up 13.5 percent in August, barely topping total labor sales (customer-paid and warranty) which were up 13.3 percent over the year-earlier month.

Sales of all parts and accessories were up 8.5 percent for August, while repair orders written climbed 5.3 percent above last year's total.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's dealerships.

All five indicators also registered healthy gains for the first eight months of 1984.

Shop parts sales topped all indicators with a gain of 23.2 percent, followed by sales of all parts and accessories, up 18.2 percent, and gross profit, up 18.1 percent.

Labor sales were up 17.8 percent for the January-August period, while repair orders written advanced 8.0 percent.

Chrysler UAW Council votes to reopen pact

By Marjorie Sorge
Labor Editor

The 250-member UAW Chrysler Council voted last week to seek a reopening of the Chrysler-UAW contract which is scheduled to expire Oct. 15, 1985.

UAW President Owen Bieber has informally mentioned a possible reopening to Chrysler Chairman Lee Iacocca and has indicated publicly that the union intends to try to reopen the Chrysler contract once negotiations are concluded with Ford and General Motors.

"He didn't fall off the chair, he didn't jump out the window, he didn't say yes and he didn't say no," Bieber said when questioned about Iacocca's reaction.

Iacocca has said the union and the company already have a contract and he expects it to be honored until its scheduled expiration date.

The union, however, has noted Chrysler resurgence. The company, which lost $3.27 billion from 1979 to 1981, earned a record $1.51 billion in the first half of 1984. During the 1979 to 1981 period, the UAW-represented workers made concessions worth more than $1 billion to help the company avoid bankruptcy.

The UAW wants to reopen the Chrysler pact early not only because of Chrysler's improved financial condition but also because the UAW wants to get Chrysler back on schedule with Ford and GM, with all contracts expiring at the same time.

Chrysler currently enjoys a labor cost advantage over Ford and GM of a little less than $1 an hour.

Getting Chrysler back on the pattern would probably mean the union would want the Chrysler workers to be paid the same as Ford and GM workers.

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60th year — No. 5044

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Tighter standards due for survivors

Study sees supplier ranks thinning

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — By 1990, original equipment manufacturers will use 20 to 30 percent fewer suppliers and will impose even more stringent quality and performance standards on those they retain, according to a wide-ranging supplier-industry forecast released by Arthur D. Little, Inc.

The study, The New U.S. Automotive Industry — Opportunities for Suppliers, said OEMs will come to rely increasingly on suppliers' research, design and engineering expertise from the time the vehicle is conceptualized, right on through actual production. For this reason, the study said, suppliers must understand all aspects of the vehicle systems as they relate to their specific components and must make investments necessary to upgrade facilities, quality control, data processing and in-house design capability.

The study predicted steady cyclical growth through the end of the decade in North American passenger-car sales. This growth is estimated at 2 percent per year from 1983 to 1990, with 12 million units expected to be sold in 1990.

Cyclical variations of plus or minus 1.3 million units around the trend line are expected to occur every four or five years, the study said.

• Projections of auto industry sales into the next century call for a slower overall growth of about 1.3 percent per year as the number of cars per 1,000 population nears the saturation point in the U.S. This number is less than half the 3-percent growth rate experienced in the last 10 years, A.D. Little said.

"The North American fleet will thus increase from 132 million units in 1980 to 150 million in 1990 and 170 million in the year 2000," according to the study.

"The proportion of small- and medium-sized cars in the fleet will increase at the expense of the large-car segment over the next 10-15 years," the study said.

Growth in the aftermarket will remain about constant with revenues projected at roughly $20 billion per year at the supplier level, the study said. The real change will be in the distribution of this market, as OEM suppliers gain market share due to the increased use of high technology and as owners rely more on auto dealers for repairs.

The study estimated that by 1990 the OEM aftermarket share will increase from 21 percent to 34 percent, although 25 percent

Continued on Page 23, Col. 1

GMC dealers welcomed to Philly

Philadelphia Mayor W. Wilson Goode, seated center, welcomes two new GMC light-truck dealers to Philadelphia, James V. Cataldi, left, president, Jim Cataldi Buick-GMC Truck, Inc., and Daniel H. Polett, right, president, Wilkie Buick-GMC Truck-Subaru Co. GMC officials taking part are, from left, C. N. Contor, Washington zone heavy-truck manager; Donald B. Buechler, Washington zone manager; Larry T. Bowles, Eastern Region sales manager, and Duncan A. Brodie, truck sales director, GMC Truck & Coach Operation.

Dealers report gains in truck-park sales

Truck-parts sales volume has increased this year over a year ago, according to almost all truck dealers responding to an AUTOMOTIVE NEWS survey.

Among heavy-truck dealers, 79 percent said business was up, 11 percent said business was down and 10 percent said business was the same as last year.

Three-fourths of the light-truck dealers reported business was up, while the remainder of dealers said volume was about the same as last year.

The largest gain in parts sales, 62 percent through June, was reported by an Eastern International dealer who said: "Construction work has dump trucks and associated trucks busy on two shifts. Some operate seven days a week."

This dealer anticipated strong parts sales for the next year.

More than 40 percent of the heavy-truck dealers said increased business was related in some way to improved economic conditions, but only 12.5 percent of light-truck dealers linked the economy to increased parts sales.

Two dealers said increases in parts sales were due to an upturn in service business.

A Northwest International dealer said "owners are repairing their vehicles at a faster pace."

A Midwest Ford dealer said he picked up a fleet account, and a Southwest Ford outlet reported that it took another truck line which has increased its parts sales.

A Midwest International dealer, whose parts business volume was about the same as last year, said "the parts market is very competitive. Price cutting is rampant. I believe many dealers do not know costs or their help doesn't."

Seventy percent of all truck dealers said the most effective method of maintaining contact with outside customers is to have salesmen call on them.

An International dealer in the Midwest said "outside salesmen are the most expensive way (to keep in contact with customers), but is the only way to maintain market share."

A Northeast Mack dealer said: "Our parts personnel call on customers directly. These are the same customers we see almost daily, but our people get out on the road for contact and goodwill."

• An International dealer in the Midwest, whose business is up 30 percent this year, called phone calls the best contact and

Continued on Page 39, Col. 1

GAC plans to buy facility in Ohio from Rockwell

ANN ARBOR, Mich. — General Automotive Corp. announced that it has reached agreement with Rockwell International covering the purchase of Rockwell's facility in Marysville, O.

A spokesman for GAC said the transaction, which is subject to several contingencies, is expected to be completed early in 1985.

GAC, international manufacturer of specialty vehicles, purchased the Flxible bus operations in Delaware and Loudonville, O., from Grumman Corp. in 1983.

Although plans for the Marysville facility were not released, GAC said the transaction was unrelated to the Flxible business and was not expected to have a significant direct effect on those operations.

Caterpillar extends 3208 Economy ratings

PEORIA, Ill. — Caterpillar Tractor Co. has introduced four new 2,200-RPM Economy ratings in its 3208 diesel truck engine. The new 3208s include 165 and 215-HP 49-state ratings, and 175 and 200-HP California ratings.

Caterpillar said the engines have "virtually unlimited application for private and for-hire delivery users." The company also said tests showed that its 215-HP engine achieved from 6.8 to 13 percent better fuel economy than competitive diesels.

truck industry news

Sales second-highest ever; Ford is No. 1

'84 models close to record

Retail sales of new trucks of all types in the U.S. were the second highest ever in the 1984 model year, with significant increases in all three major market segments.

Franchised dealers and factory outlets retailed 3,919,594 units in the period starting Oct. 1, 1983, and ending Sept. 30, 1984, according to preliminary factory reports.

The 1984 model total was 35 percent higher than the 2,903,867 trucks retailed in the 1983 model year and 2.7 percent below the alltime high of 4,028,294 established in the 1978 model year.

Ford dealers sold 1,150,474 new trucks in the 1984 model year, more than 42,000 units ahead of second-place Chevrolet. The total was 28 percent higher than the 898,648 Ford sales in the 1983 model year.

The model year ended on a record note with sales of 310,147 units in September, an increase of 11.7 percent over the year-earlier 277,600. In the first nine months of 1984, retailers sold 3,074,522 vehicles, up 34.6 percent from last year's 2,284,404 units.

Sales of light trucks in the 1984 model year were 34.3 percent higher than the previous year, rising from 2,727,452 units to 3,664,148. The Chrysler minivans and the downsized Jeep Cherokee and Wagoneer sparked the gains in light-truck deliveries.

• Heavy trucks made a big comeback in the 1984 model year with the strong upturn in the general economy.

Dealers and factory outlets retailed 200,507 Class 7 and 8 vehicles in the 12-month period, an increase of 54.6 percent over the year-earlier 129,698 units. Model-year sales of the mediums were up 17.6 percent, from 46,717 units a year ago to 54,939.

Light-truck sales in the first nine months of 1984 were up 33.7 percent to 2,869,897 units, compared with 2,146,502 the previous year.

Sales of the heavies soared 59 percent, from 100,880 a year ago to 160,357. Mediums retailed through September totaled 44,268 units, an increase of 19.6 percent over the previous year's 37,022.

During the 1984 model year, dealers retailed a record 1,573,897 compact trucks, an increase of 53.5 percent over the previous high of 1,025,404 units established in the 1983 model year.

In the first nine months of 1984, sales of the compacts totaled 1,286,260 units, an increase of 57.4 percent over last year's 817,024.

Through September, the domestic compacts accounted for

Continued on Page 60, Col. 3

Big increase is seen for trucks in Class 7

The need for single-axle tractors to move trailers in the city and twin trailers on the highway, as well as demand for larger straight trucks for city delivery, will boost Group 7 truck sales some 54 percent in the last half of the decade, according to Martin B. Labbe, director of the Transportation and Logistics Service at Data Resources, Inc.

Increased competition, as a result of deregulation, will force truck users to buy the more flexible Group 7 vehicles, Labbe told a recent DRI vehicle-outlook seminar in Detroit.

Labbe predicted average annual sales of Group 6 through 8 vehicles, including buses, will climb from 223,300 per year at this time to 329,700 by the end of the decade.

Sales of Group 4 and 5 trucks also will increase now that the excise tax has been lifted, he predicted.

As a result of deregulation, Labbe said he anticipates that large truck fleets, those with over 200 trucks, will get larger. Mid-size fleets, he said, would get "squeezed," and fleets with less than 20 vehicles will remain stable as "niche players."

• Owner/operators, he added, will thrive, but they will work under long-term contracts to carriers and shippers.

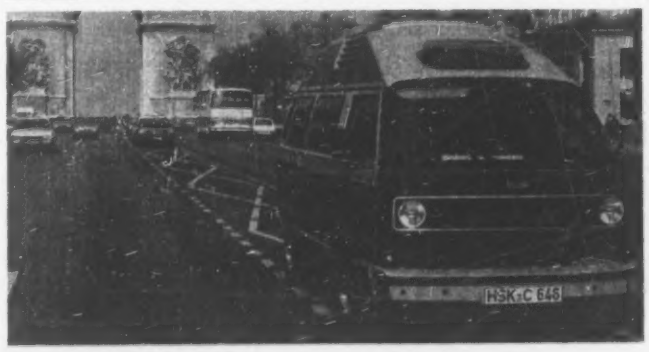
Labbe also predicted:

Private carriers will replace their single-axle tractors with dual axles to increase flexibility for backhauls.

Truck aerodynamics and fuel economy will continue to be important, but those truck operators with high-powered rigs, 350 HP and above, will continue to buy high power.

Antiskid-brake regulation will return because of the success of newer systems now in use in Europe.

Piggyback transportation by rail will make gains on truck transportation, but truck transportation will make even greater gains on boxcar transportation in the short term.



German land yacht

Volkswagenwerk and Dehler Yachtbau, the German boat builder, have combined to produce this high-roofed pleasure or business vehicle called the Profi. A drag coefficient of 0.39 is claimed. That low number is the result of modern manufacturing methods, optimum utilization of space, slick finish and highly efficient aerodynamic shape, Dehler says. Several rooflines and interior setups are being sold in Germany. At least one U.S. converter is eyeing the vehicle, VW says.

Peterbilt offers Cummins L10-300 in some models

NEWARK, Calif. — The new 300-HP Cummins L10-300 and Formula L10-300 diesels are now offered in a number of Peterbilt models.

Peterbilt Motors Co., which said it is the first manufacturer to offer the new engines, noted that they cost and weigh less, and are more fuel-efficient than any 300-HP engine on the market.

The diesels are available in Models 353, 359 and 362, and will be offered in Model 349—both construction and highway series—"soon after October," a Peterbilt spokesman said.

He said the L10-300 Series is the first of the L10 family to feature Cummins' "optimized aftercooling system," providing improved fuel economy and increased power and torque for better driveability.

"In this system, also known as low-flow cooling, the temperature of the coolant leaving the radiator is dramatically lower than in traditional systems," he said.

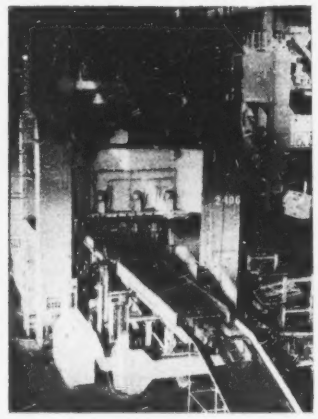
"The coolant is piped directly to the turbocharger aftercooler, which provides significantly lower intake-air temperature and results in superior combustion efficiency and engine performance," he added.

With a dry weight of 1,930 pounds, the L10-300 is as much as 700 pounds lighter than other engines in the 300-HP range, the spokesman noted.

The L10-300 is rated at 300 HP at 2,100 RPM with a peak torque of 950 foot pounds at 1,300 RPM, for a 27 percent torque rise. The Formula model develops 300 HP at 1,900 RPM with a peak torque of 950 foot pounds, for a 15 percent torque rise.

The Volga Automobile Associated Works (VAZ), also known as Togliatti, has an annual output of 700,000.

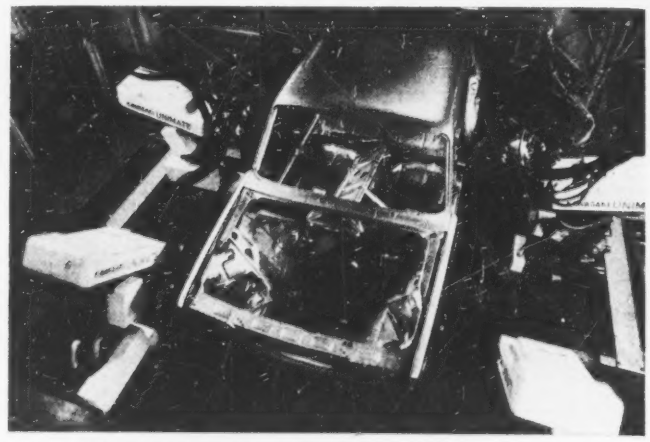
The front grille, body side moldings and styled wheel trims set apart the Lada Riva 1500 GLS from other Riva models.



The automated Komatsu transfer line.

An artist's drawing of the 1985 front-drive Lada 2108.

Nearly half of Togliatti's workforce are women.



Kawasaki Unimate robots for welding line.

Auto-making on the banks of the Volga

Togliatti plant accounts for half of Russia's car production

By Richard Feast
European Editor

For more than two centuries there was a township at Stavropol, 650 miles southeast of Moscow on the Volga River. Its 15,000 inhabitants lived a rural life as farmers and fishermen.

Their world changed in 1950, when construction began on a huge hydroelectric power station on the Volga. Stavropol disappeared under the lake created by the dam, as cheap electricity from the Lenin power station attracted chemical, cement, machinery and electrical equipment industries to the area.

When the power station was completed, there was manpower and construction equipment on the spot. On July 20, 1966, the Soviet Union decided it needed to build another passenger car plant. Forty regions angled for the project. That same year, in another world, Italy's Fiat 124 was voted European Car of the Year.

Fiat collaborated with the Soviets to build a car plant where Stavropol had been. Fiat planned the factory and provided the basic designs for the sedan it was to produce. The factory, widely known as Togliatti after the Italian Communist Party's most famous leader, is officially the Volga Automobile Associated Works, or VAZ for short.

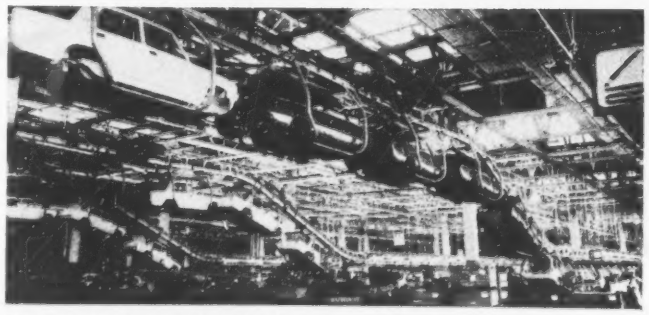
The first production car emerged on April 19, 1970. Within 3½ years it was working at capacity — 660,000 annually, 2,200 daily or one every 22 seconds. It has continued to do so ever since. The investments are said to be approximately $1.2 billion.

Togliatti's products are adaptations of that Fiat 124 design. They are known in the east as the Zhiguli, after a range of hills by the Volga, and in the west as the Lada, an old form of sailing boat which traded on the Volga.

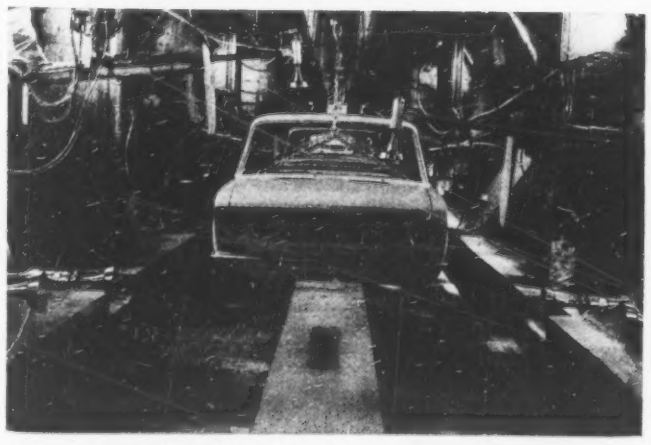
Since 1978 VAZ has produced — on a separate line — the Soviet-designed Niva 4x4. Next year the factory's planned output is 717,000, including 75,000 Nivas. This amounts to one in every two passenger cars made in the Soviet Union.

These huge volumes, combined with the depth of production, make some impressive statistics. VAZ employs some 150,000 people, 80,000 of whom are direct production staff. It covers 6.15 million square yards, 2.75 million of which are covered shops. Each of its three final assembly lines is over one mile long.

It has five main production shops: For sheet metal presswork; iron and aluminum foundries; mechanical component section; body assembly; and die and toolrooms. In addition, satellite plants have sprung up within a few miles. These supply components, as well as factory maintenance, service and catering. The task of providing meals for a single shift -- 40,000 people — in a 15-minute timespan creates its own special problems.



Making Ladas at Togliatti.



VAZ body painting line with robots.

Almost half the labor force—48 percent—are female, with the greatest concentration in final assembly. The average age in the area is only 29. As in the rest of the Soviet Union, children begin nursery school at 1½ years, freeing both parents for work.

The kindergartens, like the hotels, sports halls, health care centers, theaters, clubs and colleges, are part of the integrated VAZ works. There is no private enterprise. The factory supports the requirements of the employes. That is why the proportion of direct labor employed in the factory is only just over half the total payroll.

The average monthly wage is the equivalent of about $245. Between five and 10 percent is for living accommodations. This low rental is for space which is meagre by western standards but includes services like heating, lighting and for a nominal fee, telephone. Retirement for men is 65, for women 55. Retirement payments are about 60

Continued on Page 37

Lotsa Ladas

Below are the main markets in Western Europe where Ladas are sold. The figures include the Niva 4x4 and a handful of other Soviet products. While the overall average is about 1 percent for market share, the 24,000 sales in France means a market share of 1.2 percent, while almost 10,000 in Finland amounts to a slice of 8.2 percent. Statistics are from national associations, Lada Cars (GB) and Automotive Industry Data, Lichfield, England. □

Where Ladas are sold in Western Europe

Country	1980	1981	1982	1983	6 mos., 1984
Austria	2,555	2,596	2,059	1,639	863
Belgium	11,840	13,317	16,425	15,133	8,397
Denmark	3,196	4,386	5,070	4,900	2,357
Finland	9,409	10,015	10,715	9,807	6,229
France	13,069	19,744	24,185	24,135	12,475
Holland	5,555	6,662	9,244	9,252	4,388
Italy	1,747	447	1,304	619	N/A
Norway	2,300	3,677	3,972	3,208	1,296
Sweden	3,005	2,671	2,948	2,244	799
Switzerland	1,408	1,020	820	229	12
United Kingdom	13,043	15,508	16,752	19,225	7,755
West Germany	5,982	6,544	6,585	8,281	4,943
Total	73,109	86,587	100,079	98,672	49,514
Market share	0.79	0.95	1.08	1.01	0.94

world news briefs

Ford Escort: Turbocharged for international motor sports.

An Escort with urge

Ford is to build 5,000 turbocharged versions of its European Escort in order to qualify for the Group A category in international motor sports. The Escort RS Turbo has 132-HP, a quarter more than the XR3i on which it is based. The turbo is a Garrett AiResearch T3, and the result is a 125-MPH flyer. Use of a limited slip differential as standard is claimed to be a world first for a front-drive production car.

Opel improves

Net earnings at Adam Opel last year rose more than threefold to DM 299 million ($98 million). Sales revenues rose by 15.5 percent to DM 14.7 billion ($4.8 billion). At 955,000 units, production was down slightly, though overall in Europe, Opel (and Vauxhall) sales reached a record 11.1 percent. Setbacks in the first half of this year (metal workers' strike) should be overcome by 1985, believes chairman Ferdinand P. Beickler.

Double-deckers for U. S.

British - style double - decker buses may be assembled by Gillig Corp., Hayward, Calif., following discussions with BL's Leyland division. Leyland believes there is the potential for up to 10 percent of the 50,000 single-deck city bus market to be replaced by double-decker vehicles. The model selected by Gillig is the Olympian, now built at Workington in northern England.

AC into action

British sports car maker AC recently changed hands and, now located in Scotland, is to supply 200 vehicles a year for the next 10 years to a newly formed U. S. distribution company. It put a value of more than $31 million on the deal. Over the longer term, managing director David MacDonald talks of replacing the current ME3000 model with a new vehicle aimed specifically at the U. S. market.

Swedes favor Brazilians

Thirty percent of Ford's Swedish registrations in the first eight months of this year originated in Brazil. The recent South American sourcing for Escorts allowed Ford to move just ahead of VW-Audi as the leading importer in Sweden.

Engine changes

The Ford Sierra is to get a 1.8-liter engine option, mid-way between the 1.6 and 2-liter. Austin Rover's MG Maestro hatchback is to have the 2-liter fuel injection engine already seen on the Montego sedan.

BCA buys again

The British Car Auction group's expansion into the U. S continues. It has acquired, through its American subsidiary, Baltimore-Washington Auto Exchange Inc. and Brookdale Associates. It is BCA's 11th U. S. business.

GM marketing men change

Herman Vermeebergen has been appointed Opel marketing director in Belgium and Luxembourg. He succeeds E. van Loo, who has taken up a similar appointment at GM-Spain. Before his Belgium appointment, Vermeebergen was based in Athens, where he looked after American exports in Europe and the Middle East.

Change brewing at Lotus

A further change in the distribution of shares in Group Lotus is being discussed. Hazel Chapman, widow of the founder, may sell her shares, amounting to about 20 percent. Most likely purchasers would be David Wickins' BCA, which already has 25 percent, and/or Michael Ashcroft's Hawley Group, which has a minority stake in Lotus already.

Good July in Germany

Vehicle production in West Germany in July was 271,900, an increase of 20 percent over the same month one year earlier. The explanation lies in the fact that after the seven-week metal workers' strike in May and June, work continued during the vacation period in some plants on a voluntary basis. On a cumulative basis, the seven-month production total (2,172,-500) was 10 percent lower than one year earlier.

Confirmed

Perkins Engines has confirmed that the projected collaboration with Land Rover to produce a diesel V-8 for the Range Rover has been abandoned. But Land Rover is still looking for a suitable diesel power unit to broaden Range Rover's appeal.

Cosworth expands

Cosworth, the British engineering company which developed the 16-valve cylinder head for the new, sporty Mercedes-Benz 190, has opened a factory to specialize in precision casting of aluminum components. It will supply Daimler-Benz with up to 7,000 heads a year. Other auto companies — including some in the U. S. — are also in deep discussion with Cosworth.

Roadrunner arrives

Leyland Vehicles' Roadrunner truck, aimed at the 6.2 to 10 tonnes range, has been launched. Managing director Les Wharton acknowledges it will be a make-or-break truck for Leyland, a heavy loss-maker since the slump in demand for commercial vehicles. □

REGISTRATIONS OVERSEAS

UNITED KINGDOM
Cars

	8 mos., 1984	8 mos., 1983
Alfa Romeo	3,148	6,101
BL	223,858	240,943
Austin Rover	221,724	239,054
Range Rover	2,134	1,889
BMW	17,698	19,263
Daihatsu	3,762	3,687
Fiat Auto	37,531	38,339
Ford	367,821	407,602
FSO	3,888	3,139
General Motors	214,742	194,806
Honda	13,217	12,956
Hyundai	3,592	2,650
Jaguar	5,473	5,099
Lada	11,196	14,048
Lotus	390	288
Mazda	12,118	13,355
Mercedes-Benz	10,614	10,030
Mitsubishi	6,812	6,625
Nissan	72,371	69,252
Panther	169	65
Peugeot SA	72,213	81,302
Citroen	18,801	18,859
Peugeot/Talbot	53,412	62,443
Reliant	83	66
Renault	46,095	46,255
Rolls-Royce	508	491
Saab	6,324	7,008
Skoda	8,003	8,054
Subaru	1,771	2,235
Suzuki	2,239	2,342
Toyota	23,782	23,118
Volvo	43,180	45,113
VW-Audi Group	70,561	74,535
Audi	14,756	14,903
Volkswagen	55,805	59,632
Zastava	4,036	3,010
Others	3,209	3,576
Total	1,290,775	1,345,577

SWEDEN
Cars

	8 mos., 1984	8 mos., 1983
Alfa Romeo	733	506
BMW	2,875	2,553
Daihatsu	620	646
Fiat Auto	4,210	3,210
Ford	17,058	13,293
General Motors	14,264	13,057
Honda	2,341	1,937
Jaguar	26	14
Lada	1,020	1,306
Mazda	7,034	7,516
Mercedes-Benz	3,610	2,827
Mitsubishi	1,043	1,004
Nissan	4,475	3,562
Peugeot SA	4,852	3,931
Citroen	2,323	1,712
Peugeot/Talbot	2,529	2,219
Porsche	228	141
Renault	1,690	1,472
Saab	17,956	17,627
Skoda	211	243
Subaru	371	378
Toyota	5,565	5,170
VW-Audi Group	17,008	13,829
Audi	4,059	2,976
Volkswagen	12,949	10,853
Volvo	36,591	35,807
Others	14	10
Total	143,796	130,039

WEST GERMANY
Cars

	7 Mos., 1984	7 Mos., 1983
Alfa Romeo	8,448	7,819
Austin Rover	4,677	2,572
Bertone	580	635
BMW	98,071	104,007
Daihatsu	4,017	3,910
Ferrari	207	N/A
Fiat Auto	69,959	62,894
Ford	186,082	189,723
General Motors	260,516	306,295
Honda	25,354	20,794
Isuzu	1,682	495
Jaguar	1,126	519
Lada	5,694	5,168
Mazda	43,036	36,739
Mercedes-Benz	133,765	153,171
Mitsubishi	27,910	24,603
Nissan	38,469	28,598
Peugeot SA	63,753	59,400
Citroen	25,660	27,814
Peugeot/Talbot	38,093	31,586
Pininfarina	462	456
Porsche	7,390	7,985
Renault	55,463	55,603
Saab	2,429	2,355
Seat	3,061	208
Skoda	1,386	1,026
Subaru	4,298	3,222
Suzuki	8,928	8,300
Toyota	33,183	31,727
VW-Audi Group	417,347	453,324
Audi	89,405	117,604
Volkswagen	327,942	335,720
Volvo	9,961	9,806
Others	793	823
Total	1,518,047	1,582,419

AUSTRIA
Cars

	7 Mos., 1984	7 Mos., 1983
Alfa Romeo	1,739	1,896
BL	150	316
BMW	5,327	5,998
Daihatsu	466	649
Fiat Auto	10,445	9,355
Ford	14,327	13,433
General Motors	17,851	22,368
Honda	2,860	2,819
Lada	886	1,082
Mazda	13,727	17,386
Mercedes-Benz	4,016	5,152
Mitsubishi	2,817	2,944
Nissan	6,699	10,474
Peugeot SA	9,825	9,876
Citroen	4,209	4,310
Peugeot/Talbot	5,616	5,566
Porsche	336	356
Renault	6,609	7,472
Saab	279	331
Seat	477	54
Skoda	677	607
Subaru	1,193	2,281
Suzuki	766	649
Toyota	6,293	7,259
VW-Audi Group	25,769	32,706
Audi	4,618	7,899
Volkswagen	21,151	24,807
Volvo	2,289	2,517
Others	81	22
Total	136,104	158,002

JAPAN
Cars

	6 mos., 1984	6 mos., 1983
Daihatsu	58,636	53,804
Fuji	41,617	34,942
Honda	126,415	111,860
Isuzu	22,685	30,383
Mazda	111,974	125,520
Mitsubishi	103,426	87,462
Nissan	416,820	400,317
Suzuki	40,363	44,075
Toyota	648,249	580,968
Imports (all)	20,238	16,968
Total	1,590,396	1,486,166

Vans, trucks, buses

Daihatsu	156,850	133,235
Fuji	109,162	99,745
Hino	20,972	18,615
Honda	73,005	86,318
Isuzu	62,760	60,178
Mazda	82,413	75,325
Mitsubishi	163,305	154,692
Nissan	143,040	141,573
Nissan Diesel	11,469	9,691
Suzuki	192,249	191,265
Toyota	183,450	186,615
Imports	83	0
Total	1,198,758	1,157,252
Total vehicles	2,789,154	2,643,418

FRANCE
Cars

	5 Mos., 1984	5 Mos., 1983
Alfa Romeo	9,440	12,300
Aro	568	157
Austin Rover	13,476	13,375
BMW	13,734	14,402
Ferrari	36	72
Fiat Auto	42,676	38,673
Ford	61,583	64,619
General Motors	32,184	34,805
Honda	2,638	3,415
Innocenti	669	658
Jaguar	73	88
Lada	10,400	10,714
Mazda	4,068	6,061
Mercedes-Benz	7,652	6,793
Mitsubishi	1,454	1,592
Nissan	5,374	7,227
Peugeot SA	253,625	287,020
Citroen	102,155	117,622
Peugeot	130,409	123,687
Talbot	21,061	45,711
Polski	805	911
Porsche	672	759
Renault	242,735	304,095
Saab	430	312
Seat	5,552	11
Skoda	1,703	2,282
Toyota	4,649	6,025
VW-Audi Group	41,340	52,654
Audi	10,905	11,818
Volkswagen	30,435	40,836
Volvo	6,959	5,879
Zastava	584	868
Others	49	27
Total	764,290	875,350

PRODUCTION OVERSEAS

JAPAN
Cars

	6 mos., 1984	6 mos., 1983
Daihatsu	89,230	96,012
Fuji	126,790	112,789
Honda	429,555	421,464
Isuzu	36,831	56,521
Mazda	392,460	447,266
Mitsubishi	254,811	259,856
Nissan	955,699	921,465
Suzuki	79,752	58,001
Toyota	1,247,761	1,193,288
Total	3,612,889	3,566,662

Vans, trucks, buses

Daihatsu	199,394	172,628
Fuji	153,165	153,469
Hino	29,931	25,629
Honda	75,092	92,577
Isuzu	154,972	124,566
Mazda	188,523	148,429
Mitsubishi	262,219	232,169
Nissan	327,145	328,941
Nissan Diesel	19,412	16,969
Suzuki	257,058	254,059
Toyota	511,868	462,452
Total	2,179,183	2,012,246
Total vehicles	5,792,072	5,578,908

UNITED KINGDOM
Cars

	6 mos., 1984	6 mos., 1983
BL	211,988	240,679
Austin Rover	189,378	219,079
Jaguar	17,182	14,640
Range Rover	5,428	6,960
Carbodies	773	1,142
Ford	167,299	174,141
Lotus	442	280
Panther	204	N/A
Reliant	58	47
Rolls-Royce	1,097	889
Talbot	56,839	66,773
TVR	169	128
Vauxhall	67,698	68,975
Others	326	350
Total	506,893	553,404

Vans, trucks, buses

Bedford	29,141	25,501
BL	37,093	46,182
ERF	806	777
Foden	413	327
Ford	57,392	55,724
Hestair Dennis	479	372
Metro Cammell Weymann	234	196
Reliant	118	39
Renault	2,117	2,514
Seddon Atkinson	918	610
Others	145	404
Total	128,856	132,646
Total vehicles	635,749	686,050

BRAZIL
Cars

	6 mos., 1984	6 mos., 1983
Farus	16	45
Fiat Auto	43,612	60,140
Ford	73,061	65,807
General Motors	79,815	101,509
Gurgel	21	0
Puma	81	123
Sta Matilde	32	6
Toyota	76	97
Volkswagen	143,627	185,004
Total	340,341	412,731

Vans, trucks, buses

Agrale	274	77
Fiat Auto	14,420	12,655
Fiat Diesel	237	153
Ford	20,197	15,533
General Motors	11,404	8,843
Gurgel	415	595
Mercedes-Benz	13,497	11,087
Puma	12	18
Scania	1,650	965
Toyota	1,495	1,013
Volkswagen	5,934	4,037
VW Caminhoes	2,873	2,041
Volvo	892	693
Total	73,300	57,710
Total vehicles	413,641	470,441

The old and the new

Compared with the old Renault 5 in the rear, the new R5 in the foreground is a little longer and wider but not as tall. Renault plans to build 525,000 annually at plants in Belgium, Spain and Portugal.

Can Superfive regain European crown for its maker?

Renault banks heavily on new R5

Continued from Page 22

lion ($420 million) investment has been spent.

The car will also be built at the Brussels, Belgium, factory, and at the Renault plants in Spain and Portugal. Lower range models will be assembled at Billancourt, the island factory in the Seine where Renault was founded.

Over the longer term Renault would like to wind down manufacturing at Billancourt, replacing it with an environmentally more acceptable engineering and training center.

By early next year Renault will be building R5 at the rate of 2,000 a day, though 2,500 a day is a more likely forecast in view of the sales ambitions for the car.

The aim is to return to the 5 percent-plus of the European new-car market that the R5 enjoyed during 1980-81. At current rates that means annual sales of 525,000. Renault believes it was still leader in the category last year, even though its share was down to 3.6 percent. It estimated its nearest rivals were the Ford Fiesta at 3.25 percent, Fiat Uno with 3.04 percent and the Opel Corsa/Vauxhall Nova and Austin Rover Metro with about 1.7 percent each.

The supermini category itself has been steadily growing, from 17.6 percent of total in 1978 to approximately 22 percent — 2.2 million cars — last year.

Renault has reduced the number of production hours required to build the car. It lists 20 hours today — a time that will decrease, it promises — compared with 24 hours for the old R5.

The new car is a little longer and wider, but not quite as tall as the old model. Wheelbase is 62.4 inches, and length 141.4 inches. There is substantially more interior space, with front shoulder space increased by 2.7 inches to 53.6 inches, for example. Fuel tank and trunk space are increased, too.

Weight-savings were made all around. The most basic version weighs some 1,532 pounds compared with 1,587 pounds for the equivalent old model. The body in white is 26 pounds lighter at 486 pounds.

Together with a lower drag-coefficient, this adds up to useful fuel consumption gains on what was one of the most economical models on the market According to Renault calculations, on the 550 mile drive from Brussels to Lausanne, the most economical R5 would average the equivalent of 51.1-MPG (U. S.). Using the same test on its rivals' most economical models, Renault came up with 49.0-MPG for the Peugeot 205, 48.9-MPG for the Fiat Uno, 47.1-MPG for the Metro, 45.9-MPG for the Ford Fiesta, 43.0-MPG for the Opel Corsa and 39.6-MPG for the VW Polo.

While power units are carry-overs from the old model, they are now mounted transversely. This requires the use of the R9/11-type gearbox. Torsion bar front suspension has been replaced by MacPherson struts. Torsion bars are retained at the rear, but occupy less space. Anti-sway bars are used at both front and rear, though Renault has retained the soft, long travel suspension of the old one. On the road, the new car has far less pronounced body roll. It is more European than French.

Initially, four equipment levels, three types of gearbox and five different engines combine to produce a 10-model range. Power units range from a 42-HP gasoline to a 72-HP gasoline. Plans are in hand to produce a limited number (5,000) of special Turbo Coupe models, powered by a 115-HP engine from the R9.

auction directory

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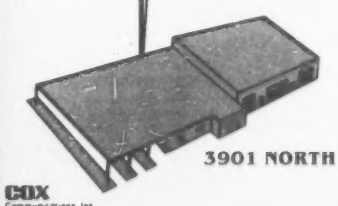

THE ALL NEW KANSAS CITY KC AUTO AUCTION

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factories list auction dates

General Motors

Oct. 17—Clanton's Auto Auction, Darlington, S. C., and Brasher's Salt Lake Auto Auction, Salt Lake City.

Oct. 18—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

Oct. 23—Florida Auto Auction of Orlando, Ocoee, Fla., and Aptco Auto Auction, Taylor, Mich.

Oct. 24 — Brasher's Southern California Auto Auction, Fontana, Calif.

Oct. 25—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 31—Hatfield Auto Auction, Hatfield, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Oct. 16 — Harrisonburg Auto Auction, Harrisonburg, Va.

Oct. 23—Aptco Auto Auction, Taylor, Mich.

Oct. 24—Lakeland Auto Auction, Lakeland, Fla.; Brasher's Southern California Auto Auction, Fontana, Calif.

Oct. 25—Nashville Auto Auction, Nashville; 166 Auto Auction, Springfield, Mo.

Nov. 1—Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas; Skyline Auto Exchange, Fairfield, N. J.

American Motors

Oct. 16—D-A Auto Auction, New Stanton, Pa.

Oct. 18—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 23—High Point Auto Auction, High Point, N. C.

Oct. 24—Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Central States Auto Auction, Mason City, Ia.

Oct. 25—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 26 — Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Oct. 30—D-A Auto Auction, New Stanton, Conn.

Used Car Sales

Auction Averages

October to date	$5,111
Month ago	$4,990
Year ago	$5,331

Model breakdown

Auction Averages

	OCT. To Date	SEPT. 1984	AUG. 1984
1984	$9,738	$9,747	$9,846
1983	7,471	7,364	7,926
1982	6,203	5,762	5,978
1981	5,087	5,020	5,230
1980	4,038	4,932	4,494
1979	3,102	3,237	3,632
1978	2,350	2,346	2,551
1977	1,567	2,213	1,997
Overall Average	$5,111	$4,394	$5,316

Automotive News World Outlook examines U. S. market

Sales to taper off through 1985

Continued from Page 1

start to save instead of spend in case they are laid off."

In addition, there is less pressure from pent-up demand than has been the case since 1983, despite the aging of the U.S. car fleet, which now averages 7.5 years. The aging fleet will not be enough to bypass a slowdown, Hammond said.

"The problem of the aging fleet provides a foundation for increased car sales but in and of itself doesn't create a surge one year and a recession the next year," he said.

"It prevents a recession from being severe and makes a boom year a record year," he added. "All it really does is push in the direction already established. Since the trend will be downward, it won't let car sales fall through the floor, but it isn't strong enough to stave off a temporary downturn."

Yet, that downturn won't be anything like the last recession and actually may be good for the economy, Hammond noted.

The economy needs a breather from its break-neck pace to put it back into balance, he said. "Otherwise the economy would suffer exaggerated downturns. If it doesn't slow down in 1985, we'll pay serious consequences later," Hammond warned.

• For the longer term, the traditional U.S. domestic companies have serious problems with which to contend. Though 1990 is expected to be a record 11.8-million-unit year, the traditional domestic companies may not benefit.

The Japanese will gradually increase imports to the U.S., though they will be cautious, as will the Europeans, because of threats of trade restraints or local content legislation, Hammond said.

Japanese and European imports will gobble up to 40 percent of that record 1990 U.S. market, according to DRI, meaning the traditional domestics will have only a 7-million-unit year, compared with this year's 8.2 million.

That's an important fact for suppliers and dealers, especially smaller ones, to realize, Hammond cautioned, and they must change the way they do business.

"They must try to penetrate new production from the Japanese and get a piece of the growing Mexican market," he said. "They can't sit back and rely on the fact that car sales will be increasing—or they'll be eaten up."

European auto makers, at the same time, will continue to enjoy some growth because their fundamental market—the 35-to-40-year-old buyer—will become more and more affluent.

However, at home, the European auto makers will be faced with challenges of their own.

The World Outlook has been downgrading European demand throughout the past year. Demand for 1984 now stands at 10.35 million units compared with the 10.43 million predicted last May and the 10.44 million forecasted a year ago.

European growth throughout the decade will be modest, peaking at 11.5 million in 1990, according to the forecast.

• While U.S. auto makers have earned huge profits through increased volume and cost controls, the European auto makers as a group will report losses for the fifth consecutive year, John Lawson, DRI's London-based economist, noted.

In the coming years, the Europeans will have to take drastic cost control measures as Detroit's auto companies have in the past few years. At the same time, they must find ways to finance huge capital spending programs for new products, Lawson said.

Lawson expects some cost-control measures to take the form of cooperative ventures, either between European companies or between European and Japanese companies. The European companies also may follow the pattern of U.S. car makers and increase outsourcing.

In addition, there is pressure on the European auto makers for price harmonization, the effect of which for the short term will be to reduce car prices but will cause further erosion of the manufacturers' revenue base, Lawson said.

Also, European nations are contemplating emission control standards. Germany already has passed a law requiring new vehicles to use lead-free fuel by 1989. Other nations probably will follow suit. That translates into more capital spending for those already-strapped companies.

The strong U.S. dollar, which has created a money machine for European car makers exporting to the U.S., is bound to weaken sometime during the decade, Lawson said, further complicating the plight of the European car companies.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946 AND JUNE 11, 1960 (74 STAT. 208) SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION OF

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1. The names and addresses of the publisher, editor and managing editor, are:

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2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

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5. The average number of copies of each issue of this publication sold or distributed through the mails or otherwise during the 12 months preceding the date shown above was: Total copies printed—65,964; sales through dealers and carriers, street vendors and counter sales—235; mailed to subscribers—60,775; total paid circulation—60,990; free distribution—2,555; total copies distributed by mail—63,545; office use, left over, unaccounted, spoiled after printing—2,165. Actual number of copies of single issue published nearest to filing date, (September 24, 1984)—Total copies printed—63,900; sales through dealer and carriers, street vendors and counter sales—247; mailed to subscribers—61,426; free distribution—852; total copies distributed to readers by mail—62,525; office use, left-over, unaccounted, spoiled after printing—1,119.

(This information is required by the act of June 11, 1960 to be included in all statements regardless of frequency of issue.)

I certify that the statements made by me above are correct and complete.

JACK H. LOWRY, business manager.

1,000 Volvos sold

Greg Peterson, of Park Ten Volvo, San Antonio, has become a member of the Volvo Hall of Fame, an honor gained by selling 1,000 new Volvos.

AUTOMOTIVE NEWS WORLD OUTLOOK

Generated by Data Resources, Inc.

(Thousands of Units)

	1983	1984	1985	1986	1987	1988	1989	1990
NEW-CAR REGISTRATIONS								
Western Europe*	10,474	10,352	10,720	10,874	11,145	11,189	11,387	11,468
U.S. (Sales)	9,178	10,597	10,577	10,454	10,785	11,234	11,534	11,773
Japan	3,136	3,239	3,265	3,425	3,374	3,468	3,527	3,629
NEW-TRUCK REGISTRATIONS								
Western Europe**	1,082	1,059	1,111	1,146	1,147	1,173	1,200	1,219
U.S. (Sales)***	3,147	4,128	4,340	4,275	4,539	4,801	5,014	5,219
CAR PRODUCTION								
Western Europe*	11,104	10,654	11,248	11,249	11,438	11,483	11,667	11,765
U.S.	7,715	8,677	8,878	8,543	8,695	8,905	9,312	9,439
Japan	7,152	7,308	7,487	7,652	7,729	7,903	8,080	8,243
TRUCK PRODUCTION								
Western Europe**	1,324	1,229	1,319	1,374	1,382	1,423	1,466	1,492
U.S.***	2,688	3,816	3,296	3,324	3,666	3,689	3,814	4,003

*—Includes Germany, France, United Kingdom, Italy, Netherlands, Belgium, Denmark, Ireland, Greece, Sweden, Norway, Finland, Switzerland, Austria, Spain and Portugal.

**—Includes Germany, France, United Kingdom, Italy, Spain, Sweden, Netherlands and Belgium.

***—Light trucks only.

Second-highest model year total on record

Truck sales climb past 3.9 million

Continued from Page 16

64.9 percent of the industry's total, compared with 55.9 percent a year ago. This year, sales of the domestics totaled 834,999 units, up 82.9 percent from last year's 456,483.

New-truck sales by Big Three dealers in September totaled 241,191 units, up 7.2 percent from last year's 225,000. The nine-month count was 28.7 percent higher than a year ago, 2,362,595 versus 1,836,212.

No. 1 Ford reported that its dealers retailed 94,583 vehicles during the month, a gain of 9.9 percent over the year-earlier 86,035. Through September, the total was 875,862, up 2.1 percent from last year's 717,346 units.

In September, Chevrolet dealers sold 78,856 new trucks, down 20.5 percent from the year-ago 99,206. The nine-month total of 847,527 units was 17.1 percent higher than last year's 727,774.

Dodge and Chrysler-Plymouth dealers retailed 41,135 vehicles during the month, an increase of 98.7 percent over the year-ago 20,700. The January-September count was 392,803, up 97.1 percent from 199,304 in 1983.

GMC dealers retailed a record 26,617 units during the month, a gain of 39.7 percent from last year's 19,059 and 11.9 percent higher than the previous mark of 23,779 set in September, 1976.

The nine-month total was up 25.9 percent to 246,403 units, compared with 195,788 in the like period a year ago.

• September sales of Jeep four-wheel-drive vehicles totaled 11,624, an increase of 89.8 percent over the year-earlier 6,123 units. Through September, the total was 110,363, up 107.8 percent from last year's 53,107 units.

Only eight of the discounted Volkswagen front-drive compact pickups were retailed in September, compared with 324 a year ago. The nine-month count was 387, down sharply from last year's 4,310 units.

Toyota dealers retailed a record 14,165 compact trucks during the month, an increase of 15.3 percent over the year-earlier 12,286, the previous high. Through September, the total was 195,693, up 48.8 percent over last year's 131,507 units.

During the month, Nissan-Datsun dealers sold 13,010 small pickups, a decline of 19.2 percent from last year's 16,106 vehicles. The September count included 5,240 units assembled in Nissan's plant in Tennessee.

Sales through September, however, were up 42.6 percent to 153,924 vehicles, compared with 107,941 in the like period a year ago. The nine-month count included 70,229 pickups built in the U.S.

Mazda sales in September were 100.5 percent higher than a year ago, 10,425 versus 5,200. The January-September total of 91,061 sales was 74.4 percent higher than last year's 52,224.

Isuzu dealers retailed 4,321 compact vehicles during the month, a gain of 82.6 percent from the year-ago 2,366. The nine-month count was up 77.5 percent, from 17,874 units in 1983 to 31,718.

September sales of small Mitsubishi trucks totaled 1,513 units, an increase of 74.1 percent over last year's 869. Through September, the count was 11,531, up 87.1 percent from the year-earlier 6,163 units.

Big Three September year-to-date sales

	August		year to date	
	1984	1983	1984	1983
Ford				
Vans	16,974	16,085	129,556	125,211
Club Wagon	3,110	2,359	23,476	21,866
Ranger	18,106	15,798	168,068	140,162
Courier	.....	.....	.....	5,657
Bronco	3,461	3,185	33,970	30,157
Bronco II	8,231	7,799	75,064	39,780
Pickups	40,845	37,276	406,419	324,484
Mediums	2,962	2,873	30,204	24,325
Heavies	894	660	9,105	5,704
Chevrolet				
Vans	9,397	10,982	123,474	105,804
Sportvan	1,049	1,195	18,001	13,716
S-10	13,178	15,963	145,445	140,815
S-10 Blazer	10,727	9,939	105,159	71,920
LUV	.....	10,298	.....	14,593
El Camino	1,344	3,150	18,291	17,368
Blazer	3,144	3,581	35,983	22,100
Suburban	3,694	2,395	38,693	26,712
Pickups	34,212	40,229	347,435	298,359
Mediums	2,111	1,474	15,046	12,387
Chrysler				
Vans	5,132	5,431	55,463	55,239
Ram Wagon	2,327	2,386	31,395	27,601
Voyager	6,164	.....	60,960	.....
Caravan	6,417	.....	63,257	.....
Mini Ram Van	2,641	.....	14,468	.....
Ram 50	5,537	3,795	37,563	23,767
Other Plymouth Trucks	.....	299	378	6,683
Ramcharger	1,936	1,357	20,859	15,261
Rampage	772	610	8,221	8,175
Pickups	10,209	6,822	100,239	62,578
GMC				
Vans	3,501	3,082	36,172	36,166
S-15	3,296	2,615	34,002	30,899
S-15 Jimmy	2,869	1,698	25,353	13,824
Jimmy	574	454	6,582	5,268
Caballero	141	168	2,108	1,517
Suburbans	1,329	552	12,369	8,135
Pickups	9,622	7,726	92,427	76,467
P Models	499	453	4,377	3,081
Mediums	3,148	1,683	21,578	14,652
Heavies	1,638	628	11,435	5,779

As he steps away from day-to-day helm

Tippett eyes AMC-Renault shuffle

Continued from Page 1

full package of responsibilities."

However, Tippett said, there will be a few areas which will continue to flow directly to him as chairman — principally governmental affairs.

"I'll be speaking out on some issues that affect the company and the automotive industry," he said. "You know me well enough to know that I have some points of view and I would expect to express them both as my personal point of view and the company's point of view when it is appropriate."

Tippett said Dedeurwaerder's background in manufacturing and product planning is one of "two or three" reasons why he is the right person to assume CEO responsibilities at AMC.

With introduction last year of the downsized Jeep Cherokee and Wagoneer models, and plans set for a compact Jeep Comanche pickup next year, Tippett said the company is moving into its passenger-car phase.

"The major thrust of our plans is with passenger cars, cooperating with Renault," he said. "He (Dedeurwaerder) is the ideal person to honcho that because he knows both American Motors now and Renault. So as we move into the passenger-car phase, I think it's perfect for him to be where he is. He'll take a lot of liaison with Renault in Europe."

Renault recently confirmed that it will sell the upcoming rear engine, two-passenger replacement for the Alpine 310 sports car in the U.S. In addition, Renault's Espace minivan is slated for the U.S. in 1986 and a final decision on whether to bring over the R-25 sedan is scheduled to be made shortly.

• A major restyling of Alliance —the so-called X-52 project— is reportedly underway for the 1987 model year, with most of the redesign work being handled by Renault. A Renault-designed midsize car to be assembled at AMC's planned new assembly plant in Brampton, Ont., for the 1988 model year is currently under joint development.

There have also been reports that replacements for Fuego and the R18 sedan and wagon may be coming from Europe for the 1987 model year.

Tippett said the company is still reviewing a decision on the R-25, but declined comment on other long-term product plans.

Tippett said he is proud of AMC's recent turnaround, and said the success of the Alliance and the downsized Jeeps made possible the realignment of responsibilities.

"If you take the first six months of 1984 and compare them with the first six months of '83 for continuing operations, we've improved profits in one year by $175 million," he said. "I don't think that's too shabby. If we hadn't done a reasonably good job, I don't think our friends would be asking us to see if we can't do some other things."

Tippett said his first duty as senior advisor of North American operations for Renault is to "make sure I know everything that is happening." His responsibilities will encompass both auto and non-auto operations in the U.S., Canada and Mexico.

"Renault has lots of things going on in North America besides American Motors," he said. "They're in the robotics business, the heavy truck business, the laser joint venture business. They have a big engine plant in Mexico, and they are negotiating some agreements with International Harvester, mostly relating to Europe at this point.

• "For example, Renault supplies engines to Winnebago for motor homes," Tippett said. "I've got to know what the current state of affairs is before we can jump on to what we do next. It can't be a full-time job because I've still got to be chairman, I'm not leaving American Motors."

Tippett said that under the new format, Renault's CEO in Mexico will continue to report to corporate officials in France. But, he said, formulating an "optimal organization" will be among his tasks.

He said he will review the complexity of interchange of supplies and sales with an eye toward reorganization. As an example, he noted that AMC is currently making Alliance parts and stampings in Kenosha for Renault de Mexico. Meanwhile, he said, there is considerable parts shipment from Mexico to France, and some of those parts come back from France to the U.S.

"All that must be looked at to see what is the best way to organize it, what is the best way to develop strategy," he said. "That's what we are going to be doing here in the near term."

Tippett said he doesn't yet know what form his North American Renault organization will take, nor precisely when it will be operational. But he predicted that formation of the group will require 6-12 months.

"People ask if we are going to have a big organization... like NAAO at Ford," he said. "The answer is I don't know because I don't have the information yet."

The new duties will likely result in the AMC chairman spending a bit more time in Europe.

Import inventories trimmed; days' supply steady at 24

Continued from Page 3

many, 24.19 percent, and other countries, 14.43 percent.

Import-truck inventories for individual makes changed considerably during the month. The stock of trucks climbed from 75,352 on Sept. 1 to 78,770 on Oct. 1. One year earlier, the truck inventory had been 51,375.

Biggest change was at Toyota, where sales returned to a more normal rate after a blockbuster August and inventories nearly doubled. The result: 40-day supply — still below the 60 days considered ideal for imports, but certainly better than Toyota's 11-day truck supply on Sept. 1.

The combined car-truck import inventory on Oct. 1 was 257,941, down from 259,865 on Sept. 1, but up from 250,714 on Oct. 1, 1983.

The Oct. 1 import-vehicle stockpile was good for 27 selling days, compared with a 25-day supply on Sept. 1 and a 30½-day supply on Oct. 1, 1983.

• On Oct. 1, there was a 19-day supply of Japanese cars. The breakdown by line and days' supplies: Honda (imports only; there also was a one-day supply of domestic Accords), 8 days; Toyota, 12; Subaru, 14; Mazda and Mitsubishi, 17; Chevrolet's captive Sprint by Suzuki, 22; Nissan, 24; Isuzu, 52, and Chrysler's captive imports, 69.

Of the Chrysler captives, there was a 66-day supply of Plymouth Colts, 65 for Dodge Colt, 126 for Plymouth Conquest, 154 for Dodge Conquest, 63 for Plymouth Vista and 60 for Dodge Vista.

There was a 39-day supply of German cars, broken down this way: BMW, 6 days; Mercedes-Benz, 22; Porsche, 29; Volkswagen, 38, and Audi, 40.

The days' supply of other imports averaged 58; Jaguar, 8; Maserati, 40; Saab, 41; Volvo, 47; Peugeot, 49; Alfa Romeo, 59; Renault, 217, and International Automobile Importers, 638.

The 39 days' worth of import trucks (including the U.S.-built Nissans) broke out this way: Mazda, 14; Mitsubishi and Toyota, 40; Nissan, 44, and Chrysler and Isuzu, 55.

IMPORT STOCKS

	Oct. 1, 1984	Sept. 1, 1984	Oct. 1, 1983
Chevrolet	22	17	0
Chrysler	69	86	77
Honda	8	2	27
Isuzu	52	63	31
Mazda	17	29	24
Mitsubishi	17	63	52
Nissan	24	21	17
Subaru	14	11	34
Toyota	12	7	27
JAPANESE MODELS	19	18	28
Audi	40	78	21
BMW	58	75	43
Mercedes-Benz	22	23	28
Porsche	29	24	16
Volkswagen	38	54	56
GERMAN MODELS	39	53	37
Alfa Romeo	59	67	94
IAI	638	379	....
Jaguar	8	11	15
Maserati	40	36	....
Peugeot	49	48	56
Renault	217	135	104
Saab	41	19	23½
Volvo	47	39	21
OTHER MODELS	58	48	39
TOTAL IMPORTED CARS	24	23½	30
Chrysler	55	83	74
Isuzu	55	71	65
Mazda	14	32	33
Mitsubishi	40	67	77
Nissan*	44	34	23
Toyota	40	11	19
TOTAL IMPORTED TRUCKS	39	28	32
TOTAL IMPORTED VEHICLES	27	25	30½

*—Includes domestic-made trucks.

Supply of domestics falls to 54 days

Car inventories dip to year's low

Continued from Page 1

constrained the most by supply.

And because of the late model-year changeover for GM J-cars, Chevy's supply of its best-selling Cavalier fell to a mere 36 days as its sales rate picked up. A 45-day supply is generally considered ideal for domestic cars.

Ford Motor Co.'s sales rate picked up and its stockpile declined slightly during the month. Every model carrying the Ford name increased its sales pace, as did nearly every Mercury model. Sales of all Lincolns declined.

Most noteworthy of the Fords was LTD, whose Sept. 1 stockpile of 71 days was nearly halved to 42 days on Oct. 1 thanks to increased sales.

Chrysler fared best of the Big Three last month: Its inventory climbed and its sales rate climbed even more — and across each line and model. It opened October with a 64-day supply of cars, compared with 74 days a month earlier.

• AMC's inventory increased during the month, as sales of Alliance and Encore fell.

VW continued to trim its U.S.-car inventory, but its sales rate fell, too. Its domestic stockpile amounted to 44 days, its imports, 38 days, for a combined average of 40 days.

Domestic inventory shares on Oct. 1 were: GM, 48.32 percent; Ford, 30.22 percent; Chrysler, 16.78 percent; AMC, 3.93 percent; VW, 0.70 percent, and Honda, 0.05 percent.

The Sept. 1 shares were: GM, 49.16 percent; Ford, 30.20 percent; Chrysler, 15.26 percent; AMC, 3.56 percent; VW, 1.07 percent, and Honda, 0.75 percent.

• Subcompacts accounted for 21.35 percent of the U.S.-car inventory on Oct. 1; compacts, 25.23 percent; intermediates, 28.56 percent; standard-size autos, 15.49 percent, and luxury models, 9.37 percent.

A month earlier, shares were: Subcompact, 21.47 percent; compact, 26.63 percent; intermediate, 28.52 percent; standard, 13.89 percent, and luxury, 9.49 percent.

The Oct. 1 days' supplies by size class:

Subcompact — U.S.-built Honda Accords, 1; Fiero, 33; Chevette, 43; Rabbit, 44; Escort, 61; Turismo, 63; Pontiac 1000, 69; Charger, 72; Lynx, 72; Omni, 73; Horizon, 77; Daytona, 80; Alliance, 82; Laser, 82; Encore, 91, and EXP, 96.

Compact — Cavalier, 36; Skyhawk, 43; 2000 Sunbird, 47; LeBaron, 54; Mustang, 54; Tempo, 54; Firebird, 56; Topaz, 57; Firenza, 61; Cimarron, 63; Aries, 67; Reliant, 70; Camaro, 72; Capri, 95, and Eagle, 118.

Intermediate — Cutlass Supreme, 33; Marquis, 33; Cutlass Ciera, 34; Century, 36; Omega, 38; Skylark, 40; Pontiac 6000, 41; LTD, 42; Regal, 42; Celebrity, 48; Monte Carlo, 53; Cougar, 55; Bonneville, 56; New Yorker E-Class, 59; Grand Prix, 60; Dodge 600, 69; Phoenix, 74; Thunderbird, 77; Caravelle, 85, and Citation, 20.

Standard — Olds 88, 41; LeSabre, 46; Gran Fury, 64; Crown Victoria, 67; Grand Marquis, 67; Chevrolet, 71; Diplomat, 78, and Parisienne, 91.

Luxury — Cadillac, 22; Electra, 24; Olds Ninety-Eight, 27; Seville, 46; Lincoln, 55; Riviera, 55; Toronado, 65; Eldorado, 66; Fifth Avenue, 68; Continental, 70; Mark VII, 76, and Corvette, 78.

NEW-CAR STOCKS

	Oct. 1, 1984	Sept. 1, 1984	Oct. 1, 1983
Eagle	118	131	63
Alliance	82	58	77
Encore	91	77	71
AMERICAN MOTORS	89	70	73
Turismo	63	62	59
Horizon	77	73	68
Reliant	70	80	56
Caravelle	85	....	....
Gran Fury	64	62	29
Plymouth Total	70	74	59
LeBaron	54	58	59
Laser	82	85	126
N. Yorker/E-Class	59	75	54
Fifth Avenue	68	65	33
Chrysler Total	64	68	54
Omni	73	73	68
Aries	67	92	55
Daytona	80	91	....
Charger	72	69	69
Dodge 600/400	69	85	61
Diplomat	78	81	61
Dodge Total	72	81	62
CHRYSLER CORP.	68	74	58
Escort	61	81	60
Mustang	54	57	77
LTD	42	71	51
Thunderbird	77	83	76
Crown Victoria	67	78	39
EXP	96	105	50
Tempo	54	76	64
Ford Total	59	76	60
Lynx	72	92	82
Capri	95	71	103
Marquis	33	45	62
Cougar	55	54	56
Grand Marquis	67	62	36
Topaz	57	73	65
Mercury Total	57	61	60½
Continental	70	56	63
Lincoln	55	43	36
Mark VI/VII	76	94	51
Lincoln Total	62	53	40
FORD MOTOR	58	70	58
Skylark	40	81	72
Skyhawk	43	45	55
Century	36	40	60
Regal	42	47	59
LeSabre	46	49	50
Riviera	55	64	68
Electra	24	25	66
Buick Total	42	48	60
Cimarron	63	73	98
Seville	46	62	55
Eldorado	66	69	56
Cadillac	22	22	41
Cadillac Total	38	38	50
Chevette	43	52	73
Cavalier	36	45	46½
Celebrity	48	45	49
Camaro	72	80	59
Citation	101	120	98
Monte Carlo	53	47	52
Chevrolet	71	57	56
Corvette	78	86	28
Chevrolet Total	54	57	57
Omega	38	33	68
Firenza	61	68	64
Cutlass Supreme	33	35	41
Cutlass Ciera	34	27	56
Delta 88	41	35	30
Olds 98	27	32	39
Toronado	65	77	62
Oldsmobile Total	41	37	45
2000 Sunbird	47	55	45
1000	69	58	66
Firebird	56	58	60
Phoenix	74	80	98
Bonneville	56	58	52
Parisienne	91	69	62
Fiero	33	22	50
6000	41	56	42
Grand Prix	60	60	57
Pontiac Total	56	54	53
GENERAL MOTORS	48	49	54
HONDA	1	21	12
VOLKSWAGEN	44	58	82
Totals Cars, U.S.	54	57	55
SUBCOMPACT	58	63	65
COMPACT	53	63	59
INTERMEDIATE	50	54	56
STANDARD	62	56	44
LUXURY	46	46	51

Week's total dips slightly

Auto output holds above 160,000

By Louise Kertesz
Detroit Reporter

Slated domestic production of 163,921 cars last week dipped 1.49 percent from the previous week's 166,395.

Contributing to the slowed pace was buildout of the 1984 Chevrolet Cavalier, which cut the previous week's output of 9,427 units almost by half. Less overtime at Chrysler cut that company's build by 16.83 percent from the previous week.

Last week's estimated production of 163,921 cars was 1.85 percent higher than the year-ago week's 160,938.

Year-to-date, 6,218,728 cars have been completed, 19.40 percent more than the 5,208,432 assembled at this point last year.

Last week's production was shared as follows: General Motors, 54.06 percent; Ford Motor Co., 24.93 percent; Chrysler Corp., 15.65 percent; American Motors, 2.93 percent; Honda, 1.81 percent, and Volkswagen of America, 0.62 percent.

Two new lines have entered the production picture: Chrysler's LeBaron GTS and Dodge Lancer are now being assembled in Sterling Heights, Mich.

A second shift has been added at GM's Bowling Green (O.) facility to build Chevrolet Corvettes. Line speeds will be 12 per hour.

GM's Lordstown (O.) facility will be down until Oct. 17 for model changeover, and the Leeds (Mo.) plant will go down for model changeover on Oct. 17 until Oct. 22. Both plants produce J-cars.

GM scheduled two overtime shifts Saturday (Oct. 13) at these plants: Pontiac (Fiero); Flint (Buick G-line); Doraville, Ga.; Leeds, Mo.; Linden, N. J., and Willow Run, Mich.

One Saturday overtime shift was scheduled at GM plants in Wentzville, Mo., and Orion, Mich.

Chrysler scheduled two nine-hour daily shifts last week at plants in Belvidere, Ill.; Newark, Del., and St. Louis (No. 1 and 2). The Jefferson Ave (Detroit) facility worked two 8½-hour daily shifts.

VW aims for 275,000 sales led by new Golf and Jetta

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a Volkswagen," is being continued for all '85 lines.

VW ads highlight the prices of all its cars, and generally stress value, durability, driver control, German engineering and driving excitement. Versatility is the key with Golf.

In its magazine ads, VW ties its cars to each individual publication.

For example, a Ms. magazine ad uses the headline, "Finally. A centerfold Ms. readers can appreciate;" a W magazine ad says, "Volkswagen's in W" and a Vogue ad says, "Can you believe Volkswagens in Vogue?"

Other magazine ads play heavily on affordability, such as a multi-page ad that says "You could always buy a German road car. Now, you can afford one."

Magazines account for 41 percent of VW's media mix; network TV for 55 percent; newspapers for 3 percent and outdoor for 1 percent.

TV highlights Golf's versatility with a 60-second commercial comprised of six 10-second segments. As the announcer progresses, he becomes less and less sure of what the best feature of the new Golf is.

"The best thing about Golf is it's German-engineered handling . . . actually, best thing about German-engineered Golf is it's exceptional space . . . come to think of it, the best thing about Golf is it's remarkable durability" and so forth.

Arresting TV commercials for Jetta have a couple motoring from Frankfurt to Paris, under a "Getting there is half the fun; coming back is the other half" theme.

There is also a spot opening on the highway with an elephant with a "L. A. or bust" sign around its neck being invited into Jetta to demonstrate roominess. The car stops, half its chassis extended over a cliff, to demonstrate braking.

And, finally, a driverless car spot has the vehicle automatically shifting, steering and opening its doors to demonstrate its features.

Doyle Dane Bernback is VW's agency.

H&E names Fykse

CINCINNATI. — L. Dean Fykse Jr. has been named regional sales manager, Hess & Eisenhardt Co. Headquartered near Philadelphia, Fykse will be responsible for the marketing of Hess & Eisenhardt vehicles in the Northeastern U. S.

CANADIAN CAR PRODUCTION

	Week Ended Oct. 13, 1984	Week Ended Oct. 15, 1983	Week Ended Oct. 6, 1984	Oct. to Date	Jan. 1 to Oct. 15, 1983	Jan. 1 to Oct. 13, 1984
AMERICAN MOTORS	480	57[illegible]	.....	480	22,316	17,462
CHRYSLER CORP.	.....	.....	.....	.....	104,365	.....
FORD MOTOR	8,600	4,615	10,175	18,775	204,135	338,606
GENERAL MOTORS	10,099	9,899	11,783	21,882	410,966	471,968
VOLVO	225	189	180	405	8,277	8,191
Total Cars, Canada	19,404	15,270	22,138	41,542	750,059	836,227

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 13, 1984	Week Ended Oct. 15, 1983	Week Ended Oct. 6, 1984	Oct. to Date	Jan. 1 to Oct. 15, 1983	Jan. 1 to Oct. 13, 1984
CHEVROLET	21,543	18,026	18,976	40,519	650,972	785,776
DODGE	4,100	3,637	4,114	8,214	108,311	162,421
FORD	26,129	22,880	25,663	51,792	718,102	936,694
GMC	6,920	6,267	6,337	13,257	202,612	255,015
INTERNATIONAL	1,675	1,181	1,577	3,252	39,641	60,196
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,600	2,825	3,294	6,894	75,882	147,204
NISSAN	2,000	942	2,150	4,150	6,231	75,367
AM GENERAL	50*	50*	50*	100*	1,980*	2,060*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,000*	39,600*	41,000*
Total Trucks, U. S.	67,017	56,808	63,161	130,178	1,845,410	2,465,733

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 13, 1984	Week Ended Oct. 15, 1983	Week Ended Oct. 6, 1984	Oct. to Date	Jan. 1 to Oct. 15, 1983	Jan. 1 to Oct. 13, 1984
CHRYSLER CORP.	6,904	2,379	5,536	12,440	100,530	281,581
FORD MOTOR	2,660	2,644	3,303	5,963	108,285	120,032
GENERAL MOTORS	4,543	5,039	5,628	10,171	201,647	226,587
INTERNATIONAL	172	104	216	388	4,374	6,553
Total Trucks, Canada	14,279	10,166	14,683	28,962	414,836	634,753
N. American Trucks	81,296	66,974	77,844	159,140	2,260,246	3,100,486

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Truck production highest of year; 67,017 assembled

U. S. truck makers projected their best weekly build for 1984 last week: 67,017 units. The previous high for the year was 66,834 units completed during the week ended June 23.

Last week's expected output of 67,017 trucks was a 6.11 percent increase over the previous week's 63,161 and 17.97 better than the year-ago week's 56,808.

Year-to-date, 2,465,733 trucks have been completed, 33.61 percent more than the 1,845,410 assembled at this point last year.

General Motors scheduled overtime Saturday (Sept. 13) at its Pontiac facility (No. 5).

Ford Motor Co. also scheduled overtime Saturday at its Lorain (O.), Louisville (Ky.) and Wayne (Mich.) plants.

Holiday trims week's output in Canadian plants

The Thanksgiving holiday slowed Canadian car production last week, though it remained well ahead of last year's.

Also reflecting holiday schedules, the past two weeks' truck builds were the lowest since the week ended Spt. 8.

Makers pegged completion of 19,404 cars last week, down 12.36 percent from the previous week's 22,138, but 27.07 percent better than the 15,270 built the same week a year ago.

Year-to-date, 836,227 cars have been built in Canada, 11.49 percent more than the 750,059 assembled last year at this time.

Builders targeted assembly of 14,279 trucks last week, 2.75 percent behind the previous week's 14,683, but a 40.46 percent jump from the year-ago week's 10,166.

Chrysler's Windsor (Ont.) plant expected to complete 1,955 Plymouth Voyagers, 1,960 Dodge Caravans and 785 Mini Ram Vans last week, bringing the T-115 total this year to 178,436.

U. S. CAR PRODUCTION

	Week Ended Oct. 13, 1984	Week Ended Oct. 15, 1983	Week Ended Oct. 6, 1984	Oct. to Date	Jan. 1 to Oct. 15, 1983	Jan. 1 to Oct. 13, 1984
AMERICAN MOTORS	4,800	4,229	.....	4,800	147,725	154,365
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	4,229	.....	4,800	143,654	154,365
Alliance	3,200	2,928	.....	3,200	124,576	87,773
Encore	1,600	1,301	.....	1,600	19,078	66,592
CHRYSLER CORP.	25,650	21,528	30,842	56,492	687,745	975,543
Plymouth Total	8,850	7,124	10,397	19,247	243,429	295,620
Horizon	3,400	3,007	3,976	7,376	92,016	127,121
Reliant	4,000	3,889	4,790	8,790	147,083	138,401
Caravelle	1,000	190	1,126	2,126	4,115	13,222
Gran Fury	450	38	505	955	215	16,876
Chrysler Total	7,400	6,430	8,687	16,087	168,363	318,711
LeBaron	2,200	1,667	2,610	4,810	68,477	92,971
LeBaron GTS	200	.....	190	390	.....	390
Laser	1,500	1,478	1,608	3,108	8,830	56,445
New Yorker/E-Class	1,500	2,093	1,701	3,201	87,664	75,093
Fifth Avenue	2,000	1,192	2,578	4,578	3,392	93,812
Dodge Total	9,400	7,974	11,758	21,158	275,953	361,212
Omni	2,700	2,639	3,329	6,029	100,669	118,498
Aries	3,200	2,981	3,940	7,140	110,916	110,189
Daytona	1,000	1,082	1,287	2,287	6,963	42,086
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,300	1,205	1,817	3,117	38,550	59,963
Lancer	200	.....	148	348	.....	348
Diplomat	1,000	67	1,237	2,237	377	30,128
FORD MOTOR	40,850	35,597	41,369	82,219	1,185,910	1,393,566
Ford Division	26,363	26,752	27,592	53,955	765,903	903,632
Escort	7,578	7,816	7,368	14,946	212,876	275,005
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,215	3,702	3,522	6,737	90,457	108,882
LTD	5,324	4,112	5,433	10,757	135,734	178,053
Thunderbird	3,195	5,002	3,142	6,337	151,931	117,459
Crown Victoria	1,869	2,392	1,875	3,744	74,795	65,812
EXP	1,295	.....	1,084	2,379	1,184	32,220
Tempo	3,887	3,728	5,168	9,055	75,198	126,201
L-M Division	14,487	10,845	13,777	28,264	420,007	489,934
Mercury Total	10,881	10,237	9,586	20,467	337,371	357,690
Lynx	1,489	1,621	1,426	2,915	59,844	55,453
Capri	797	676	502	1,299	19,423	13,529
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,986	1,891	2,438	5,424	57,799	92,505
Cougar	2,664	2,743	2,614	5,278	96,574	89,734
Grand Marquis	1,751	1,875	1,747	3,498	74,001	73,420
LN7	.....	.....	.....	.....	290	.....
Topaz	1,194	1,431	859	2,053	20,839	33,049
Lincoln Total	3,606	608	4,191	7,797	82,636	132,244
Continental	645	112	759	1,404	9,014	29,436
Lincoln	2,556	153	2,970	5,526	52,864	81,150
Mark VI/VII	405	343	462	867	20,758	21,658
GENERAL MOTORS	88,611	93,714	90,623	179,234	3,075,887	3,529,835
Buick Division	25,661	20,359	24,096	49,757	703,102	783,614
Skylark	3,301	3,718	3,228	6,529	88,325	86,759
Skyhawk	2,418	1,278	2,004	4,422	55,993	110,811
Somerset Regal	2,688	.....	1,822	4,510	.....	10,098
Century	5,937	4,380	5,967	11,904	131,269	179,529
Regal	3,098	4,872	2,980	6,078	193,947	147,695
LeSabre/Electra (rwd)	4,430	4,865	5,373	9,803	193,525	164,359
Riviera	1,479	1,246	1,146	2,625	40,043	40,308
Electra (fwd)	2,310	.....	1,576	3,886	.....	44,055
Cadillac Division	7,869	6,997	7,244	15,113	239,110	261,029
Cimarron	.....	527	.....	.....	15,835	13,374
Seville	1,029	757	737	1,766	27,345	30,064
Eldorado	1,652	1,450	1,634	3,286	58,367	59,989
Cadillac	1,641	4,263	1,541	3,182	137,563	95,554
DeVille (fwd)	3,547	.....	3,332	6,879	.....	62,048
Chevrolet Division	22,425	32,068	28,205	50,630	1,016,721	1,209,517
Chevette	2,870	4,079	3,230	6,100	162,842	145,811
Cavalier	4,564	9,145	9,427	13,991	233,405	331,581
Celebrity	5,769	4,783	7,972	13,741	23,824	231,092
Camaro	1,162	4,684	934	2,096	150,491	187,558
Citation	2,024	1,963	1,347	3,371	72,645	88,795
Malibu/El Camino	576	568	417	993	96,129	19,495
Monte Carlo	2,465	3,705	1,651	4,116	86,731	83,828
Corvette	642	775	503	1,145	20,887	25,985
Oldsmobile Division	20,849	22,129	19,332	40,181	794,257	847,578
Omega	.....	.....	.....	.....	46,824	29,289
Firenza	1,355	915	1,475	2,830	35,285	56,661
Cutlass Supreme	3,687	7,440	4,471	8,158	234,961	206,155
Cutlass Ciera	3,142	4,720	1,988	5,130	166,203	197,314
88/98 (rwd)	6,146	7,956	6,139	12,285	278,425	254,793
Olds 98 (fwd)	2,907	.....	2,916	5,823	.....	57,671
Calais	2,544	.....	1,454	3,998	.....	10,789
Toronado	1,068	1,098	889	1,957	32,559	34,906
Pontiac Division	11,807	12,161	11,746	23,553	322,697	428,097
Acadian†	.....	342	394	394	11,884	11,948
2000 Sunbird	2,580	3,331	2,768	5,348	85,222	116,101
1000	661	1,011	1,063	1,724	33,834	32,591
Firebird	598	2,682	534	1,132	76,361	87,379
Phoenix	.....	506	.....	.....	21,285	14,116
Grand Prix/Bonneville	.....	1,885	.....	.....	76,238	29,733
Parisienne	3,141	740	2,713	5,854	7,173	32,544
Fiero	2,760	1,664	2,839	5,599	10,700	96,082
Grand Am	2,067	.....	1,435	3,502	.....	6,603
HONDA	2,970	1,500	2,874	5,844	37,406	106,451
VOLKSWAGEN	1,040	2,370	687	1,727	73,759	58,968
Total Cars, U. S.	163,921	160,938	166,395	330,316	5,208,432	6,218,728
Total Cars, Canada	19,404	15,270	22,138	41,542	750,059	836,227
N. American Cars	183,325	176,208	188,533	371,858	5,958,491	7,054,955
N. American Trucks	81,296	66,974	77,844	159,140	2,260,246	3,100,486
North American Cars and Trucks	264,621	243,182	266,377	530,998	8,218,737	10,155,441

†—All Acadians are built for sale in Canada. *—Estimated.

Automotive News

October 22, 1984

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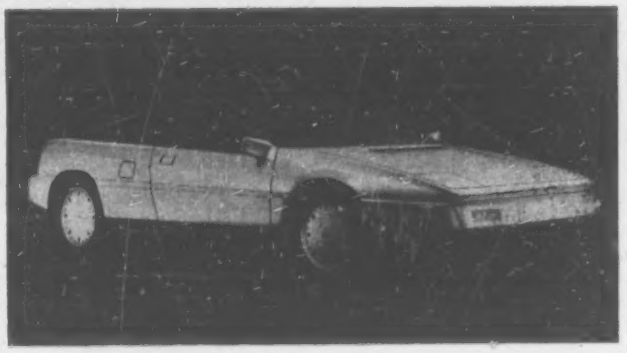
Bowing in Birmingham

Panther Solo debuts at show

Solo is the name of Panther Car Co.'s new mid-engined two-seater which was unveiled last week at the International Motor Show in Birmingham, England. Pilot production will begin next year. Story on Page 20.



Lotus concept is a star

This mid-engine V-8 concept car by Group Lotus is one of the star exhibits at the International Auto Show at Birmingham, England. Designed by Ital's Giorgetto Giugiaro, the car "is not a runner, but is produceable," a Lotus executive said. Story on Page 3.

breaking news

Chinese want Audi, too

WOLFSBURG, West Germany — The Chinese have informally asked to assemble the Audi 100 (called the 5000 in the U. S.) on a trial basis in 1985, a Volkswagenwerk AG spokesman said. The Chinese are very interested in beginning assembly of 100 CKD kits next year in preparation for an annual output of 1,000 per year beginning in 1986, he said. A similar CKD trial plan was used in preparation for Chinese assembly of the Santana (Quantum).

Mercedes first to get simplified Japanese certificate

TOKYO.—Mercedes-Benz has become the first manufacturer to receive a type certificate from the Japanese Ministry of Transport under simplified import procedures for imported cars. The new procedures, adopted by Japan last August, require the maker to submit only one sample car and a set of documents. Mercedes-Benz will begin marketing its 190-E in Japan in November under the new procedure.

China buys 20,000 vehicles from Toyota

TOKYO.—Toyota has won orders from China for about 20,000 vehicles, according to the Japan Economic Journal. The paper said most of the vehicles involved are trucks, but a small quantity of cars to be used as taxis is included. Shipments are to be completed by early next year.

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Canadian walkout costing company $100 million a week

Strike perils GM in U.S.

Marjorie Sorge
Labor Editor

TORONTO. — A strike called by the Canadian UAW against General Motors of Canada will close nine U. S. assembly plants by today (Oct. 22) and could cost the parent company about $100 million a week at the start.

A strike will stop production of full-size rear-wheel-drive cars at Flint; Detroit; Fairfax, Kans., and Wilmington, Del.; full-size front-wheel-drive cars at Orion, Mich., and Wentzville, Mo.; compact cars at Willow Run, Mich.; N-cars at Lansing, and van production at Lordstown, O. Those plants build some of GM's most popular cars including the new FWD C-bodies.

If the strike continues, it will also dramatically affect at least 14 other GM locations as well as GM suppliers.

"If you don't reach a settlement in 10 days and you walk away from bargaining, then you can be locked in for a long time, and I want desperately to try and avoid that," said UAW Vice President Robert White, director of the Canadian region.

Analysts estimate the strike could cost GM as much as $100 million a week. The one-week selective strike in the U. S. last month cost the company $125 million, analysts said.

The UAW called the strike last Wednesday (Oct. 17) after the parties failed to reach an agreement covering 36,800 GM workers.

Earlier in the week, GM presented the union with a final offer which White said was a "rubber stamp" of the contract recently ratified by the union in the U. S. But, he said, the offer provided less money than the U. S. pact and was "not ratifiable" in Canada.

"This is a General Motors strike," White said. "They are trying to fundamentally change the collective bargaining strategy and the collective bargaining program that has served us well for 25 years. That is a program based on annual improvement wage increases going into the base rate and cost-of-living."

The GM offer, like the U. S. contract, provides an average 2.25 percent wage increase in the first year, based on job classification, and 2.25 percent lump-sum payments in the second and third years.

Since early this year, White has said the Canadian UAW wants a Canadian agreement.

Rod Andrew, GM director of industrial relations, said the offer did address the Canadian situation and had "numerous changes" that were different from the U. S. pact. He said the proposal addressed wages, COLA, sickness and accident insurance, income security and time off the job differently. He would not elaborate.

According to White, the company offered an additional 8 cents an hour above the 2.25 percent average increase in the first year, but wanted the UAW to divert 9 cents more from COLA than was required in the U. S. The U. S. workers lost a total of 24 cents in COLA

Continued on Page 58, Col. 1

Ford, UAW to team on Alpha small car

By Marjorie Sorge
Labor Editor

DETROIT. — Ford Motor Co. and the UAW will begin working together to create a new small car from the ground up, and Ford has vowed to spend more than 50 percent of its worldwide capital outlays in North America during the next six years, according to the new labor agreement.

In 1983, Ford's worldwide capital expenditures were $2.3 billion.

The new small-car project, coded the Alpha Project, will be headed by Henry Nida as general manager, and will allow the company and the union to work together on the total development of a new small car. If the efforts are successful, the car will be built in the U. S., the contract said.

The Alpha Project is Ford's version of the General Motors Saturn Project announced a year ago. In its pact with the UAW, GM promises to build the Saturn car in the U. S.

According to the contract, Ford will make use of its new Protected Employe Program (PEP) to retrain workers for the Alpha Project. The PEP program retrains laid-off workers for new jobs either inside or outside the corporation.

In a letter in the agreement, Ford told the union it was committed to having manufacturing presence and employment in North America. But, the company reminded the union that it must have flexibility to be competitive in a worldwide market.

"Ford's product mix is more heavily weighted to smaller cars than its major domestic competitor," the letter said. "The company has been and continues to be reluctant to engage in a higher level of offshore vehicles and component sourcing in the hope that it can become a competitive producer of small cars."

Ford has already decided to build the new front-wheel-drive Taurus and Sable in the U. S. for a fall, 1985, introduction. The investment in that program will be close to $3 billion, the letter said. Ultimately, more than 12,000 Ford UAW members will be employed in producing those vehicles.

During the last five years, Ford said, it has committed more than $8.3 billion in capital expenditures in North America for rennovation, modernization, and construction of its domestic manufacturing base. This investment represented more than 60 percent of Ford's worldwide expenditure during the period, the letter said.

Ford to shut down some parts depots

Chevrolet streamlines field setup

By Joseph Bohn
Marketing Editor

Chevrolet is closing down some zone offices and scaling back district and regional staffs in the largest realignment of its field sales operation ever undertaken by the division.

There are no indications of other GM divisions following suit. Some, like Pontiac, have gone the other way, reinstating regional managers eliminated during the depths of the recession, for example.

Chevrolet, though, was clearly due for a major realignment, according to dealers and factory people.

"We have the same structure as 20 years ago," said one Chevrolet source.

"With today's communication links and travel capabilities, many organizations have gone through a process of improving the way they do business like this," he added.

Indeed, even as Chevrolet concentrates on its field operations, Ford plans to streamline its parts distribution system over a four-year period by eliminating more than half of its parts depots and modernizing the rest.

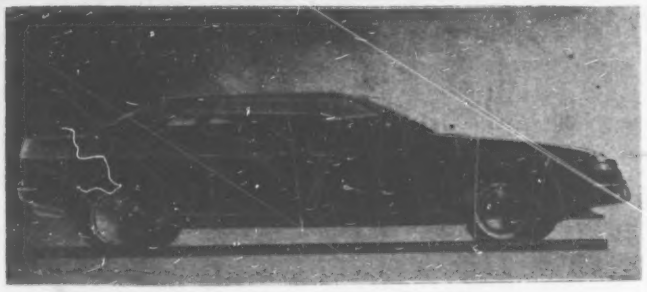
Chevrolet confirmed plans to close its Long Island (N. Y.) and San Diego zone offices by Jan. 1, consolidating them with its North Jersey office in Parsippany, N. J., and its Los Angeles office, respectively.

It will have 39 zone offices by the first of the year, still a large number compared with 29 for Ford Division, for example, and 27 for Pontiac.

Observers feel that more will be closed.

• "They have zone offices in small, out of the way places like Fargo, N. D., which they've had for years," said one Ford zone manager. "We used to have a

Continued on Page 8, Col. 1



Eminence displayed

Lotus is displaying the Eminence, a luxury sedan study, at the International Auto Show, Birmingham, England. The company has released this sketch and technical specifications, but it seems more like a 1990s car than one for this decade.

With Etna, new V-8 and limousine

Lotus display heralds comeback

By Richard Feast
European Editor

HETHEL, England.—The mid-engine concept car named Etna, the powerful V-8 engine and the limousine project known as Eminence are clear signs of a returning confidence at Group Lotus.

The three are currently among the star exhibits at the International Auto Show at Birmingham, England (Oct. 20-28).

With so many high-tech developments spilling out of the group, it decided not to display the joint Lotus-Toyota X100 sports car at the show. Instead, that car will debut at the Birmingham show in 1986 — by which time it will be in production and on sale across the world, including the U. S.

The Lotus Etna is a sleek piece of design by Ital's Giorgetto Giugiaro. It features Lotus' light alloy V-8 engine, a non-steel monocoque construction chassis and the company's patented active suspension system which dispenses with conventional springs and dampers.

The Etna is slated to go into production in 1988.

The public display of the V-8 powerplant — it has been an open secret for several years — is an indication that Lotus has found a volume production customer for it.

No one at Lotus is saying just who that buyer is, but in view of Toyota's shareholding in the company (16.5 percent), it must be considered one of the possibilities. Chrysler Corp.'s name has also been mentioned in connection with the V-8.

• Lotus Chairman David Wickins is the man behind the Eminence four-door limousine project. It was conceived as a high-performance, secure six-seater for heads of state.

Lotus publicity material makes specification comparisons with vehicles like Rolls-Royce, Mercedes-Benz 500-SEL, Daimler limousine and Cadillac Fleetwood limousine.

The X100 exists in running prototype form. While it was planned for exhibition at Birmingham this year it was never intended for production until 1985 at the earliest.

Now, production is planned for the fall of 1986, and—a first for Lotus — a simultaneous worldwide sales launch is in preparation.

Around 1,500 will be made in the first full year of production, rising to just over 3,000.

The front-engine/rear-drive two-seater will be made in cabriolet and coupe form. It will use Toyota's 16-valve four-cylinder engine, together with Japanese transmission and suspension components.

Giugiaro's ideas for the Etna are for a wedge shape with softly rounded edges. The upper section of the body is a composite skeleton frame clad entirely with dark, tinted panels. The glass roof section is removable and photo-sensitized to reduce light and heat transmission.

• Front and rear moldings are from reinforced urethane, but the main body/chassis construction uses new concepts.

Upper and lower moldings manufactured by the Lotus VARI (Vacuum-Assisted Resin Injection) process include integral foam-filled beam sections which, when bonded into a unitary structure, provide the dynamic and safety strengths. Carbon fiber and Kevlar reinforcement are used in load-bearing areas.

The company's so-called active suspension, which uses microprocessors to "read" road surfaces and adjust wheel movements accordingly, is used. Anti-lock brakes, also microprocessor controller, are used.

The fully trimmed car weighs 2,600 pounds. It has a length of 168 inches and sits on a wheelbase of 99 inches. Height is 45 inches.

Power unit, mounted centrally and driving the rear wheels, is the 4-liter V-8 with four valves per cylinder.

Eminence, the limousine project, is at a much earlier stage of development. The company has released a sketch and technical specifications, but it would seem more like a 1990s car than one for this decade.

• Much of the Etna is carried over: The V-8 engine, non-steel monocoque body/chassis and active suspension. Electronic selection of two- or four-wheel drive is promised.

The six-seater design has an overall length of 215 inches and a wheelbase of 140 inches.

After a difficult period in the early 1980s—DeLorean development, Inland Revenue tax claims, Colin Chapman's death, a sales famine and company restructuring — Lotus now has "cash in the bank," according to Wickins.

Within two years, he said, it could have a turnover of up to $62 million compared with $16 million last year.

It made pre-tax profits last year of 275,000 pounds ($340 million) compared with a loss the previous year of more than 2.1 million pounds. First-half results for this year were also encouraging.

Contract provides a moratorium on plant closings

UAW Ford Council OK's new pact

By Marjorie Sorge and Michelle Krebs

The UAW's 160-member Ford Council voted overwhelmingly last week to recommend approval to the membership of a new three-year contract which basically follows the pattern set at General Motors.

The Ford agreement will cost the company about 30 percent of the GM pact because of the smaller workforce. The cost of the GM contract has been estimated at $7 billion.

Unlike the GM pact, the new Ford agreement provides a moratorium on plant closings during the life of the agreement and seniority protection for workers laid off for any reason. It also makes some changes in health care. The GM contract raised the amount of co-pays in vision care while Ford's stays the same.

The ratification is expected to be completed by Oct. 28.

"It is an excellent agreement that meets our needs not only for the present but the future as well," UAW President Owen Bieber said after the Council meeting in Detroit last Thursday.

• Bieber said the contract's basic ingredient is job security, but it also includes pension increases, protection of health-car benefits without the employes contributing to the cost and a "reasonable and realistic wage increase."

The job security program at Ford is called the Protected Employe Program and has a $280 million investment from the company. Workers laid off because of outsourcing, new technology, productivity or transfer of work will be retrained to take jobs in other locations inside or outside Ford.

There is also a Golden Handshake for workers with 10 years or more seniority who are at least 55 years old which gives them a lump-sum payment from $10,000 to $55,000 to give up their seniority when they take early retirement.

In addition, there is a $30 million new venture fund which allows the company and the union to seek out new business possibilities.

While the moratorium on plant closings protects workers from future cuts, the union was unsuccessful in getting Ford to reconsider closing the eight parts plants it had already announced.

Under the outsourcing agreement, Ford has promised to consult with the UAW when its decision will affect 25 or more workers.

Ford is bringing cars in from the European operations. The Merkur is being imported for the 1985 model year and the Granada will be here by 1987.

• As in the GM agreement, workers get an average 2.25 percent wage increase in the first year of the pact and a 2.25 percent lump-sum payment in each of the next two years.

As at GM, $2.99 of the $3.04 accumulated cost-of-living-adjustment (COLA) was folded into the base wage raising the average rate to $12.83. GM' is $12.82.

Pensions were also increased from $935 a month for early retirement to just over $1,200 a month by the end of the agreement. Regular retirement benefits would increase $3.85 a month per year of service.

There is also a COLA diversion of 13 cents per hour over the three years which will be diverted to the company for certain benefits. That is worth about $29.6 million to the company. The 11-cent COLA travel, the money accumulated in COLA since July, was eliminated for a total COLA loss of 24 cents per hour.

In addition, the union got a prepaid legal services plan, a one-time-only $180 cash payment and a $20 million increase in the Guaranteed Income Stream (GIS) bringing the GIS total to $65 million. The GIS provides laid-off high-seniority workers with paychecks if they are laid off due to outsourcing.

Honda to ship Accord from U.S. to Canada

MARYSVILLE, O. — Honda plans to send about 1,000 Accords built here to Canada during the 1985 model year, and up to 3,000 per model year thereafter until Honda's Canadian plant begins production in 1987.

The U. S.-built Accords will supplement Japanese-built Hondas that are limited by quotas to what is expected to be about 53,000 units this year, said Ralph Luciw, Honda Canada vice president - national automobile advertising. About 45 percent of Honda's Canadian sales have been Accords.

Honda Canada may not receive the maximum allotment from the U. S. because of strong demand for Accords in the States, he said.

A spokesman for American Honda said the 1,000-unit allotment for this calendar year represents about two days' production at Marysville.

Its first-year output of 19,000 Accords is scheduled to rise to 40,000 units by 1989 when the Civic line will be added. Initially, all Canadian-built cars are scheduled to be sold in Canada.

Taking potshots at Henry Ford's business and personal life

Iacocca complains and explains in his life story

By Marjorie Sorge

Lee Iacocca complains and explains in his book Iacocca: An Autobiography (Bantam Books, $17.95).

It is one man's view of his place in automotive history and is, of course, comprised of his personal memories.

It went on sale Oct. 16, his 60th birthday and the sixth anniversary of his joining Chrysler Corp. after his much publicized firing as president of Ford Motor Co. by Henry Ford II.

It is that chapter that most readers will turn to first to find out what Iacocca says really happened.

Iacocca's firing was reported first by AUTOMOTIVE NEWS.

According to Iacocca, he was fired simply because Henry Ford II didn't like him.

"We've just made a billion eight for the second year in a row," Iacocca told Ford. "That's three and a half billion in the past two years. But mark my words, Henry, you may never see a billion eight again. And do you know why? Because you don't know how the (expletive deleted) we made it in the first place!"

Throughout his autobiography, Iacocca takes shots at Ford's personal and business life. In one case, he says Ford asked him how much income tax he paid. Iacocca replied no matter how he cut it, he paid 50 percent of his income.

Ford said he was worried since that year he had to pay $11,000, the first time he'd paid taxes in six years. When Iacocca asked how Ford did it, he said his lawyers took care of it.

"Look," Iacocca said, "I'm not against using whatever loopholes the government allows us. But the guys who work in our factories are paying almost as much as you are! Don't you think you should be paying your way? What about the national defense? What about the Army and the Air Force?"

Such a statement is self-serving as is much of the book and are most autobiographies.

But, still, the book is good reading. It has a bit of everything a book needs to be a best seller—intrigue, mystery and a few telltale lines about the life of the very rich.

Those tales are interesting especially since they are seen through the eyes of a man whose father lost everything during the Depression and had to build it up again. That's similar to the Chrysler situation.

Throughout the book, it is those memories that seem to play a part in many of the de-

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60th year — No. 5045

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Automotive News EXTRA
October 22, 1984

THE JAPANESE

Everything's coming up rose-colored

Photo by Joe Wilssens

When Japanese eyes are smiling,
Sure, 'tis like a morn in spring.
In the lilt of Tokyo's laughter,
You can hear the Shintos sing.
Ancient Japanese folk song.
—Anon.

Ah, faith and tempura! Sure, and 'tis been a fine winter, spring, summer and fall this year in the land of cherry blossoms and auto plants.

It's no surprise, then, that Japanese eyes are truly smiling, for—as 1984 winds down and 1985 c r a n k s up—everything's coming up rose-colored in the Land of the Rising Sun's adventurous auto industry.

Thanks in part to a bustling U. S. e c o n o m y, and helped rather than hindered by U. S. import quotas on their cars, Japanese auto companies are hauling in dollars hand over fist, and are gazing anxiously ahead to next spring when their voluntary restraint agreement (VAR) ends and some 1.9 to 2.3 million Japanese cars a year are ready to rush into the U. S. (Page E-16).

With that thought tickling their marketing fancies, the Japanese are injecting h e a v y doses of high-tech into products they are preparing to export to the U. S. next year, thereby seeking to enrich the appeal and profitability of cars and trucks sent here (Page E-2).

Other trends are t r a c e d in this special Automotive News Extra on "The Japanese":

They are becoming increasingly aggressive in global plans to build factories in major vehicle markets and form joint operations with overseas rivals (Page E-6).

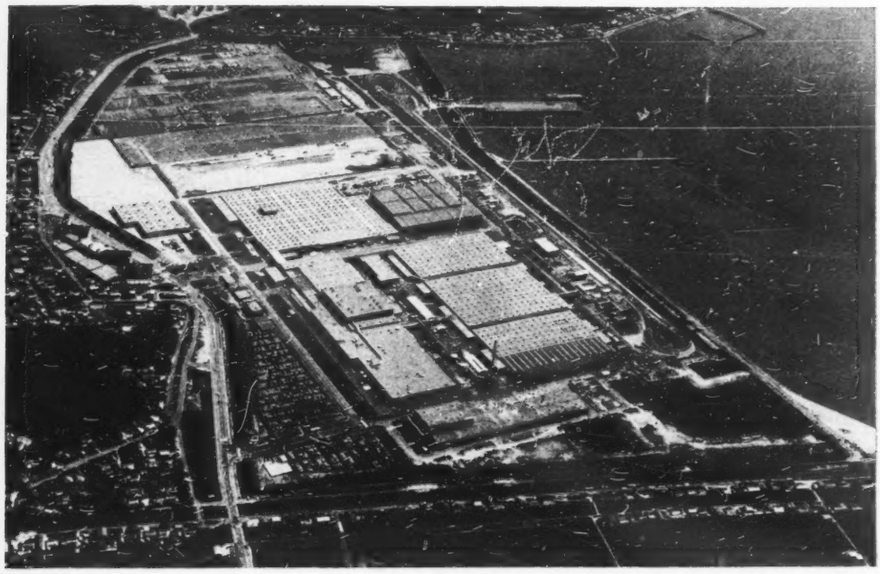
They are continuing to dominate g l o b a l manufacturing, turning out 11.1 million vehicles last year, good for 27 percent of all vehicles produced worldwide, while topping the U. S. and European Economic Community for leadership the fourth straight year (Page E-8).

They are preparing to send a giant wave of big vehicles — medium and heavy-duty trucks, and diesel equipment—to U. S. shores in the near future (Page E-20).

The ranks of Japanese car-making facilities in the U. S. are swelling as Honda and GM-Toyota step up the action, and a Nissan Sentra model gets ready to go into production in Tennessee next April (Page E-26).

Wrapping up this section are a rundown on Japanese vehicle exports (Page E-30) and a study of Japanese labor rates and practices throughout the world (Page E-28).

—Al Fleming, Industry Editor



Newest plant in Japan is Mazda's sprawling assembly operation for its 626 car line at Hofu.

Vehicle production giant

North America is Japan's largest market

By John Hartley
Staff Correspondent

With a total production of 11.11 million vehicles, Japan built 27.8 percent of all vehicles produced worldwide last year. For the fourth successive year, output exceeded that in either the U.S. or the European Economic Community. This year, output is expected to increase slightly.

Although Japan produces a large number of passenger cars, it is also a big producer of light trucks in the one- to three-ton capacity class. Thus, last year, passenger car production amounted to 7.15 million, while 3.96 million trucks were built. It also has a substantial heavy-duty truck industry, which apart from Mitsubishi and Isuzu consists of Hino, affiliated to Toyota, and Nissan Diesel.

Interestingly, 90 percent of Japan's passenger car production is for autos with engine capacities of 551-2,000 cc. Midgets of less than 550cc account for 2.9 percent, and cars of over two liters only 6.9 percent. However, in Japan, sales of autos in the 2.0-3.0-liter class are relatively strong, an indication that it is in the lower classes that the Japanese have established their export markets. They are still unable to sell their more luxurious models overseas in worthwhile volume.

In total, Japan exported 3.8 million passenger cars and 1.86 million trucks last year, and the largest exporters of passenger cars are: Toyota, 1.069 million; Nissan, 953,000; Honda, 603,000; Mazda, 590,000; Mitsubishi, 302,000; Fuji (Subaru), 142,000; Daihatsu, 63,000; Isuzu, 44,000, and Suzuki, 37,000.

Despite voluntary restraint, North America still remains the largest market by a substantial margin, with 2.447 million units last year. Exports to Europe have increased from 956,000 to 1.27 million in the period 1979-83, while exports to the Middle East have increased by about 50 percent from 389,000 to 623,000 in the same period. Southeast Asia took 539,000 vehicles, and Oceania, which includes Australia, 346,000 units. Exports to South America and Africa are running at over 200,000 units each.

Toyota, despite being by far the biggest producer and exporter of built-up units is not the biggest exporter of KD sets. Nissan is the biggest with 211,000 sets (8.5 percent of production), followed by Mazda with 174,000 sets (14.8 percent) — including many sold to Ford—followed by Honda with 139,500 (13.5 percent). Then comes Toyota with 139,000 sets (4.2 percent). Mitsubishi shipped 67,000 sets (6.8 percent in 1983, while Isuzu's business seems to be dwindling. In 1983 it shipped 28,600 sets (7.3 percent), down 38 percent from 1982.

The Japanese are blessed with a large domestic market. Passenger car sales amounted to 3.03 million units last year, which although small compared with the 7.7 million in the U.S., is 50 percent bigger than West Germany's 2.15 million or France's 2.05 million.

A profile of each company follows in the tables below. Total employment in each is small. One reason for this is the undoubted efficiency of the plants, but another important factor is that the Japanese produce far fewer components in-house than their American and European rivals. For example, whereas there are 59,000 employed by Toyota, the main subsidiaries employ another 40,000, without taking into account Nippondenso, the component supplier in the Toyota group, which employs another 27,000 people.

In the Nissan group, employment by affiliates is greater than that by the parent company, and in all cases there are many small companies which rely almost exclusively on one of the auto companies for the bulk of its business. Thus, when it comes to employment and the operations performed, the auto companies themselves are just the tip of the iceberg of the Japanese auto industry. □

JAPANESE AUTO COMPANY PROFILES

Honda Motor Co. Ltd.

Chairman, age	Hideo Sugiura, 58
President, age	Tadashi Kume, 52
Number of employes	51,300
Total vehicle production, 1983	1,171,940 (997,186 passenger cars, 174,750 commercial vehicles)
Main plants:	
Body and assembly	Sayama, Suzuka
Number of employes	4,900 8,800
Engine/transmission plants	Wakoh, Mohka, Suzuka
Number of employes	1,800,650. (Suzuka included above)
Main subsidiaries and affiliated companies	Honda R&D, Honda Engineering, Press Giken, Seiki Giken
Major overseas plants	Marysville, O., U.S., 1,700 employes

Toyota Motor Co.

Chairman, age	Eiji Toyoda, 71
President, age	Shoichiro Toyoda, 59
Number of employes	59,000
Total production, 1983	3.27 million (2.38 million passenger cars, 891,582 trucks and buses)
Main plants:	
Body assembly	Motomachi, Takaoka, Tsutsumi, Tahara
Number of employes	5,000 5,600 5,500 3,100
Engine/trasmission plants	Kamigo, Shimoyama, Kinu-ura (transmissions)
Employes	3,400 1,600 1,800
Main subsidiaries and affiliated companies (employes)	Toyoda Automatic Loom Works (6,300), Toyota Auto Body (6,600), Kanto Auto Works (5,700), Aisin Seiki (8,000), Nippondenso (27,600), Toyoda Gosei (4,700)
Overseas plants	Many KD plants, involved with GM in NUMMI, Fremont, Calif.

Nissan Motor Co.

Chairman, age	Katsuji Kawamata, 79
President, age	Takashi Ishihara, 72
Number of employes	59,000
Total production, 1983	2.48 million (1.858 million passenger cars, 623,000 trucks and buses)
Main plants:	
Body assembly	Oppama, Zama, Murayama, Tochigi, Kyushu
Number of employes	8,000 6,200 6,600 8,600 4,600
Engine/transmission plants	Yokohama, Yoshiwara
Employes	8,800 5,300
Main subsidiaries and affiliated companies (employes)	Nissan Diesel (7,300), Nissan Shatai (6,800), Atsugi Motor Parts (4,300), Nihon Radiator (4,800), Aichi Machine Industry (4,400), Kanto Seiki (3,000), Ikeda Bussan (1,500)
Overseas plants	Truck plant, Smyrna, U. S., Motor Iberica (subsidiary) truck complex, Spain, engine and body assembly in Mexico, plant planned in UK, and many KD plants

Mazda Motor Corp.

Chairman, age	Masaji Iwasawa, 71
President, age	Yoshiki Yamasaki, 70
Number of employes	27,300
Total production, 1983	1.17 million (861,000 passenger cars, and 309,000 trucks and buses)
Main plants:	
Body assembly	Hiroshima, Hofu
Number of employes	22,463 2,521
Engine/transmission plants	Hiroshima, Miyoshi
Employes	See above, 414
Main subsidiaries and affiliated companies (employes)	Kurashiki Chemical Co. (700)
Overseas plants	Many KD plants

Mitsubishi Motors

President, age	Toruo Tojo, 70
President, age	Toyoo Tate, 64
Number of employes	25,000
Total production, 1983	984,549 (530,096 passenger cars, 454,453 commercial vehicles)
Main plants:	
Body assembly	Nagoya, Okazaki, Mizushima
Number of employes	2,700 1,600 5,900
Engine/transmission plants	Kyoto, Shiga
Employes	3,700 170
Main subsidiaries and affiliated companies	Tohoku Mitsubishi Automotive Components, Kureha Motors Corp., Japan Automotive Engineering Corp.
Overseas plants	KD plants in 24 countries, mostly joint ventures or locally owned. The company also has a small stake in Hyundai Motors, Korea, which produces mechanical units under license, and is about to start to produce a front-wheel drive auto based on Mitsubishi design, and is involved in a similar way in the Malaysian auto project.

Daihatsu Motors

Chairman, age	Sakae Ohara, 67
President, age	Tomanaru Eguchi, 63
Number of employes	10,500
Total production, 1983	530,132 (184,088 passenger cars, 346,044 commercial vehicles)
Main plants:	
Body assembly	Ikeda, Kyoto
Number of employes	2,853 1,416
Engine/transmission plants	Shiga
Employes	1,512
Main subsidiaries and affiliated companies	Kanbishi Electric Manufacturing, Asano Gear, Akashi Kikai, Aoi Machining Industry, Fuji Seat Co., Daihatsu Metal Industry, Daihatsu Auto Body

Isuzu Motors

Chairman, age	Kenjiro Sano, 64
President, age	Kazuo Tobiyama, 59
Number of employes	15,199
Total production, 1983	390,701 (116,184 passenger cars, 274,517 commercial vehicles)
Main plants:	
Body assembly	Fujisawa, Kawasaki (commercial vehicles)
Number of employes	8,380 4,000
Engine/transmission plants	Fujisawa, Kawasaki, Tsurumi, Tochigi, Hokkaido
Employes	See above 240 920 80
Main subsidiaries and affiliated companies	Shatai Kogyo, Tokyo Tankojo, Sanwa Chuzosho, Jidosha Imono, Piston Seizo, Jidosha Buhin Kogyo, Press Kogyo, Jidosha Kiki, Tokyo Radiator, Diesel Kiki, Kanimatsu Kogyo

Fuji Heavy Industries (Subaru)

Chairman, age	Eiichi Ohaar, 72
President, age	Sadamichi Sasaki, 73
Number of employes	13,700
Total production, 1983	540,680 (230,462 passenger cars, 310,218 commercial vehicles)
Main plants:	
Body assembly	Gunma (includes North Gunma, Yajima & Oizumi)
Number of employes	5,950
Engine/transmission plants	Mitaka
Employes	1,760
Main subsidiaries and affiliated companies	Dai-ichi Tanzo, Fuji Machinery

Suzuki Motor

President, age	Osamu Suzuki, 53
Number of employes	11,800
Total production, 1983	646,954 (137,528 passenger cars, 509,426 commercial vehicles)
Main plants:	
Body assembly	Kosai, Iwata
Number of employes	1,850 1,700
Engine/transmission plants	Kosai, Iwata
Employes	See above
Overseas plants	Vehicles built from KD kits in ten countries, including Spain, India, Pakistan, the Philippines and New Zealand

Japanese car makers are in the money

Nearly 80 percent of their profits come from the U.S.

By Michelle Krebs
Financial Editor

Thanks to a booming U. S. economy, and motivated by voluntary import restraints, the major Japanese auto companies are making more money than ever. And they're doing so with little change in sales volume.

Nearly 80 percent of the Japanese auto makers' latest fiscal-year profits came from the U. S., where they currently are restricted to total sales of 1.85 million passenger cars a year, said Mori Matsumoto, vice president of institutional sales of Yamaichi International (America) Inc., New-York-based unit of one of Japan's major securities firms.

"It's a little recognized fact that Japanese auto profits right now are at record levels in the U. S. with the quotas," said auto analyst Maryann Keller, a director of Vilas-Fischer Assoc. She estimates Japanese auto makers collectively made one trillion yen (more than $4 billion at current exchange rates) in the U. S. this year.

The Japanese companies' overall profits, however, were offset by losses in their home market, where demand has been weak, as well as other countries.

The Voluntary Restraint Agreement (VAR) has allowed Japanese companies to upgrade their product mix and increase prices, adding to profitability. The current agreement expires next April.

Toyota Motor Co. and Nissan Co. Ltd. enjoyed record dollar sales this year, although unit sales were up only marginally.

The only substantial gain the Japanese companies made in unit sales were in CKD kits, cars with less than 50 percent Japanese content and assembled in other countries. Toyota's CKD exports increased about 25 percent, Nissan's were up almost 40 percent.

Toyota showed the biggest increase in unit sales with a five-percent gain. On that, the company rang up sales equivalent to $25 billion, up 11 percent from the year before.

Nissan, which celebrated its 50th anniversary in 1984, recorded sales of nearly $15 bilion, up 8.5 percent from the preceding year, on unit sales that were up only 1.5 percent.

Nissan's net income showed a 26.1 percent decline, because, the company said, the yen was stronger. (The yen has fluctuated from 220 to 245 per dollar, down from about 277 two years ago.) Nissan's ventures in Spain, Italy and Mexico, where heavy capital investments were made, also have not been as profitable as its U. S. operations.

Honda Motor Co., which celebrated its 35th anniversary, set a new sales and income record, mainly because of the strong U. S. market.

Japan's smaller car producers, however, are not sharing in the wealth. Since the allocations under VRA are determined by the company's market share prior to the restraints, the smaller companies virtually have been frozen out of the U. S. market, Matsumoto said.

Small companies had geared up for greater production capacity, anticipating an increase in exports to the U. S. As it turned out, however, Isuzu, for one, is operating at less than 40 percent capacity after building a new facility, noted Ted Sullivan, analyst for Data Resources Inc.

Moreover, the smaller producers' predicament may not be cured simply by lifting or liberalizing import restraints, as is expected to happen.

Analysts believe Japanese car companies will continue to show export restraint, even if quotas are lifted next spring, because they want to protect profit margins and ward off attempts to institute U. S. protectionist policies.

Japanese exports to U.S. in '85 forecast at 1.9 to 2.3 million.

Analysts currently are forecasting Japanese exports to the U. S. in 1985 at anywhere from 1.9 to 2.3 million units.

Matsumoto, who expects U. S. sales of Japanese cars to increase by 10 percent in 1985, wonders how Japanese producers will fare if restraints are lifted.

The future of the U. S. economy is an enigma, many analysts predicting a downturn by late 1985. Thus, Matsumoto questions whether U. S. consumers will continue to pay premiums for Japanese automobiles, especially as U. S. car companies polish their products' image.

Martin Anderson, an independent consultant in Massachusetts, takes a different tack. He sees room for the smaller companies because their products sell well and at high prices. In addition, they don't need huge volume increases to gain profits, he points out.

"The Mazda 626 is selling for as much as $2,500 over sticker price in the Boston area, so there's plenty of room for Mazda to do well," Anderson said.

The biggest problem for smaller producers, Anderson said, will be the lack of a large enough dealer network.

A number of trends are emerging among Japanese auto companies, analysts note.

For one, their per-unit costs are rising for the first time, mainly because of a richer product mix in their car lines.

"It's a fundamental change in strategy. They're joining the ranks of European and U. S. auto companies of offering loaded vehicles," said Anderson.

In addition, Anderson detects a divergence among Japanese companies. Previously, they all moved in the same direction, but now they are developing individual philosophies.

Honda is the favorite Japanese auto maker among the analysts interviewed because of its aggressive international strategy.

"Honda is absolutely brilliant," said Anderson. "They should be written up in a textbook on how a small company should go international."

Despite heavy investments in plants outside of Japan, Honda's balance sheet remains strong. In addition, the company's management has been particularly adept at understanding other cultures, "which is more important than just putting up a factory," Anderson said.

Honda also is Matsumoto's number one pick. Honda is concontinually improving its brand name recognition, he said, "and that is true in the U. S. as well as in Japan." In both countries, Honda is popular among young buyers, and Matsumoto sees Honda becoming even more successful as those young people become more affluent.

Matsumoto said Nissan also will be "worth watching" in the next few years because it, too, is aggressively flexing its international muscle, although it currently is suffering what Anderson calls "digestive distress."

Matsumoto said Toyota, which he considers to be first in product quality and reliability, has been too conservative in building plants overseas and should be following the lead of Honda. Toyota's U. S. car-making venture with General Motors Corp. isn't enough, he said. "They are three times bigger than Honda so it should be internationalizing three times faster than Honda," Matsumoto said.

Going international will become particularly important in the future as Japan's domestic car demand stalls. Automotive News World Outlook, generated in cooperation with Data Resources Inc., shows a stagnation of new car sales in demand next year and gradual increases throughout the decade.

"Any producer who is not internationalized in the next 10 to 15 years will be in trouble," said Anderson. "The winner in the 1990s will be the ones able to operate multiple world facilities."

He doesn't write off Toyota but said Toyota faces a long lead-time in a process that is made up of small steps, whereas Honda and Nissan already have developed their strategies and taken those small steps. □

FINANCIAL RESULTS FOR JAPAN'S AUTO MAKERS

	Yen Sales (In Billions)	Dollar Sales (In Millions)	Percent Change	Net Income Yen (Billions)	Net Income Dollars (Millions)	Percent Change	Unit Sales	Percent Change
TOYOTA—For fiscal year ended June 30, 1984	5,909.0	$25,145	+11.0%	294.8	$1,255	+29.2%	3,369,893[1]	+ 5.0%
NISSAN—For fiscal year ended March 31, 1984	3,460.1	14,724	+ 8.5	70.5	300	−26.1	2,499,368[2]	+ 1.5
HONDA—For 12 months ended Feb. 29, 1984	2,374.0	10,102	+ 6.5	95.6	407	+32.3	1,122,000[3]	+ 0.6
MAZDA—For 12 months ended April 30, 1984	1,408.4	5,993	+12.1	26.6	113	+ 3.5	1,344,232[4]	+19.0
MITSUBISHI—For 12 months ended March 31, 1984	1,173.6	4,994	+10.6	5.5	24	−56.1	1,044,100[5]	+ 1.1
ISUZU—For fiscal year ended Oct. 31, 1983	684.6	2,913	− 4.8	5.3	22	−12.4	377,373	−11.1

Notes: (1)Excludes CKD kits which totaled 106,700, up 24.8 percent from last year. (2) Excludes CKD kits which totaled 224,740, up 39.8 percent from last year. (3) Includes only automobiles, not motorcycles. (4) Includes 162,220 CKD kits. (5) Includes 69,500 CKD kits. (Dollar figures in all cases are translated at 235 yen equal $1.)

Youth for Understanding's 100,000th exchange student, Andy Goldfarb, holds a letter of congratulations from President Reagan while YFU founder Rachel Andresen and Mazda (North America) Inc. president Akira Toriyama look on.

Youth for understanding

Mazda provides student scholarships

Youth for Understanding, an international student exchange organization, recently honored its 100,000th student, Andy Goldfarb, of Allentown, Pa.

Goldfarb, 16, a senior at Phillips Exeter Academy in New Hampshire, traveled to Kyoto, Japan last summer on a scholarship provided by Mazda Motor Corp.

The teenager was guest of honor at a Washington D.C. reception at the Youth for Understanding International Center. During the evening's festivities, White House aide Eileen Petersen, associate director for Public liaison-youth affairs, delivered a letter to Goldfarb from President Reagan congratulating the youth for his part in the Youth for Understanding exchange program. The letter reads:

"Congratulations on becoming Youth for Understanding's 100,000th exchange student. You, your family and Youth for Understanding should be proud of your achievement and Mazda Motor Corp. can take pride in its scholarship program which allowed you to pursue your studies in Japan.

"Nancy and I are firm believers in student exchange and cultural awareness. For this reason, we created the Presidential International Youth Exchange Initiative, which is an ongoing program.

"Best wishes for your continued success."

Akira Toriyama, president of Mazda (North America) Inc. said, "Mazda is fortunate to be the sponsor of the 100,000th YFU exchange student. As Mazda's relationship with many countries throughout the world continues to grow stronger, we are constantly reminded of the importance of cultural awareness between nations. YFU takes an important step in this direction, and Mazda looks forward to continued support of this program."

Toriyama said the auto company is planning to expand its sponsorship commitment next year. In addition to sending 10 American students to Japan for the summer, the auto company will bring three Japanese students to the U.S. for a year.

Rachel Andresen founded YFU in 1951. Her goal was to replace hostility between suspicious nations with friendship and understanding. Andresen said, "Andy's participation as the 100,000th student symbolized the contributions of thousands of others who have actively engaged in strengthening international friendships through YFU over the past three decades." □

Coatings deal

New company formed

IRVING, Tex. — Diamond Shamrock Chemicals Co. and Tokyo-based Nippon Oil & Fats Co. Ltd. have signed a definitive agreement forming a previously announced international corrosion-resistant coatings business headquartered in Chardon, O. The name of the new corporation is Metal Coatings International Inc.

Under the agreement, the two companies will each contribute various assets including expertise in technology, licensing and marketing. A letter of intent to form the 50-50 joint venture was signed July 3.

The new company, which will continue the business activities formerly conducted by Diamond Shamrock Chemicals Co.'s Metal Coatings Division, licenses proprietary coatings that protect steel and aluminum against corrosion.

Daniel Rakich has been named president and chief executive officer of the new firm. According to Rakich, "The formation of Metal Coatings International will strengthen our worldwide sales and marketing effort."

Diamond Shamrock Chemicals manufacturers and markets commodity and specialty chemicals. Nippon Oil & Fats Co. is primarily a paints, chemicals and food products firm. □

Big-vehicle wave moving in from Japan

U.S. is biggest and brightest of remaining targets

Something is happening in North America that has the heavy-duty vehicle and diesel market quaking. In fact, the medium and heavy truck, construction vehicle and other big-equipment markets in the U. S. are waiting for a great wave they know is coming.

Riding the wave, from across the Pacific, are such names as Isuzu, Komatsu, Hino, Mitsubishi and Nissan.

Currently, the medium and heavy-duty vehicle population in the U. S. is nearly all domestic. The same is true in the construction and agricultural vehicle market.

But as market observers point out, the same could be said of the U. S. passenger car and light-truck markets not too many years ago; and now that Japanese producers have pretty much exhausted their market penetration prospects for big vehicles in overseas markets, the U. S. is the biggest and brightest remaining target.

"A serious look at the North American heavy-duty segment justifies concern by domestic OEMs," notes Gregory Macosko, principal in ACS Ltd., a consulting firm in Stamford, Conn. "We feel the heavy-duty market will be the next battle ground, although domestic producers (of big equipment) are not as vulnerable as their cousins in the car business."

Macosko adds: "The most heartening developments are actions taken by U. S. manufacturers to shore up positions for the onslaught. There is little doubt that the Japanese are coming, which is born out by the events of the last six months.

"They will cut prices, keep quality high and enter by predictable paths pioneered in the automotive market. Their primary objective will be market-share growth by penetrating a narrow product segment, usually at the less-expensive low end of the market.

"The no name-plate route is being followed by Isuzu which is currently selling medium diesels as Chevrolet Tiltmasters and GMC Forwards. At the same time, Isuzu is speeding up a move to independence by offering its smaller KS truck through a growing dealer network. All imported trucks are fully Isuzu from chassis to engine, and larger trucks could be sold to buyers familiar with the GM Isuzu models," says Macosko.

The joint-venture route has been followed by Japanese automotive manufacturers to license products from, or jointly develop technology with, U. S. companies. "The diversity of the construction equipment market has made joint-venture important, and Komatsu has followed this approach," says Macosko.

Since the late 1960s, Komatsu has worked under various agreements to improve its diesel technology and develop excavator and loader lines. After a 10-year gestation period, Komatsu began to seriously challenge Caterpillar's U. S. position by introducing many new products.

"Expanding from a few models of durable and flexible bulldozers, Komatsu has an equipment line which should enable it to increase market penetration and assemble a solid dealer network," says Macosko. "And its expansion is not stopping in the construction market. It is already investigating industrial and agricultural applications for its diesel engines."

The direct-entry route was initially followed by Toyota and Nissan who prefer to take first-hand market experience home and incorporate it into product designs and manufacturing technology. These two giants are now using their considerable knowledge of the North American market to quickly develop a significant position in mid-range and eventually heavy duty trucks.

"Hino/Toyota and Nissan Diesel are carefully separating their truck and automobile organizations, and will undoubtedly tailor sales and service to the specific needs of truckers," says Macosko. "The experience and quality image of these two companies will lower the risk of a quick and direct approach. Hino's confidence is high, and it wasted no time setting up an assembly plant."

Macosko says a "feeling of inevitability" prevades heavy-duty participation by the Japanese and they will carve out a position for themselves. But some significant characteristics differentiate the automotive and the heavy duty segments, he says. "The Japanese will have to account for this in their market penetration plans, and over-confidence may not be appropriate at this point. U. S. manufacturers should try to turn these differences to their advantage."

One critical factor is customer loyalty. Heavy-duty owners do not turn over their trucks and equipment as frequently as car owners do, and the average truck is older than the average car. Breaking this foundation of customer loyalty will require a wide price and quality differential.

In the 1970s, imported cars competed effectively in the compact segment because U. S. auto makers had limited manufacturing and selling experience in this segment, and because the sharp rise in gasoline price accelerated the shift to smaller cars.

But U. S. heavy-duty manufacturers are addressing the price differential, and there is no overwhelming operational cost factor such as fuel price, which is forcing heavy-duty buyers to question traditional loyalties.

"The Japanese have wisely selected medium diesels as their point of penetration, and U. S. manufacturers should not ignore the implications of this move," Macosko says.

Then there is engine/truck integration. Trucks are the largest diesel segment, and the separate identity of truck and the engine is unique to North America.

While Mack and Mercedes are fully integrated producers, a typical Class-8 truck can be purchased with a variety of engines supplied by different engine OEMs. This independence of choice is valued by truckers and presents problems for importers who prefer uniformity. However, smaller trucks are not usually sold this way, which is one reason why the Japanese are entering this segment.

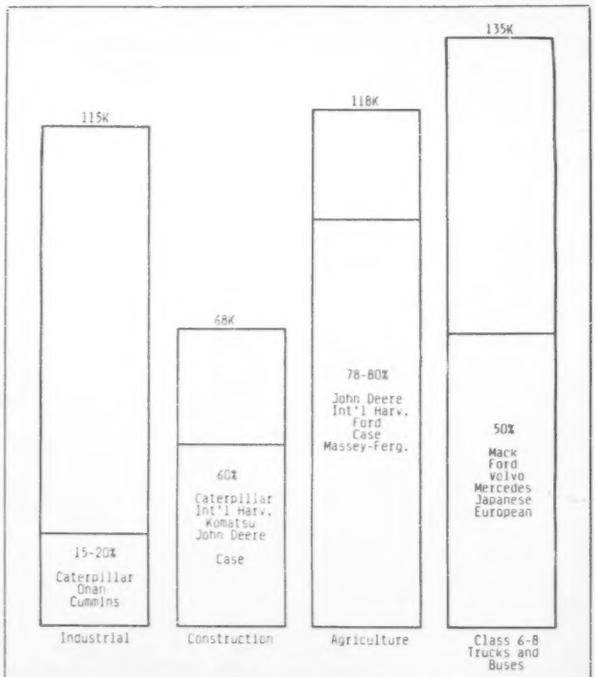
Ford is shifting toward full integration, and Volvo and Mack are selling more integrated medium trucks. An important factor in the Class-8 segment will be whether or not Mercedes eventually prohibits the installation of competitive engines in Freightliner trucks.

"Mercedes' acquisition of Freightliner should make truck OEMs seriously consider a long-term relationship with a single engine supplier. The only way engine OEMs can strengthen their position is by increasing opportunities for truckers to stipulate a variety of engines in smaller trucks. This will not be easy," Macosko says.

As for the dealer/service network, at least 60 percent of heavy-duty equipment parts are sourced through OE dealers. Unlike the automotive market, truck and equipment dealers and manufacturers have guarded replacement part sales. Foreign equipment manufacturers will have a particularly difficult challenge matching the coverage of domestic manufacturers because dealer parts and services are highly profitable.

"Domestic OEMs have large equipment populations, and a strong dealer will think twice before trading aftermarket revenue for the narrow margins on new equipment sales," says Macosko. "The Japanese are trying to attract strong dealers who will add a new line of equipment to their existing domestic line. U. S. manufacturers might consider the risks of forcing their dealers to choose between competing lines of equipment."

Traditionally the heavy-duty market has been generous to most participants, but first the recession and now stiff competition are undermining profits. "Every offensive and defensive opening should, and undoubtedly will be examined by Japanese and U. S. manufacturers," says Macosko. □



The chart depicts North American diesel engine sales in heavy vehicle and equipment markets, total versus integrated manufacturers, for year 1983.

Trevellyan's 25th

Jim Trevellyan, left, Trevellyan Oldsmobile - Subaru Co., Mission Valley, Calif., receives a 25 - year - dealer plaque from John Lennon, Oldsmobile's Los Angeles zone manager.

Isuzu for MVP

Boomer Wells, an American baseball player playing in the Pacific League in Japan, has been selected as the Most Valuable Player in the league for 1984. In recognition of the award, Isuzu presented him with a new Piazza sports coupe. Wells chose to have the same car, called the Impulse in the U. S., delivered to his home in Emerson, Ga.

Nissan Diesel is on the way

Bets are on a Group 8 commercial vehicle

By Arthur Flax
Assistant Truck Editor

If one were a bettor, one might like to wager that Nissan will be the next Japanese manufacturer to sell commercial vehicles in the U. S.

But it wouldn't be much of a gamble. Nissan Diesel America Inc. has been placing ads in at least one truck fleet maintenance publication here, and the firm has set up headquarters in Irving, Tex.

If one wanted to place a truly interesting bet, one might wager that Nissan will sell a heavy (Group 8) commercial vehicle here.

Niro Tamada, who is "in marketing for Nissan Diesel," said, "We want to market products in the U. S. in the near future."

The specifications for such products, he said, have not been decided. However, Tamada noted that Nissan Diesel America is a separate unit from Nissan's U. S. car marketing arm, specializing in heavy trucks.

"Generally speaking," he said, "we are manufacturers of gross vehicle weight trucks from 20,000 to 100,000 pounds."

Tamada added, "From a marketing point of view, Nissan Diesel will have to sell a whole line of product, but it is very difficult. If we sell a whole line, we must prepare for parts and service ... It is very difficult for car dealers to handle trucks. We will have to set up separate dealerships."

Nissan isn't the only Japanese company that is looking at the U. S. as a potential market for heavy trucks. Isuzu recently showed a 110,000 GCW tractor (not for U. S. use) at American Trucking Associations' Truck '84 show "to get Isuzu associated as a heavy-duty truck maker."

Isuzu also introduced a Group 3 commercial truck at the ATA show and already sells medium duty trucks here through General Motors.

John D. Rock, manager of GMC Truck and Coach operation, noted during a press conference at the ATA convention (which ran concurrently with the show), that GM does not have exclusive rights to market Isuzu trucks.

He said, "All we've done is make a deal with Isuzu to buy a truck at a spec and a price."

Isuzu and Hino, he pointed out, are vying for the commercial truck lead in the Pacific Basin.

Hino, which is part of the Toyota group, already sells a medium truck in the Southeastern U.S.

Rock, who was previously executive director of marketing for General Motors Holden's Ltd. in Australia, where Japanese commercial trucks have been present for some time, said "Mitsubishi, Nissan and Mazda are on the way in Class 3 through 7. They could go to Class 8."

In terms of numbers, the U. S. represents an attractive opportunity for foreign truck builders. Rock predicted U. S. sales of all medium-duty trucks could reach some 140,000 and heavy-duty deliveries 145,000 in 1985.

Foreign truck manufacturers, however, have yet to gain significant market share (with foreign built trucks) in the U. S. industry. □

Labor's a mixed bag from nation to nation

Japan encounters many different national traditions and practices

As they spread their manufacturing wings globally, Japanese auto companies are encountering a variety of labor traditions and practices from country to country.

In Japan, Korea and the Republic of China, usually a single union organizes both blue and white-collar workers of a company. In Spain, Portugal and some other countries, a number of different unions, often at odds with one another, struggle for power. In New Zealand, some 10 unions in different trades are involved in organization automotive workers.

Recently, the Secretariat of the International Metalworkers Federation, headquartered in Geneva, Switzerland, questioned IMF affiliates about auto companies, union organizations, collective bargaining, wages and working conditions around the world. Included in the survey were five Japanese parent companies—Nissan Motor Co. Ltd., Toyota Motor Corp., Mazda Motor Corp., Honda Motor Co. Ltd., and Mitsubishi Motors Corp.

Wages in 1983 ranged from $1.03 an hour at Nissan Peru to $9.60 an hour in the U.S.

With exception of Japan, it was found wages are determined according to the job level of workers.

In Japan, wages are set by a mixture of elements, although length of service still occupies the most important place.

A considerable amount of bonus (five or six months of wages, considered as basic pay) is paid in Japan, Korea and the Republic of China. A level of nominal wages in 1983 varied greatly from the highest of $9.60 per hour at Honda and Nissan in the U.S. to the lowest of $1.03 per hour at Nissan del Peru.

Hourly wages of Japanese domestic companies range from $8.14 to $7.38, while those in New Zealand are around $4 and in Spain $3.50. Wages in Korean and Taiwanese operations are between one-fourth and one-fifth of the highest U.S. ones, while Peruvian and Mexican wages are from 10 to 15 percent of American earnings.

Overtime premium rates range from the lowest of 30 to 40 percent in Japanese domestic companies to the highest of 100 to 200 percent at Nissan Mexicana.

Staged premium rates according to number of hours worked are set in subsidiaries in Mexico, New Zealand, Portugal and the U.S. Premium rates for work on holidays range from the lowest of 35 to 58.7 percent in Japanese parent companies and Yue Loong Motor to 100 to 250 percent in the rest of the operations.

On a contract basis, eight hours per day or 40 hours per week are common except in Mexico and Portugal where contracts provide nine hours daily or 45 hours weekly, and Korea and the Republic of China where six-day work weeks of eight-hours a day. (48 hours weekly) still exist.

On a yearly basis, contracts provide 2,368 hours as the maximum for workers in Yue Loong Motor, with 1,826 hours in Motor Iberica at the low end.

Actual working hours present a different picture. On a weekly basis, American and Peruvian workers work 35 hours as the minimum, with Korean workers at Kia Industry in service 60 hours.

On a yearly basis the number of hours worked by the U.S. employes is the least — 1,736 hours; workers in a number of companies work over 2,000 hours, the longest being Kia workers — 2,910 hours, which is nearly 70 percent more than U.S. workers.

• Labor-management joint consultation system is widely adopted in Japanese companies. The system at Toyota is typical. At Toyota, discussion items vary according to the needs of the different levels of union-company structure (company, branch/plant, shop). Meetings are held three times yearly at company level, four times at branch level, and monthly at the shop level.

Meetings involve the highest responsible persons from both sides at each different level. This indicates the union seems to be well informed on the company's overall strategy and has the opportunity for input on all subjects at different levels.

Korea is a country where the labor-management joint consultation system is compulsory. In other countries discussions generally are held within the framework of collective bargaining.

Union dues of most unions range between one and two percent of basic wages with the highest being 1.85 percent of earnings in Japanese unions, and the lowest approximately 0.3 percent in Taiwan. Dues generally are collected through the check-off system.

In determining union representation at plant level, generally, a shop steward is elected at each workshop section, the smallest unit of work organization, which forms the basis of union representation at plant level.

One steward for 40 to 60 workers is most common. According to IMF information, the New Zealand engineering union at Mazda has the highest proportion—one steward for four workers.

Collective bargaining of the Japanese companies at the national level is held only in Portugal; elsewhere it is at the company or plant level.

Participants in collective bargaining varies by country. The union team generally is composed of fulltime national or international officers. Senior shop stewards also are involved when bargaining is held at the plant level. In some cases, appointees chosen by the union play an important role in the bargaining.

The bargaining team of management is represented by top corporate personnel including the industrial relations director and personnel director. A crucial role is played by company advisors in some areas.

Union priorities are very traditional. Major subjects of negotiation tables are wages and bonus, hours, benefits, health and safety, and redundancy.

Generally, wages are negotiated every year, while duration of contract for other items is one to three years. □

Hourly Basic Wages at Parent and Subsidiaries of Japanese Auto Multinationals (1983)

(Unit: U.S. dollars)

Country	Company	Skill Category	Hourly Basic Wages
U.S.	Nissan Motor Corp.	Semi-skilled	$9.60
U.S.	Honda of America	Semi-skilled	9.60
Japan	Mazda Motor	Average	8.14*
Japan	Nissan Motor	Average	8.07*
Japan	Toyota Motor	Average	8.02*
Japan	Mitsubishi Motor	Average	7.90*
Japan	Honda Motor	Average	7.38*
New Zealand	Mazda Motor of NZ	Semi-skilled	3.96
New Zealand	Nissan Datsun	Semi-skilled	3.91
Spain	Motor Iberica	Semi-skilled	3.55
China	Yue Loong Motor	Skilled	2.54*/**
China	China Motor	Semi-skilled	2.04
Korea	Kia Industry	Semi-skilled	1.65*
Peru	Toyota del Peru	Semi-skilled	1.42
Mexico	Nissan Mexicana	Semi-skilled	1.10
Peru	Nissan del Peru	Semi-skilled	1.03

Notes: *—Approximately 5-6-month bonus is included. **—1982.
Source: International Metalworkers Federation.

Hours of Work at Parent and Subsidiaries of Japanese Auto Multinationals (1983)

Group	Country	Company	No. Contractual Working Hours Daily	Weekly	Yearly	No. Actual Working Hours Daily	Weekly	Yearly
Nissan	Japan	Nissan Motor	8	40	1,888			2,136
	Spain	Motor Iberica	7.75-8.10		1,826	8	40	1,826
	Mexico	Nissan Mexicana	9	45	2,340	9	45	2,340
	China	Yue Loong Motor	8	48	2,368	7.67	46	2,269.5
	New Zealand	Nissan Datsun	8	40	1,872		40-44	1,920-2,156
	U.S.A.	Nissan Motor	8	40		7	35	1,736
	Peru	Nissan del Peru	8	40	2,080	7	35	1,820
Toyota	Japan	Toyota Motor	8	40	1,889			2,227
	New Zealand	Toyota NZ	8	40	1,872		40	
	Portugal	Salvador Caetano	9	45		9	45	
	Peru	Nissan del Peru	8	40	2,080	7	35	1,820
Honda	Japan	Honda Motor	8	40	1,885			2,178
	U.S.A.	Honda of America	8	40		7	35	1,736
Mazda	Japan	Mazda	8	40	1,914			2,173
	Korea	Kia Industry	8	48	2,256	10	60	2,910
	New Zealand	Mazda of NZ	8	40	1,872		40	
Mitsubishi	Japan	Mitsubishi Motors	8	40	1,871			2,178
	China	China Motor	8	40	2,248	7.5	45	2,100
	Portugal	Univex	9	45		9	45	

Source: International Metalworkers Federation.

LANDMARK DATES FOR NISSAN

April 17, 1980	Nissan Motor Co. Ltd. announces decision to establish U.S. manufacturing venture.
August 1, 1980	Marvin T. Runyon hired as president and chief executive officer.
October 30, 1980	Site in Smyrna, Tenn., selected.
January 19, 1981	Hoover Universal Inc. announced as first U.S. parts supplier.
February 3, 1981	Groundbreaking for facility.
July 6, 1981	First steel erected for 3.4 million square-foot facility.
October 16, 1981	First group of technicians leave for training in Japan.
February 22, 1982	$4 million training center opens.
April 23, 1982	First piece of equipment installed.
December 1, 1982	Employes complete first million safe-work hours.
January 10, 1983-February 27, 1983	Phase I—27 trucks are built to train employes and equipment check.
March 10, 1983-May 20, 1983	Phase II—60 trucks are built for further refinement of training and equipment calibration.
June 16, 1983	Job I, first truck for U.S. market completed.
October 21, 1983	Dedication and grand opening.
May 11, 1984	Announcement that Sentra passenger cars as well as trucks will be built at Smyrna beginning in April 1985.

Nissan

Continued from Page E-26

system and broadcasting systems are being modified and upgraded to accommodate both cars and trucks in the same system. We're also working to modify material handling systems and inspection equipment to accommodate the car lines.

How much local sourcing of components is planned?

Our local sourcing for the Sentra will initially be limited to those parts which we're already using for the trucks, such as tires, batteries, labels, bulk material, and those which do not require long lead time. We've awarded business for over $140 million in parts and components to 88 U.S. companies located in 21 states, and we hope to do Sentra business with as many of these as possible. We'll be searching for new U.S. sources for the Sentra as well as the truck, and we'll buy additional local parts as quickly as we find U.S. suppliers who can meet our criteria for quality, cost and delivery.

How many new employes will be required at Smyrna?

In order to accommodate passenger car production, we'll be increasing our employe body from a current level of 1,900 to around 3,000. Training for both new and current personnel will again be a very high priority, and many of the successful elements of our truck training program are being repeated.

What are the specifics of the training program?

We're continuing our cooperative venture with the state of Tennessee to offer a pre-employment training program for candidates for jobs at Nissan. This program offers potential employes a multi-skills training program, and all applicants for plant employment must complete this training conducted by state personnel on their own time, and without compensation. Pre-employment is conducted evenings, or on weekends, and lasts at least six weeks. During this time the candidates receive from 60 to 360 hours of training in welding, machine shop, hydraulics, pneumatics, electrical and electronics.

Will trainees be sent to Japan for instruction?

For our truck launch we sent almost 400 supervisory personnel and technicians to various Nissan plants in Japan to get hands-on experience for periods ranging from six to 40 weeks. Since we now have a facility to train in and are in production, such extensive overseas training will not be necessary. However, we do plan to send around 90 employes to Japan in the next two years as part of our Sentra training and engineering coordination. We'll also have about 50 employes of Nissan from Japan with us for various periods over the next three years to assist with the launch of the Sentra.

Why was the Sentra chosen to be produced at Smyrna?

I think our chances for success are increased significantly by our choice of passenger car model. The Sentra is one of the most popular car models in the world. Last year Nissan produced over 556,000, and over 214,000 were sold in the U.S. It is the top selling import car in this country, and Nissan dealers tell me they can't begin to meet the current demand for Sentras because of the import quotas. □

Japan's six-month exports

By region	6 mos., 1984	Share of total	6 mos., 1983	Change on '83
South-East Asia	289,361	9.6	259,361	+ 11.4
Middle East	248,604	8.2	358,530	− 30.7
Europe	694,371	23.0	676,032	+ 2.7
EEC	535,073	17.7	475,982	+ 12.8
North America	1,333,254	44.1	1,210,044	+ 10.2
U.S.A.	1,225,209	40.6	1,104,862	+ 10.9
Central America	93,710	3.1	80,357	+ 16.6
South America	28,435	0.9	28,589	− 0.5
Africa	112,055	3.7	93,436	+ 19.9
Oceania	211,500	7.0	161,224	+ 31.2
Others	8,735	0.3	5,605	+ 55.8
Total	3,020,028	100.0	2,873,636	+ 5.1

Most exports in three years

Japanese production hits record level

Japanese vehicle exports in the first half of this year were at their highest level since the record year of 1961. At 3,020,028, they were up 5.1 percent over the same period of 1983, but were still short of the 3.19 million achieved in the first six months of 1981.

However, Japanese production levels this year are at a record high. At the end of June a total of 5,792,072 vehicles had been manufactured, a 3.8 percent improvement over the equivalent period last year.

Furthermore, the numbers are higher than those for the opening half-years of 1980-81, when the country went on each year to build in excess of 11 million units. Following the record 11.18 million of 1981, output dipped and has been climbing steadily back since then.

These high volumes are being bolstered by strong domestic demand. In the first six months of this year Japanese registrations of all vehicles rose by 5.5 percent to 2,789,154. And yet last year turned out to be an all-time high for Japanese vehicle consumption, with more than 5.38 million registrations in total.

On the export front, a drop of more than 30 percent in shipments to the Middle East was Japan's major concern. This was on account of a substantial decline in exports to Saudi Arabia, one of Japan's key markets behind the United States. Exports to Israel and Syria fell sharply too.

While Saudi Arabia dropped from No. 2 to fifth in the export league table, it was replaced by West Germany. The German increase—more than 45,000 units—was the main reason for the increase in shipments to Europe as a whole. □

Japan's exports by country

1	U.S.A.	1,225,209 (1)*
2	West Germany	166,793 (5)
3	UK	149,962 (3)
4	Australia	143,798 (4)
5	Saudi Arabia	134,963 (2)
6	Canada	108,045 (6)
7	Indonesia	75,071 (9)
8	Netherlands	70,785 (8)
9	Malaysia	62,430 (7)
10	Thailand	54,486 (11)

*Position after six months, 1983. Source: JAMA

Is everyone else asking too much? Or are we asking too little?

At Subaru, we truly believe in giving you the most car for the least amount of money.

The Subaru version of more car.

Some automakers talk about leg and shoulder room. Some talk about rack and pinion steering or front wheel drive. Others talk about durability and reliability.

Yet all that and more can be had in a Subaru Hatchback for a mere $4,989.*

And that's just the beginning.

We've proven that advanced cars don't have to be expensive cars.

Standard on every Subaru is front wheel drive for improved road holding. And only Subaru has a full line of vehicles that can go from front to "On Demand"™ Four Wheel Drive. We also offer Turbo-Traction™ — a combination of fuel injected turbo charging, "On Demand" Four Wheel Drive and automatic transmission. Both are innovations we pioneered.

At Subaru, being a pioneer in technology means we've discovered new ways to give you more for your money.

You save a lot when you buy a Subaru. And a lot more when you drive it.

Every Subaru — (Our practical Hatchback, family size Wagon, sporty Two Door Hardtop, open back Brat, even our luxury Four Door Sedan) is designed to meet the demands of the economy as well as it meets the demands of the road. The engineering that goes into a Subaru, and the high mileage** you get out of one, make it inexpensive to own. And drive.

What's more, many dealers also offer Subaru Added Security. It's the only extended service contract backed directly by Subaru.

So think about it. Is Subaru offering too much for the money? Or is everyone else offering too little?

SUBARU.
Inexpensive. And built to stay that way.

Seatbelts save lives.

*Suggested retail price for our STD Hatchback. Dealer's actual price may vary. Price does not include dealer prep, inland transportation, taxes, license, and title fees. Certain items shown optional at extra cost.

**34 EPA EST. MPG. 46 EPA EST. HWY. 2WD. EPA estimate for our STD Hatchback. Use EST. MPG for comparisons. Your actual mileage will probably be less.

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Safety sense

Bridgestone makes it

TOKYO. — Bridgestone Corp., producer of tires and rubber products, has developed what it calls "a hypersensitive safety sensor utilizing a new high pressure conductive rubber."

The sensor, which is said to be constructed to react faster than switches currently available, has a wide range of industrial, commercial and transportation safety applications.

The safety sensor is composed of silicon rubber with a nickel corpuscle core. When pressure is applied to the sensor the corpuscles merge together quickly allowing for the flow of electricity.

Flexibility of the sensor is achieved through the use of a pliable raw casing material, said to result in easy installation of the switch. A prototype sensor reportedly was tested more than 10 million times to ensure durability.

Moreover, the sensor is said to be heat resistant, oil resistant, waterproof and able to withstand severe temperature changes. The sensor can be cut to any length, which allows for positioning in difficult locations.

Many applications are anticipated for the safety sensor. It can be used as an emergency stop in elevators and electric doors, or as a contact alarm on car and truck bumpers. By attaching the safety sensor to doors, windows and balconies the product can function as a burglar alarm. Similarly, it can be used as a warning device in automated factories. This sensor can also be attached to road surfaces and stairway entrances to count vehicles and people. □

factories list auction dates

American Motors

Oct. 23—Aptco Auto Auction, Taylor, Mich. (2 p.m.).

Oct. 23—High Point Auto Auction, High Point, N. C.

Oct. 24—Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Central States Auto Auction, Mason City, Ia.

Oct. 25—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 26—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Oct. 30—D-A Auto Auction, New Stanton, Conn.

Ford Motor Co.

Oct. 23—Aptco Auto Auction, Taylor, Mich.

Oct. 24—Lakeland Auto Auction, Lakeland, Fla.; Brasher's Southern California Auto Auction, Fontana, Calif.

Oct. 25—Nashville Auto Auction, Nashville; 166 Auto Auction, Springfield, Mo.

Nov. 1—Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas; Skyline Auto Exchange, Fairfield, N. J.

Chrysler Corp.

Oct. 23—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Baltimore Washington Auto Exchange, Baltimore, Md., and Florida Auto Auction of Orlando, Ocoee, Fla.

Oct. 24 — Minneapolis Auto Auction, Plymouth, Minn., and Columbus Fair Auto Auction, Obetz, O.

Oct. 25 — Clanton's Auto Auction, Darlington, S. C., and Golden Gate Auto Auction, Fremont, Calif.

Oct. 26—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

General Motors

Oct. 23—Florida Auto Auction of Orlando, Ocoee, Fla., and Aptco Auto Auction, Taylor, Mich.

Oct. 24 — Brasher's Southern California Auto Auction, Fontana, Calif.

Oct. 25—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 31—Hatfield Auto Auction, Hatfield, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Used Car Sales

Auction Averages

October to date	$4,902
Month ago	$4,802
Year ago	$5,287

Model breakdown

Auction Averages

	OCT. To Date	SEPT. 1984	AUG. 1984
1984	$9,993	$9,747	$9,848
1983	7,537	7,364	7,926
1982	6,052	5,762	5,978
1981	4,394	5,020	5,230
1980	3,943	3,932	4,494
1979	3,086	3,237	3,632
1978	2,320	2,346	2,551
1977	1,536	2,213	1,997
Overall Average	$4,902	$4,894	$5,316

Estep signs with Chevy

Lee E. Estep signs an agreement for Estep Chevrolet-Oldsmobile-GMC, Inc., Yerington, Nev. Witnessing, from left, are: James L. Campbell, financial participant; J. R. Davis, truck manager, and G. C. Davis, Chevrolet assistant zone manager.

Quarter's results trailed only '83, Fleetwood says

Continued from Page 16

in the future in spite of the fact that the first-quarter results ended Fleetwood's string of six consecutive quarters of record sales and earnings.

Joseph J. Morris, Champion president, said second-quarter sales and revenues amounted to a record $99.7 million, up 8 percent from last year's $92.5 million. Net profits totaled $2.9 million, up 32 percent over the year-ago $2.2 million.

He noted that gains in manufactured housing were mainly responsible for the strong second-quarter performance, but said "our motor-home, bus and van-conversion business also showed substantial sales and profit improvement."

"Although the motor-home market is softening," Morris added, "we expect our two motor-home plants as well as our one bus plant to remain profitable in our current third quarter."

Factory shipments of these vehicles, he said, were up 6 percent to 477 units, compared with 448 a year ago.

Dan Pocapalia, KIT chairman, said third-quarter earnings amounted to $244,000, compared with $64,000 a year ago, and included a $112,000 tax credit.

Three-month sales totaled approximately $12.6 million, down from last year's $14.4 million.

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Anticipating shortages from Canada strike

GM scraps Saturday car work

By Louise Kertesz
Detroit Reporter

Last week's estimated auto production total may prove optimistic, since the Canadian strike could have resulted in component shortages and slowdowns at several General Motors plants in the U. S.

Anticipated shortages were the likely reason GM scheduled no Saturday overtime at any of its car assembly plants — for the first time since August.

Makers targeted assembly of 159,970 cars last week, down 1.01 percent from the previous week's 161,605, though the Big Three all expected gains.

The dip was the result of American Motors' halting production of Alliance and Encore at Kenosha (for the second week this month), which cut about 4,800 units from the production total.

Last week's estimated production was off 0.40 percent from the year-ago week's 160,-611.

So far this year, 6,376,382 cars have been completed in the U. S., an increase of 18.80 percent over the 5,367,281 assembled last year at this time.

Companies shared last week's production as follows: GM, 53.75 percent; Ford Motor Co., 25.88 percent; Chrysler Corp., 17.88 percent; Honda, 1.86 percent, and Volkswagen of America, 0.63 percent.

Ford scheduled Saturday (Oct. 20) overtime at its Kansas City, Edison (N. J.) and Wixom (Mich.) plants.

Chrysler plants in Belvidere (Ill.), Newark (Del.) and St. Louis (Nos. 1 and 2) worked two nine-hour daily shifts last week. The Jefferson Ave (Detroit) plant worked two 8½-hour daily shifts.

Ford and L-M offering incentives on small cars

By Joseph Bohn
Marketing Editor

Ford and Lincoln-Mercury kicked off new incentive programs on their small cars.

The Ford Division program is called "Once in a Lifetime." It runs from Oct. 13 to Dec. 12. There is a fast-start provision for extra credit during the first 30 days and also a special emphasis bonus on Escort.

The contest sets up dealer objectives based on '84/'85 Escort, Tempo and EXP sales.

The 700 largest Ford dealers compete one on one for ladies Rolex watches with a retail value of $5,500. Some 350 winners are projected in this group. There is a $100 entry fee for these dealers.

The balance of Ford dealers compete in multi-group competitions for 350 more watches being awarded. Those dealers pay a $50 entry fee.

Additionally, two winners in each region—a total of 10 altogether — who have the best overall volume receive ladies Rolex watches, or chronometers, with 40 diamonds and a bracelet, valued at $12,000 retail.

Lincoln-Mercury has a Sept. 13 to Nov. 26 program, called "Holiday Wrap-Up," for sales managers.

It sets up objectives on '84/'85 Lynx and Topaz sales. There is a Sept. 13-Oct. 23 fast-start that provides 10 extra percentage points toward the overall contest objective.

Dealerships are grouped into one of three categories. There will be 200 winners among the largest L-M dealers who'll win $3,000 worth of prizes each.

Sales managers in this group who achieve 100 percent of their objectives will be flown, along with a companion, to Dallas on Dec. 17 for a shopping spree at Neiman Marcus to select their gifts.

Those who don't hit the 100 percent will get the same gifts but not the trip. They pick prizes form a catalog.

A second tier of supervised dealerships compete for $1,000 worth of gifts. There are 100 winners projected for this group. A third group is comprised of unsupervised, or dual dealers. Some 100 winners are projected for this group and they also receive $1,000 worth of gifts.

There are no entry fees in L-M's contest.

Stephens builds

DALLAS. — Tom Stephens has broken ground for Stephens Buick here.

CANADIAN CAR PRODUCTION

	Week Ended Oct. 20, 1984	Week Ended Oct. 22, 1983	Week Ended Oct. 13, 1984	Oct. to Date	Jan. 1 to Oct. 22, 1983	Jan. 1 to Oct. 20, 1984
AMERICAN MOTORS	610	728	488	1,098	23,034	18,080
CHRYSLER CORP.	.....	.....	.....	.....	104,365	.....
FORD MOTOR	11,040	5,904	8,423	29,638	208,790	349,469
GENERAL MOTORS	6,300	13,062	9,479	27,563	423,812	477,648
VOLVO	225	225	180	585	8,502	8,371
Total Cars, Canada	18,175	19,919	18,570	58,884	768,503	853,568

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 20, 1984	Week Ended Oct. 22, 1983	Week Ended Oct. 13, 1984	Oct. to Date	Jan. 1 to Oct. 22, 1983	Jan. 1 to Oct. 20, 1984
CHEVROLET	20,715	16,553	17,878	57,569	667,821	802,826
DODGE	5,400	4,143	4,172	13,686	112,548	167,893
FORD	25,464	23,378	26,443	77,570	742,460	962,472
GMC	7,292	5,499	6,509	20,138	210,304	261,896
INTERNATIONAL	1,578	1,319	1,557	4,712	40,815	61,656
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,700	2,992	3,491	10,485	78,757	150,795
NISSAN	2,000	892	2,212	6,362	7,273	77,579
AM GENERAL	50*	50*	50*	150*	2,030*	2,110*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,000*	40,600*	42,000*
Total Trucks, U. S.	67,199	55,826	63,312	193,672	1,904,687	2,529,227

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 20, 1984	Week Ended Oct. 22, 1983	Week Ended Oct. 13, 1984	Oct. to Date	Jan. 1 to Oct. 22, 1983	Jan. 1 to Oct. 20, 1984
CHRYSLER CORP.	8,260	3,328	8,735	22,531	103,349	291,672
FORD MOTOR	2,725	3,360	3,496	9,524	110,879	123,593
GENERAL MOTORS	2,840	6,150	4,757	13,225	207,822	229,641
INTERNATIONAL	215	132	172	603	4,504	6,768
Total Trucks, Canada	14,040	12,970	17,160	45,883	426,554	651,674
N. American Trucks	81,239	68,796	80,472	239,555	2,331,241	3,180,901

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Car-truck output dips in Canada as strike shuts GM

The strike against General Motors slashed estimated car and truck production in Canada last week to mid-September levels.

Last week's targeted output of 18,175 cars, the lowest since the week ended Sept. 15 (15,-995), was 2.13 percent below the 18,570 built the previous week and down 8.76 percent from the year-ago week's 19,919.

So far this year, 853,568 cars have been built in Canada, 11.07 percent more than the 768,503 assembled at this point last year.

Slated assembly of 14,040 trucks last week, the lowest since the week ended Sept. 8 (14,509), was down 18.18 percent from the previous week's 17,160 but 8.25 percent better than the year-ago week's 12,-970.

Last week's expected production at Chrysler's Windsor (Ont.) plant was: 2,346 Plymouth Voyagers, 2,352 Dodge Caravans and 942 Mini Ram Vans. The total T-115s assembled this year is now 185,406.

Expectations high for truck output; 67,199 scheduled

Before the Canadian strike against General Motors last week, domestic truck makers were again expecting their best week of the year: 67,199 units. However, the effects of the strike were likely to erode that figure.

Makers had expected the previous week to be the best so far this year, but actual production of 63,312 fell almost 4,000 units short of the projection and 3,522 short of the year's high of 66,834 trucks built during the week ended June 23.

Targeted output of 67,199 last week was up 6.14 percent from the previous week's 63,312 and up 20.37 percent from the year-ago week's 55,826.

Year-to-date, 2,529,227 trucks have been assembled, 32.79 percent more than the 1,904,687 completed at this point last year.

GM scheduled two overtime shifts Saturday (Oct. 20) at its Pontiac facility (No. 6).

Ford Motor Co. also scheduled Saturday overtime at its plant in Lorain O.

Chrysler Corp.'s plant in Warren, Mich., worked two nine-hour daily shifts last week.

U. S. CAR PRODUCTION

	Week Ended Oct. 20, 1984	Week Ended Oct. 22, 1983	Week Ended Oct. 13, 1984	Oct. to Date	Jan. 1 to Oct. 22, 1983	Jan. 1 to Oct. 20, 1984
AMERICAN MOTORS	.....	5,098	4,737	4,737	151,954	154,302
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	.....	5,098	4,737	4,737	147,883	154,302
Alliance	.....	3,518	2,937	2,937	127,504	87,510
Encore	.....	1,580	1,800	1,800	20,379	66,792
CHRYSLER CORP.	28,600	24,784	26,185	85,627	713,273	1,004,678
Plymouth Total	9,400	8,282	8,960	28,757	251,803	305,130
Horizon	3,100	3,204	3,469	10,545	95,523	130,290
Reliant	4,700	4,851	4,025	13,515	151,772	143,126
Caravelle	1,100	193	995	3,221	4,255	14,317
Gran Fury	500	34	471	1,476	253	17,397
Chrysler Total	8,300	7,023	7,472	24,459	175,493	327,083
LeBaron	2,400	1,832	2,200	7,210	70,344	95,371
LeBaron GTS	200	.....	222	612	.....	612
Laser	1,600	1,417	1,517	4,725	10,408	58,062
New Yorker/E-Class	1,800	2,473	1,498	4,999	90,057	76,891
Fifth Avenue	2,300	1,301	2,035	6,913	4,684	96,147
Dodge Total	10,900	9,479	9,753	32,411	285,977	372,465
Omni	2,900	3,547	2,776	9,005	104,208	121,474
Aries	4,000	3,394	3,318	11,258	114,797	114,307
Daytona	1,200	1,192	1,046	3,533	8,045	43,332
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,400	1,256	1,335	4,552	39,955	61,398
Lancer	200	.....	184	532	.....	532
Diplomat	1,200	90	1,094	3,531	494	31,422
FORD MOTOR	41,399	37,723	41,002	123,770	1,223,658	1,435,117
Ford Division	26,246	25,650	26,497	80,335	791,608	930,012
Escort	7,221	6,767	7,611	22,200	219,592	282,259
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,188	3,317	3,221	9,931	94,033	112,076
LTD	5,237	4,875	5,433	16,103	140,372	183,399
Thunderbird	3,190	3,880	3,249	9,581	155,820	120,703
Crown Victoria	1,868	2,037	1,878	5,621	76,871	67,689
EXP	1,099	164	1,291	3,474	1,448	33,315
Tempo	4,443	4,530	3,814	13,425	79,744	130,571
L-M Division	15,153	12,073	14,505	43,435	432,050	505,105
Mercury Total	10,991	10,698	10,879	31,456	348,183	368,679
Lynx	1,371	1,216	1,550	4,347	61,115	56,885
Capri	782	613	732	2,016	19,997	14,246
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	3,038	1,937	2,799	8,275	59,966	95,356
Cougar	2,645	3,819	2,689	7,948	100,361	92,404
Grand Marquis	1,752	1,607	1,736	5,235	75,618	75,157
LN7	.....	.....	.....	.....	290	.....
Topaz	1,403	1,506	1,373	3,635	22,235	34,631
Lincoln Total	4,162	1,375	3,626	11,979	83,867	136,426
Continental	755	253	652	2,166	9,247	30,198
Lincoln	2,952	353	2,569	8,491	53,170	84,115
Mark VI/VII	455	769	405	1,322	21,450	22,113
GENERAL MOTORS	86,001	89,226	85,522	262,146	3,163,548	3,612,747
Buick Total	21,718	16,994	24,206	70,020	719,456	803,877
Skylark	2,805	.....	3,214	9,247	88,323	89,477
Skyhawk	1,017	1,278	2,329	5,350	57,271	111,739
Somerset Regal	2,469	.....	1,704	5,995	.....	11,583
Century	5,202	4,401	5,626	16,795	135,387	184,420
Regal	2,575	4,321	3,222	8,777	198,821	150,394
LeSabre/Electra (rwd)	4,475	5,487	4,275	14,123	198,136	168,679
Riviera	1,250	1,507	1,498	3,894	41,518	41,577
Electra (fwd)	1,925	.....	2,338	5,839	.....	46,008
Cadillac Total	7,651	8,102	7,672	22,567	247,237	268,483
Cimarron	1	469	.....	1	16,363	13,375
Seville	875	921	1,046	2,658	28,241	30,956
Eldorado	1,395	1,754	1,680	4,709	60,081	61,412
Cadillac	1,920	4,958	1,552	5,013	142,552	97,385
DeVille (fwd)	3,460	.....	3,394	10,186	.....	65,355
Chevrolet Total	23,730	30,701	22,585	74,520	1,046,799	1,233,407
Chevette	2,675	4,466	2,813	8,718	166,916	148,429
Cavalier	3,592	7,952	4,708	17,727	241,958	335,317
Celebrity	7,228	5,688	5,709	20,909	128,816	238,260
Camaro	2,155	4,884	1,239	4,328	155,175	189,790
Citation	1,720	.....	2,178	5,245	72,668	90,669
Malibu/El Camino	618	587	275	1,310	96,706	19,812
Monte Carlo	1,784	3,923	2,313	5,748	90,427	85,460
Chevrolet	2,998	2,426	2,550	8,272	72,471	98,567
Corvette	960	775	800	2,263	21,662	27,103
Oldsmobile Total	23,025	22,452	19,308	61,665	815,798	869,062
Omega	.....	.....	.....	.....	46,885	29,289
Firenza	813	916	1,550	3,838	36,189	57,669
Cutlass Supreme	3,400	7,324	3,535	11,406	242,440	209,403
Cutlass Ciera	4,042	5,339	2,982	9,012	170,217	201,196
88/98 (rwd)	7,738	7,761	5,756	19,633	286,420	262,141
Olds 98 (fwd)	2,750	.....	2,732	8,398	.....	60,246
Calais	3,377	.....	1,673	6,504	.....	13,295
Toronado	905	1,112	1,080	2,674	33,647	35,823
Pontiac Total	9,877	10,977	11,751	33,374	334,258	437,918
Acadian†	.....	275	299	693	12,226	12,247
2000 Sunbird	901	2,700	2,709	6,378	88,024	117,131
1000	728	626	857	2,658	34,847	33,525
Firebird	1,136	2,686	673	2,343	79,043	88,590
Phoenix	.....	.....	.....	.....	21,291	14,116
Grand Prix/Bonneville	.....	1,959	.....	.....	78,323	29,733
Parisienne	1,845	836	2,392	6,950	8,040	34,640
Fiero	2,760	1,895	3,237	8,836	12,464	99,319
Grand Am	2,507	.....	1,574	5,516	.....	8,617
HONDA	2,970	1,395	3,142	8,986	38,719	109,593
VOLKSWAGEN	1,000	2,385	1,017	2,704	76,129	59,945
Total Cars, U. S.	159,970	160,611	161,605	487,970	5,367,281	6,376,382
Total Cars, Canada	18,175	19,919	18,570	58,884	768,503	853,568
N. American Cars	178,145	180,530	180,175	546,854	6,135,784	7,229,950
N. American Trucks	81,239	68,796	80,472	239,555	2,331,241	3,180,901
North American Cars and Trucks	259,384	249,326	260,647	786,409	8,467,025	10,410,851

†—All Acadians are built for sale in Canada. *—Estimated.

Automotive News

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Canada strike affects 27 GM plants in U.S.; talks continue

By Marjorie Sorge
Labor Editor

The UAW and General Motors of Canada were "cautiously optimistic" at presstime that a new agreement could be reached quickly, ending a 10-day walkout by 36,800 GM workers.

The strike, which is costing GM about $100 million a week, forced the layoff of another 35,190 workers at nine assembly and 18 component plants in the U. S. because of parts shortages caused by the walkout.

If the strike should continue, the layoff total will climb and some sources predicted that two-thirds of the 350,000 UAW-represented GM workers would be off the job this week.

GM suppliers would also be hit. According to one union source, between 300,000 and 400,000 workers at GM and supplier companies could be off the job.

Once a settlement is reached, it will take another week to get the workers back on the job. They will not return to the plants until the pact is ratified. A meeting of the GM Council will be scheduled a couple of days after the agreement is reached. Then, membership meetings will be held to explain the new contract.

The UAW and GM had been deadlocked in talks until last Wednesday (Oct. 25) when UAW Vice President Robert White said the two sides "produced a format that unlocks the doors." The formula is economic and provided some manner of reaching a wage settlement.

A GM spokesman said the company wants to get a settlement as quickly as possible and is "optimistic."

The UAW has said it wants to recover the annual improvement factor (AIF) that was given up in 1982 bargaining and will not agree to divert cost-of-living-adjustment (COLA) pennies to the company.

The GM-UAW agreement in the U. S. does not return the AIF and diverts 13 cents in COLA to help pay for some benefits. In the initial proposal from GM in Canada to the UAW, the company asked for a 22-cent COLA diversion.

• The Canadian UAW also wants more time off the job either in a shorter workweek or the return of nine paid personal holidays (PPH) days a year. The U. S. workers were

Continued on Page 60, Col. 4

Smoother Pontiac

Jim Dunne

Aerodynamic 6000 STE for 1986

Unofficial photo of the 1986 Pontiac 6000 STE shows a more pronounced wedge shape and a more aerodynamic front end, featuring European-style headlamps instead of the six square lamps on the '85 model. Turn signals have been moved from the bumper to grille.

breaking news

DOT seeks ad agency for belt campaign

WASHINGTON.—DOT is looking for an ad agency to coordinate its four-year, $80 million nationwide seat-belt-use campaign. U. S. makers and importers, as well as other companies and organizations, are expected to contribute a like amount. DOT is expected to make its selection by Nov. 15.

Antitheft law singles out some models

WASHINGTON.—President Reagan has signed legislation that will require makers of cars in a "high-theft" category to put vehicle identification numbers on at least 11 more major parts. Currently, VINs are required only on the engine block, transmission housing and instrument panel.

Court throws out clean-air offsets

WASHINGTON.—The U. S. Court of Appeals here has thrown out a novel EPA policy that permitted makers, on a case-by-case basis, to promise to build cars with emission levels below established standards in order to compensate for current models not meeting standards. EPA used the offset policy to deal with about 700,000 '79-model GM cars which were exceeding the NOx standard. GM offset those with about 2.3 million 1982-1983-model cars certified at 0.1 gram per mile below the standard.

Volvo prepares to go Dutch in U. S. in 1986

HELMOND, Netherlands. — Andre Deleye, chairman of Volvo Car here, was a recent visitor to Washington. He was preparing the groundwork for the launch in the U. S. in the final quarter of 1986 of the new generation Dutch-built Volvo.

15 DeLorean aides sued in bankruptcy; $200 million asked

By Michelle Krebs
and Edward Lapham

Fifteen former officers and directors of DeLorean Motor Co. have been sued in U. S. Bankruptcy Court in Detroit for more than $200 million in damages for alleged fraud and mismanagement of the defunct car company.

In New York, a lawsuit seeking $150 million from Arthur Andersen & Co., the auditing firm for DMC, also was filed. The suit alleges fraud and malpractice.

Both suits were filed by David W. Allard Jr., trustee for DMC in the bankruptcy proceedings.

The Detroit suit seeks more than $100 million in exemplary damages and $100 million in punitive damages.

The Detroit suit charges the group with "blatant and unbridled mismanagement" as well as being involved in or, at least, failing to prevent "fraudulent schemes to divert and convert assets" of the company for their personal gain and/or that of John Z. DeLorean.

DeLorean, himself, was not named in the suit since he has already been named in similar actions.

The suit accuses the group of allowing DeLorean to comingle $15 million of corporate funds in his personal bank accounts in his attempts to "loot" the company.

It also claims the group played a part in converting or losing the nearly $18 million allocated for research and development of the DeLorean automobile, which vanished into a European bank maze.

The suit alleges the directors and officers allowed corporate funds to be used for such personal items as the upkeep of DeLorean's plush Park Ave. offices in New York at a cost of more than $10 million a year and the promotion of his wife's modeling career, including marketing a line of sunglasses and perfumes under her name.

DeLorean's wife, Cristina Ferrrare, who has filed for divorce, was named in the lawsuit as she was a DMC director.

Corporate funds also were inappropriately used for, among other things, the development of plans to acquire Chrysler Corp., the suit said.

• Named in the Detroit suit are Robert Weld Benjamin, a DMC director; Henry I. Bushkin, a DMC director and California attorney representing celebrity Johnny Carson's interest in DMC; Mary Jacqueline Feddock, DMC's assistant secretary; Robert S. Gay, a director, and Roy S. Nesseth, a director and an officer.

Also: Dennis A. Patouhas, controller; Joseph H. Penrose, vice president; James H. Season, a director and assistant treasurer; Edward L. Smith, a director and president of Composite Technology Corp., a DMC subsidiary, and James G. Stark, a director.

Also: Richard C. Swanson, a director, and his firm, Swanson Insurance Agency, the insurance agent of DMC; Thomas W. Kimmerly, a Bloomfield Hills (Mich.) attorney and certified public accountant and DMC director, as well as his partner, Ted M. Gans and business associate Mary A. Thoman, a certified public accountant.

Also named in the suit were Midland Insurance Co. and Scarborough & Co., a division of Ryan Services Corp. The companies allegedly sold liability insurance covering the officers and directors.

The trustee contends the unsecured creditors have been placed in a perilous position by the companies, which refuse to confirm such policies exist, because under Michigan law, they lose the right to collect on the insurance if the action does not

Continued on Page 61, Col. 1

Young talent promoted; product cycle shortened

Reuss details operations of GM 'supergroup'

By Richard Johnson
Detroit Reporter

General Motors' Chevrolet-Pontiac-GM of Canada (CPC) "supergroup" will be "structurally in place" by the end of the year, according to CPC group executive Lloyd Reuss, who laid out details of the ongoing reorganization to the Detroit Auto Writers Group.

The former Buick general manager, who was named to head one of the corporation's two car groups, outlined a shortened chain of command at CPC and cited leapfrogging of talented young managers to key positions within the group.

He said the new structure is geared in large part to reducing the product development cycle from five years to three, and increasing GM's share of the entry-level buyer market. CPC is also placing broad emphasis on how CPC compares with international competition.

Reuss said an important decision to be made at CPC within the next two years is how to compete for the post-baby-boom car-buying segment. He said the various GM car platforms were aligned within the two supergroups not on the basis of car size, but with an eye to markets targeted by CPC and Buick-Oldsmobile-Cadillac in the future.

During the luncheon, Reuss also said:

1. The group recently received approval for a major technical upgrading of two existing engines for the 1987 model year.

2. Sourcing of the 1988 GM10 program is nearly 80 percent completed, representing the earliest such assemblage of component suppliers on a new product.

3. The much-touted Saturn small-car project will move into the CPC group by the end of the year. The most important aspect of the Saturn project will be application of manufacturing advances derived from the program before the car itself hits the market.

4. GM considered building a fiberglass-bodied, front-drive minivan vehicle in the late 1970s, but decided there would

Continued on Page 57, Col. 3

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Mullane vows second front in subsidy war

By John A. Russell
New York Staff Writer

HACKENSACK, N. J.—A second tactic to stop fleet subsidies through state legislation is developing among dealers since federal action has been brought to a halt in this Congress.

Ed Mullane, president of the Ford Dealers Alliance (FDA), said recently that "in addition to pressing forward again (the federal bill has to be reintroduced next year) in Washington, we will open a second front in the state capitals and seek state legislation to end fleet subsidies."

Mullane told AUTOMOTIVE NEWS that several Eastern dealers held a meeting with W. L. McCulloh, an Oklahoma dealer; Ed Perry, president of the Oklahoma Automobile Dealers Assn., and John Conner, the association's executive vice president.

They outlined to the Eastern state representatives the features of their bill which the association attempted to have passed in Oklahoma earlier this year.

The Oklahoma bill would require manufacturers to sell to dealers in the state at the lowest price the company charges any purchaser in any U. S. state.

• The bill was defeated after a massive lobbying effort by General Motors.

But, Mullane said, Oklahoma dealers intend to introduce the bill again next year, and the FDA president wants other state associations to push for similar state laws.

If several states controlling major markets managed to enact this type of legislation, subsidies would be stopped, he said.

Mullane was realistic about the chances for the federal bill, H.R. 5305. "Unless this Congress goes back into a lame duck session, which is highly unlikely, the bill will not pass this this year," he said.

He laid the blame for stopping the legislation on Rep. John Dingell, Michigan Democrat and chairman of the House Energy and Commerce Committee.

NHTSA adopts test

WASHINGTON. — NHTSA has adopted an equivalency test to gauge the ability of different seat-belt materials, such as nylon and polyester webbing, to hold up under exposure to light.

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60th year — No. 5046

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A Tiger from China

The Chinese-built Beijing Tiger 212, which a U. S. import company hopes to market in this country, will be on display at the South Florida Auto Show Oct. 27-Nov. 4 at the Miami Beach Convention Center. The four-wheel-drive, five-passenger utility vehicle is powered by a four-cylinder, 2.4-liter engine.

But AMC may oppose their import

Chinese 4WDs being tested in U. S.

By Richard Johnson
Detroit Reporter

Four Beijing "Tiger 212" vehicles have been brought into the U. S. for government certification testing by an import company which hopes to market the Chinese-built, four-wheel-drive utility vehicles in this country.

But the importer, China Trade Associates, may run into opposition from American Motors, partner of Beijing Automotive Works in a joint Jeep production venture in the People's Republic of China.

A four-door, five-passenger canvas top "Tiger 212" — the same vehicle being produced by Beijing Jeep Corp. under the name BJ212 — will be on display later this month at the South Florida Auto Show in Miami Beach. The "Tiger" name was picked for the U. S. market by the import company.

Mike Bassichas, an import dealer in Hollywood, Fla., and a principal in China Trade Associates, said the group is not yet actively soliciting dealers. But if all goes well, the organization hopes to set up a sales network soon and import as many as 5,000 Tiger 212s a year beginning in early 1985.

The group will survey dealer response at the auto show, which runs from Oct. 27 through Nov. 4 at the Miami Beach Convention Center. Testing will be conducted at the EPA emission laboratories in Ann Arbor, Mich.

Bassichas said he hopes safety and emissions testing will be completed within 90 days, and that whatever modifications are necessary will not dissuade Beijing Automotive Works from participating in the project.

"We have an agreement with them subject to certification," he said. "But they don't want to export something they have to do too much work on."

• The vehicles arrived about a month ago at the port in Tampa, according to Bassichas, who said 15 to 20 dealers have either signed on or expressed an interest in retailing the Tiger 212. The dealerships are in Florida, Texas, California and New Jersey.

He said the group will seek to round up dealers once certification testing is completed and final terms are worked out with Beijing Automotive Works. Bassichas said he does not expect the vehicle, which is powered by a four-cylinder, 2.4-liter engine, to require many alterations for the U. S. market.

"It is a pretty straightforward unit that doesn't need that much," he said. "It may need some emission control items, some small modifications, but nothing horrendous. They (Beijing) have the wherewithal to make the modifications we want, but it will depend on whether it is economically suitable for them."

While China Trade Associates could make some small adjustments once Tigers are shipped to the U. S., he said the group prefers to have them made certifiable on the assembly line in China.

"We'll start looking for dealers as soon as we put our deal together with the factory ... we know exactly what ... getting and how much it costs," Bassichas said.

He said the import company hopes to sell the vehicles in the U. S. for about $6,500 — well below the price of Jeep products and other four-wheel-drive entries in the U. S. market.

He said the Tiger, which has both two- and four-wheel-drive capability, is strictly a utility vehicle. It has been pegged as ideal for sportsmen and for a variety of commercial functions, such as moving, construction, oil and logging company workers over rough terrain.

"It isn't as crude as a VW Thing, but it's not a Jeep Cherokee," Bassichas said. "For what it is, it is a very good buy."

A spokesman for American Motors, which established a manufacturing partnership with Beijing Automotive Works last year, said the Tiger 212 is the same vehicle being produced by the joint venture.

But he said AMC has no involvement with the import project and has no plans to bring Chinese-built products into the U. S. market.

"We're upgrading that vehicle now, but basically it is the same vehicle," he said.

Meanwhile, Beijing Jeep is working on a new generation Jeep model to be introduced in about three years for the Far East market.

Asked if AMC would object should the group begin importing 5,000 BJ212s a year, the spokesman said, "I suspect we would." However, he did not outline what steps the corporation might take.

Bassichas said he is not familiar with details of AMC's involvement with Beijing Automotive Works. But he said he did not see a conflict with China Trade Associates' plans.

"They (AMC) don't seem to have any interest in what we're doing," he said. "I think we're two horses of a different color."

Born-again Ferraris

Geneva-based William Favre has begun production of a series of 25 exact replicas of the 1962 Ferrari GTO, left, and three replicas of the 1957 Testarossa, right. These two all-aluminum models are being built in Italy, the GTO on original Ferrari chassis and the Testarossa on chassis based on factory designs. Engines are V-12s from Ferrari 250 GTEs of the 1960s, rebuilt to deliver 280 HP. Five firm orders have been taken for the cars, which cost about $135,000.

Buffeted by strikes and layoffs

Mid-month car sales trail year-ago totals

By Jenny L. King
Staff Writer

Tripped by scattered UAW strikes and forced layoffs at General Motors, the domestic auto makers' October pace slackened in the race to return sales to the heights reached in the '70s.

New-car sales were off for only the fourth time in the 29 reporting periods of the current calendar year, with Oct. 11-20 results 6.47 percent behind the preceding year's total.

General Motors, which habitually captures 55 to 64 percent of the domestic market, dropped 15.90 percent in sales and several percentage points in market share.

Ford Motor Co. and Chrysler Corp. showed gains for the period but could not overcome the GM dip.

Domestic sales for mid-October were down to 220,112 from 235,334 last year. GM, with inventories squeezed by strikes and layoffs, was down 15.90 percent, to 120,566 from 143,368. Ford raised its total 9.98 percent, to 61,211 from 55,658, and Chrysler was up 8.10 percent, to 29,377 from 27,175.

American Motors released a sales estimate of 4,175 for mid-October, down 13.02 percent from its year-ago 4,800 estimate. Volkswagen was off 56.25 percent, to 1,123 from 2,567, while Honda doubled its total, to 3,660 from 1,766.

• GM's share of the domestic market plunged to 54.77 percent from 60.92 percent. Ford climbed to 27.81 percent from 23.65 percent. Chrysler was up to 13.35 percent from 11.55 percent. AMC slipped below the two-percent mark, to 1.90 percent from 2.04 percent. VW earned only 0.51 percent, down from 1.09 percent, and Honda was up to 1.66 percent from 0.75 percent a year earlier.

All the makes from Chrysler and Ford came out ahead during the period, and all GM's divisions fell behind. Plymouth was up 6.68 percent, Chrysler was up 8.00 percent and Dodge was up 9.25 percent.

Ford was up 7.23 percent, Mercury was up 11.92 percent and Lincoln posted a 34.24-percent sale gain.

At GM, Buick was down 15.16 percent, Cadillac was off 0.93 percent, Chevrolet slipped 7.52 percent, Oldsmobile plunged 35.67 percent and Pontiac was down 5.48 percent.

Renault sales were up an estimated 0.91 percent while AMC dropped 68.75 percent.

With nine selling days in the mid-month period both this year and last, the daily rate was down 6.47 percent, to 24,457 from 26,148.

Year-to-date domestic sales reached 6,545,494, up 21.02 percent from 5,408,459 in 1983.

DOMESTIC SALES

	Oct. 11-20, 1984	Oct. 11-20, 1983
Renault Alliance/Encore	3,875†	3,840†
AMC	300†	960†
AMERICAN MOTORS	4,175†	4,800†
Chrysler	9,959	9,221
Imperial	.....	5†
Plymouth	7,954	7,456
Dodge	11,464	10,493
CHRYSLER CORP.	29,377	27,175
Ford	41,075	38,304
Mercury	15,843	14,156
Lincoln	4,293	3,198
FORD MOTOR CO.	61,211	55,658
Buick	26,899	31,705
Cadillac	9,521	9,610
Chevrolet	39,873	43,114
Oldsmobile	24,375	37,888
Pontiac	19,898	21,051
GENERAL MOTORS	120,566	143,368
VOLKSWAGEN	1,123	2,567
HONDA	3,660	1,766
U. S. INDUSTRY TOTAL	220,112	235,334

†—Estimate.

From O'Gara Coachworks

O'Gara Coachworks, Simi Valley, Calif., designs the Windsor Series. Included in this series of Cadillac Sedan DeVille limousines is the Moritz, above. The car has an extended wheelbase of 46 inches, upgraded and tuned heavy-duty suspension, auxiliary radiator cooling fan, heavier gauge steel for floor and side members, added crossmember and an added center driveshaft carrier bearing.

Offsetting GM dip in early October

Ford, Chrysler lead sales surge

By Jenny L. King
Staff Writer

Booming Ford Motor Co. sales and healthy returns from Chrysler Corp. more than compensated for General Motors' decline as the early-October passenger-car total climbed 17.10 percent above the 1983 sum.

Honda tripled its year-ago 10-day total, American Motors duplicated its figure and Volkswagen was down 6.74 percent. U. S. new-car sales for Oct. 1-10 were 224,792 this year compared with 191,965 in 1983.

Given one more selling day this year — nine compared with eight — the daily selling rate of 24,977 was up 4.09 percent from 23,996.

Year-to-date sales were up 22.27 percent, to 6,325,382 from 5,173,125.

Ford Motor Co. reported a sales gain of 65.68 percent based on this year's 64,192 units compared with the year-ago 38,745. Chrysler Corp. was up 37.09 percent, to 27,574 from 20,114. General Motors slipped 1.81 percent, to 125,121 from 127,428, its fortunes still affected by the brief UAW strike of September.

Honda jumped to 3,203 from 900, a 255.89-percent difference. AMC's estimated 3,650 sales were the same as the year-ago estimate, and VW slipped 6.74 percent, to 1,052 from 1,128.

• GM's share of the early-October domestic market dropped more than 10 percentage points, to 55.66 percent from 66.38 percent last year. Ford earned 28.56 percent, up substantially from 20.18 percent. Chrysler had 12.27 percent, up from 10.48 percent.

Honda sales accounted for 1.42 percent this year compared with 0.47 percent in 1983, its first October as a domestic car maker. AMC slipped to 1.62 percent from 1.90 percent and VW shriveled to 0.47 percent from 0.59 percent.

All the Chrysler and Ford makes were up for the period while at GM it was a mixed bag. Chevrolet moved ahead by 22.26 percent, to 40,948 from 33,492, and Pontiac was up 11.31 percent, to 19,073 from 17,135. Cadillac was down 10.32 percent, Oldsmobile was off 17.91 percent and Buick dropped 14.18 percent.

At Chrysler Corp., Plymouth was up 35.52 percent, Chrysler was up 42.40 percent and Dodge was up 33.87 percent. Ford was up 67.90 percent, Mercury was ahead of last year by 62.02 percent and Lincoln beat its year-ago total by 60.68 percent.

AMC dropped 27.27 percent and Renault was up an estimated 4.84 percent.

DOMESTIC SALES

	Oct. 1-10, 1984	Oct. 1-10, 1983
Renault		
Alliance/Encore	3,250†	3,100†
AMC	400†	550†
AMERICAN MOTORS	3,650†	3,650†
Chrysler	9,205	6,464
Imperial	.....	5
Plymouth	8,382	6,185
Dodge	9,987	7,460
CHRYSLER CORP.	27,574	20,114
Ford	41,676	28,822
Mercury	17,453	10,772
Lincoln	5,063	3,151
FORD MOTOR CO.	64,192	38,745
Buick	25,559	29,783
Cadillac	10,553	11,767
Chevrolet	40,948	33,492
Oldsmobile	28,988	35,314
Pontiac	19,073	17,135
GENERAL MOTORS	125,121	127,428
VOLKSWAGEN	1,052	1,128
HONDA	3,203	900
U. S. INDUSTRY TOTAL	224,792	191,965

† Estimated

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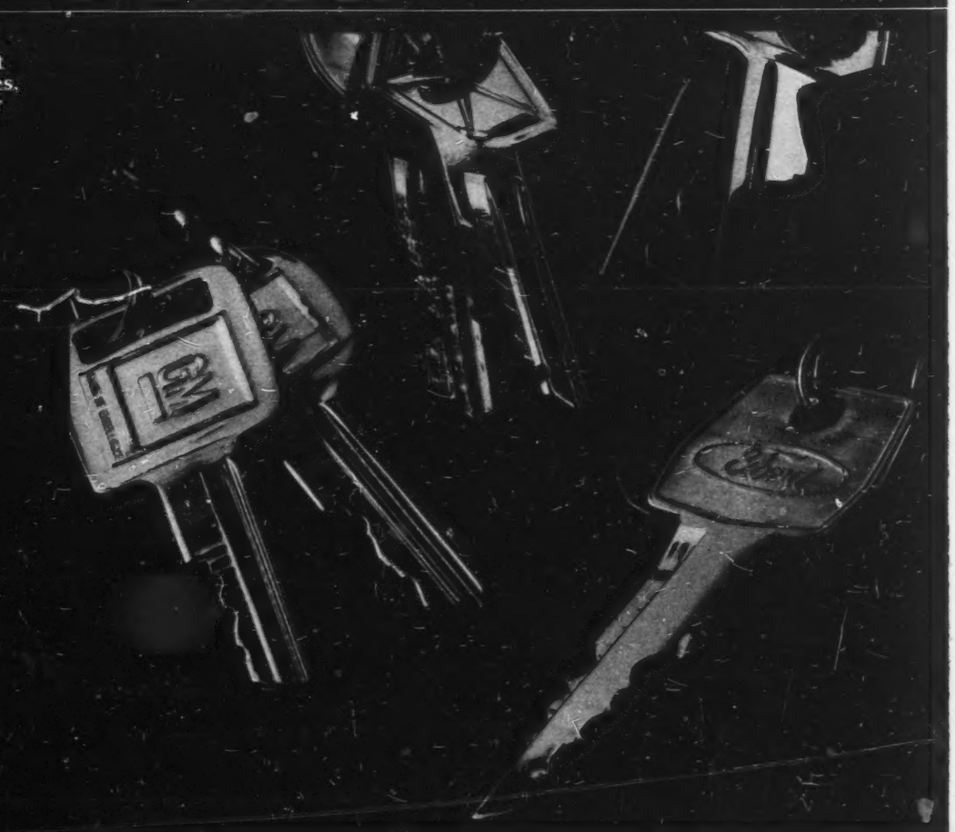

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Chevrolet dealer adopts kangaroo as firm's mascot

HILLSBORO, Ore.—Cal Worthington has his dog Spot, but Bruce Patchett may have done him one better with his kangaroo Skippy.

Patchett, owner of Bruce Chevrolet here, recently purchased a 7-month-old kangaroo to use as a mascot for his store.

Patchett is an Australian native who moved to the U. S. 18 years ago. He learned of dealers using mascots from a painter who specializes in painting windows at dealerships all over the country. The Chevy dealer decided that a kangaroo would be a natural.

The baby marsupial stands only a foot tall, but is expected to be about three feet tall when fully grown. Patchett plans to display the animal in his showroom and will have Skippy trained for use at the dealership and in commercials.

Patchett told a local newspaper that kangaroos can be domesticated and that they are very similar to dogs. The dealer says he plans to show Skippy as a boxer, fighting high prices.

Bleak future seen for many truck dealers

By Arthur Flax
Assistant Truck Editor

LAS VEGAS.—Some big-truck dealers have become obsolete and others face the same fate, in the opinion of Stuart S. MacKay, head of MacKay & Co., a management consulting firm.

"If 40 to 50 percent of today's truck dealers survive, that's an optimistic number," he told the recent meeting here of the Truck Body & Equipment Assn. He predicted there will be fewer dealers with greater activity in the future.

MacKay thinks that the truck dealers who survive will be those who are closest to their customers.

"They will know well the customers in their area and their needs," he said.

MacKay forecast a bleak future for most truck dealers.

Knowledge has been the truck dealer's strong point, he said, but many truck customers now are more knowledgeable than the dealers.

The manner in which trucks are ordered has changed, MacKay noted.

Today, a truck buyer can follow a "menu approach" to specifying truck components, he said, leaving price as the only point of discussion between dealer and buyer.

Trucks will become more standardized, and makers will specify components to suit certain tasks, MacKay predicted.

• In Europe, MacKay noted, all trucks are standardized, and some U.S. heavy-truck makers

Continued on Page 32, Col. 3

ATA names Donohue president and CEO

LAS VEGAS. — Thomas J. Donohue has been named president and chief executive officer of American Trucking Assns. He succeeds Bennett C. Whitlock Jr., who served for nine years.

Donohue, 46, joined ATA in July as executive vice president and chief executive. Previously, Donohue was group vice president of development with the U. S. Chamber of Commerce.

Isuzu's 'KS' cab-chassis unit

A 3.9-liter, 87-HP four-cylinder diesel with direct fuel injection powers the Japanese-built Class 3 cab-chassis unit introduced in the U. S. by Isuzu Truck of America, Inc. It has a manual five-speed overdrive transmission and a GVW rating of 10,500 pounds.

Isuzu Truck offering Class 3 diesel in U. S.

By Jack Walsh
Truck Editor

LAS VEGAS. — A Japanese-built Class 3 truck designed specifically for city delivery applications is the first entry in the U. S. market from Isuzu Truck of America, Inc.

The KS22 is powered by a 3.9-liter, direct-injection four-cylinder diesel with a five-speed manual transmission. The truck has a wheelbase of 130 inches, is rated at 10,500 pounds GVW and can carry a 5,700-pound payload, including the weight of the body.

The company also is offering two chassis units for bus and RV applications. The LT111 is a rear-engine "pusher" model, and the MR111 is a front-engine "puller" unit.

Both chassis are powered by a 5.785-liter, direct-injection six-cylinder diesel coupled to an Allison AT545 four-speed automatic transmission. A turbocharged diesel will be available later, and a manual transmission also is offered.

The LT111 chassis features full air brakes, while the MR-111 has an air-over-hydraulic system. Power-assisted steering is standard in both models.

Steven M. Allen, Isuzu Truck general manager, said the KS-22, "unlike most Class 3 vehicles, brings a new heavy-duty truck-type construction to this market. Competing Ford and Chevy trucks are constructed on van frames that have been 'built up.'"

The KS22, he noted, has a reinforced ladder frame and reverse I-beam front suspension. He added that the vehicle is the only Class 3 truck with an engine exhaust brake, which is standard.

Other standard features include a parking brake that works independently off the driveshaft for maximum security, steel-belted radial tires and an AM/FM radio.

Allen said the market is ripe

Continued on Page 32, Col. 3

Output of heavies at Freightliner up 100 pct. over '83

PORTLAND, Ore. — Freightliner Corp. has announced that production of its Class 8 tractors will have doubled over 1983 levels when the company's capacity expansion program is complete in early November.

Combined output at manufacturing facilities in Mt. Holly, N. C., and Burnaby, British Columbia, and Portland will approach 100 tractors a day, the highest rate in the company's history, according to Peter E. Rupp, president.

"Freightliner's record-high output comes at a time when there is a general production cutback in the industry as a whole due to softening retail sales," Rupp commented. "With our expansion project nearly complete, Freightliner's Class 8 manufacturing capacity will have increased 30 percent compared to 1983 levels.

"It positions us to serve our customers even better and to help us meet the continued strong demand for Freightliner trucks in North America," he said. He noted that Freightliner expects sales to exceed 18,000 units in 1984, and said "we could have sold additional units had we had more production capacity available this year."

Freightliner's expansion program, which was started earlier this year at a cost in excess of $10 million, increased production capacity about equally at the Mt. Holly and Portland plants. Both facilities currently operate at over 100 percent capacity on a two-shift basis.

Stahl introduces service van

Stahl's new Utility Service Van, which is distributed to dealers through 200 truck-equipment distributors throughout the U. S., has 65 percent more storage space than a conventional van, according to the Wooster (O.) truck-body manufacturer.

truck industry news

8-month total also is second-best

August registrations are highest since '78

Registrations of new trucks of all types in the U. S. in August were the highest since 1978 and they were almost 30 percent greater than those in the same month a year ago.

In August, according to R. L. Polk & Co. statistics, 329,915 units were registered, an increase of 29.9 percent over last year's 253,939. The alltime high for the month was 396,434 in 1978.

The eight-month total of 2,637,497 tallies also was the second-best in industry history, and only 11,619 units fewer than the record 2,649,116 trucks registered in 1978.

This year's January-August count was 40.5 percent higher than the 1,877,947 in 1983.

Registrations through August were up from a year ago in the three major market segments and all eight weight groups.

Light-truck tallies for the eight months totaled 2,480,488,

Table on Page 36.

a gain of 40.1 percent over last year's 1,770,224. The count also was 63,342 units greater than the 2,417,146 light trucks registered in the same period in 1978. um trucks were registered, an increase of 17.3 percent over the year-earlier 29,343. But the total was far below the 105,353 tallies six years ago, when Group

Through August, 34,430 medi-6 was a stronger classification than it is today.

Eight-month heavy-truck registrations were up 56.4 percent to 122,579 units, compared with

Continued on Page 32, Col. 4

HD registrations through August up 56.4 pct. over 1983

Registrations of new heavy trucks in the U. S. in the first eight months of 1984 totaled 122,579 units, according to R. L. Polk & Co. statistics, an increase of 56.34 percent over the year-ago 78,386 units.

In August, 16,413 vehicles were registered, a gain of 68.01 percent over the 9,765 tallied in the same month a year ago.

Registrations of Group 7 trucks through the first eight months totaled 42,553, up 34.27 percent over the 31,597 in the year earlier period.

The Group 8 count through August was 80,026, an increase of 71.16 percent over the year earlier 46,783.

No. 1 International increased its lead over Ford in August by more than 600 units and had an eight-month total of 28,069, compared with 24,551 for runner-up Ford.

International also was No. 1 in Group 8 registrations with 18,409 tallies through August, while Ford was the Group 7 leader with 16,835 units.

U. S. HEAVY-DUTY REGISTRATIONS

EIGHT MONTHS, 1984 VS. 1983★

Make	8 mos., 1984	Percent Share of '84 market	8 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-'83
International	28,069	22.90	19,157	24.44	− 1.54
Ford	24,551	20.03	16,902	21.56	− 1.53
GMC	16,455	13.42	10,132	12.93	+ 0.49
Mack	12,929	10.55	8,171	10.43	+ 0.12
Freightliner	9,769	7.97	6,428	8.20	− 0.23
Kenworth	8,616	7.03	4,122	5.26	+ 1.77
Peterbilt	8,102	6.61	4,271	5.45	+ 1.16
Chevrolet	6,128	5.00	4,727	6.03	− 1.03
White	4,246	3.46	1,382	1.76	+ 1.70
Volvo	1,207	0.99	973	1.24	− 0.25
Autocar	813	0.66	572	0.73	− 0.07
Mercedes-Benz	525	0.43	616	0.79	− 0.36
Western Star	345	0.28	197	0.25	+ 0.03
Miscellaneous	824	0.67	730	0.93	− 0.26
TOTALS	122,579	100.00	78,380	100.00	.....

★—New York and Oklahoma for 1984 compiled from manufacturers' sales records; no registrations for Oklahoma, 1983; District of Columbia and Louisiana, August, 1984.

U. S. TRUCK REGISTRATIONS

EIGHT MONTHS, 1984 VS. 1983★

Make	8 mos., 1984	Percent Share of '84 market	8 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-'83
Ford	760,842	28.85	594,009	31.63	− 2.78
Chevrolet	726,509	27.54	573,010	30.51	− 2.97
Dodge	273,036	10.35	164,620	8.77	+ 1.58
GMC	199,607	7.57	160,879	8.57	− 1.00
Jeep	91,081	3.45	43,413	2.31	+ 1.14
Plymouth*	51,319	1.95	6,231	0.33	+ 1.62
International	40,903	1.55	31,331	1.67	− 0.12
Mack	15,138	0.57	9,564	0.51	+ 0.06
Freightliner	9,769	0.37	6,428	0.34	+ 0.03
Kenworth	8,616	0.33	4,122	0.22	+ 0.11
Peterbilt	8,102	0.31	4,271	0.23	+ 0.08
White	4,246	0.16	1,382	0.07	+ 0.09
Mercedes-Benz	1,387	0.05	1,769	0.10	− 0.05
Volvo	1,207	0.05	973	0.05	.....
Autocar	813	0.03	572	0.03	.....
Western Star	345	0.01	197	0.01	.....
Miscellaneous**	444,577	16.86	275,176	14.65	+ 2.21
TOTALS	2,637,497	100.00	1,877,947	100.00	.....

★—New York and Oklahoma for 1984 compiled from manufacturers' sales records; no registrations for Oklahoma, 1983; District of Columbia and Louisiana, August, 1984.
*Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

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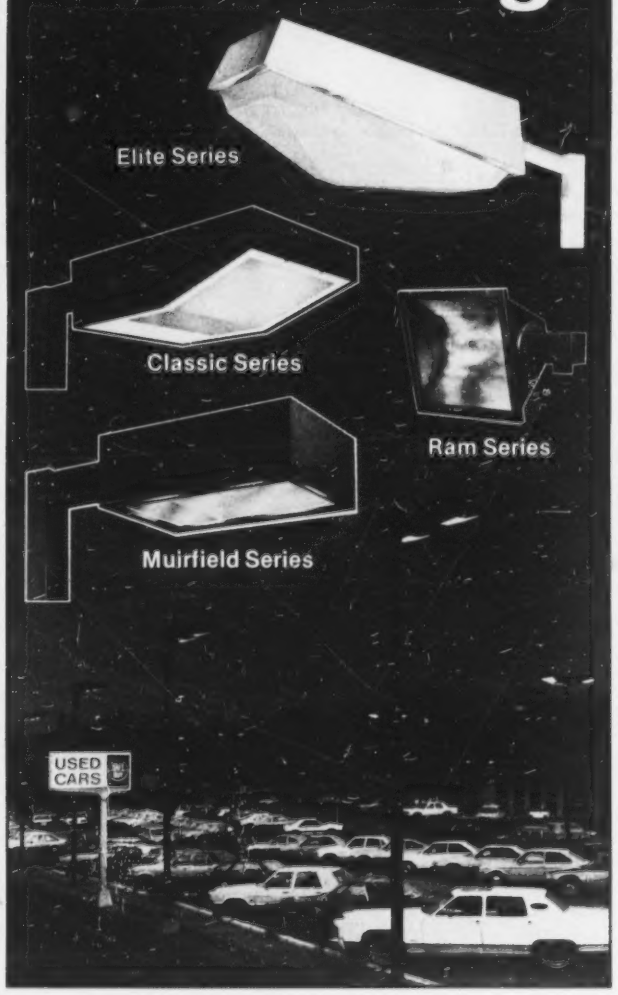

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IMPORT REGISTRATION SHARES IN U. S.

	JULY					SEVEN MONTHS				
	Regis., July, 1984	Percent Share of Market	Regis., July, 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 7 mos., 1984	Percent Share of Market	Regis., 7 Mos., 1983	Share of Percent Market	Pct. Pt. Change '84 vs. '83
Toyota	49,052	21.89	50,587	23.18	− 1.29	276,827	19.46	316,900	22.50	− 3.04
Nissan	43,996	19.63	47,287	21.67	− 2.04	276,761	19.46	222,054	15.77	+ 3.69
Honda	41,101	18.34	33,352	15.28	+ 3.06	268,307	18.86	304,343	21.61	− 2.75
VW	14,192	6.33	11,227	5.14	+ 1.19	97,643	6.87	79,791	5.66	+ 1.21
Mazda	13,765	6.14	13,903	6.37	− 0.23	89,802	6.31	99,153	7.04	− 0.73
Subaru	12,682	5.66	11,904	5.45	+ 0.21	81,947	5.76	83,198	5.91	− 0.15
Volvo	9,439	4.21	8,584	3.93	+ 0.28	59,890	4.21	54,542	3.87	+ 0.34
Audi	5,871	2.62	4,666	2.14	+ 0.48	44,965	3.16	40,888	2.90	+ 0.26
BMW	5,639	2.52	5,031	2.31	+ 0.21	41,151	2.89	25,011	1.78	+ 1.11
Mercedes	5,393	2.41	5,924	2.71	− 0.30	40,836	2.87	31,453	2.23	+ 0.64
Others	22,973	10.25	25,799	11.82	− 1.57	144,402	10.15	151,118	10.73	− 0.58
TOTAL	224,103		218,264			1,422,531		1,408,451		
Share of U. S. Total		24.81		27.66	− 2.85		24.03		27.90	− 3.87

1984 New York and Oklahoma figures from manufacturers' sales records. Oklahoma, 1983, not available. Louisiana registrations temporarily delayed.

Market share dips nearly 3 points in July

Import penetration down for month

By Jenny L. King
Staff Writer

New imported-car registrations dropped nearly three percentage points in their share of the total U. S. market in July, compared with the same month a year ago, and their penetration for the first seven months was off 3.87 percentage points.

R. L. Polk & Co. registration figures showed July import numbers up 2.68 percent year to year, climbing to 224,103 from 218,264. But the domestics were up just over 19 percent, forcing the foreign competition to settle for a smaller piece of the total market.

Imports dropped to 24.81 percent in July, 1984, from 27.66 percent in July, 1983.

Penetration in the first seven months was down to 24.03 percent from 27.90 percent, while actual numbers were up a modest 1.00 percent, to 1,422,531 from 1,408,451.

In July, it was the European makes that triumphed among the imports. Honda was the exception to the Japanese slump, gaining 3.06 percentage points as Toyota dropped 1.29 percentage points, Nissan was down 2.04 percentage points and Mazda lost 0.23 percentage points. Subaru was up 0.21 percentage points for the month.

Volkswagen moved into fourth from sixth place among the top 10 imports and gained 1.19 percentage points. Volvo was up 0.28 percentage points, Audi was up 0.48 percentage points and BMW was up 0.21 percentage points. Mercedes dipped 0.30 percentage points, its sales greatly affected by the early-summer metalworkers' strike in Germany.

Ten imports claimed 89.75 percent of the July import market, up from 88.18 percent a year ago.

• In the first seven months of this year, the Japanese decline was more dramatic, with Toyota down 3.04 percentage points, Nissan off 2.75 percentage points, Mazda off 0.73 percentage points and Subaru down 0.15 percentage points.

Honda enjoyed a gain of 3.69 percentage points and came close to ousting Toyota from its position as top import. Polk registration figures include all U. S.-built Accords in the Honda total. In the same manner, U. S.- built Rabbits are among the VW import registrations.

VW, Volvo, Mercedes, Audi and BMW all increased their year-to-year penetration for the seven months. The top 10 makes claimed 89.85 percent of the total, up from 89.27 percent in 1983.

Japanese-built cars captured 73.08 percent of the July imports total, down from 76.72 percent a year ago. Germany was the source of 11.29 percent, up from 9.95 percent, the U. S. imports (a Polk category) climbed to 8.01 percent from 5.13 percent and Sweden was up 5.55 percent from 5.00 percent.

• Numbers of new import registrations from each country included:

	July, 1984	July, 1983
Japan	163,779	167,444
W. Germany	25,312	21,707
United States	17,944	11,203
Sweden	12,431	10,924
France	2,588	4,702
Great Britain	1,399	1,342
Italy	628	818
Ireland	22	124
TOTAL	224,103	218,264

Japan was the country of origin of 70.64 percent of the new imports in the first seven months of this year, down from 77.28 percent in 1983. West Germany claimed 13.38 percent, up from 10.20 percent, the U. S. grew to 8.10 percent from 4.47 percent and Sweden contributed 5.62 percent, up from 4.97 percent.

	7 Mos., 1984	7 Mos., 1983
Japan	1,004,930	1,088,388
W. Germany	190,291	143,716
United States	115,224	62,980
Sweden	79,879	70,034
France	18,155	27,941
Great Britain	10,310	8,791
Italy	3,499	6,132
Ireland	243	469
TOTAL	1,422,531	1,408,451

Registrations of new imported small trucks were up 57.18 percent July to July, climbing to 65,165 from 41,460. Numbers for the major importers were:

	July, 1984	July, 1983
Toyota	25,394	15,240
Nissan	17,339	12,034
Mazda	8,994	5,419
Dodge Ram 50	4,327	2,741
Others	9,111	6,026
Total	65,165	41,460

After seven months, the truck total was up 57.93 percent compared with 1983, to 408,156 from 258,438. Individual totals were as follows:

	7 Mos., 1984	7 Mos., 1983
Toyota	151,395	89,995
Nissan	115,841	68,453
Mazda	65,186	36,472
Dodge Ram 50	24,455	15,357
Others	51,279	48,161
Total	408,156	258,438

MARKET SHARES

SEVEN MONTHS
1984 VS. 1983

	1984 Market Share	1983 Market Share	Pct. Pt. Change '84 vs. '83
Chevrolet	15.94	14.70	+1.24
Ford	12.49	11.42	+1.07
Oldsmobile	11.04	10.82	+0.22
Buick	9.02	9.15	−0.13
Pontiac	6.89	5.62	+1.27
Mercury	5.01	4.30	+0.71
Toyota	4.68	6.28	−1.60
Honda	4.67	4.40	+0.27
Nissan	4.53	6.03	−1.50
Dodge	3.55	3.58	−0.03
Chrysler	3.01	2.84	+0.17
Cadillac	2.98	3.19	−0.21
Plymouth	2.84	3.21	−0.37
AMC	1.84	2.21	−0.37
VW	1.65	1.58	+0.07
Mazda	1.52	1.96	−0.44
Subaru	1.38	1.65	−0.27
Lincoln	1.36	1.05	+0.31
Volvo	1.01	1.08	−0.07
Mercedes	0.76	0.81	−0.05
Audi	0.70	0.50	+0.20
BMW	0.69	0.62	+0.07
Other Imports	2.44	2.99	−0.55
Misc. Dom.	0.00	0.01	−0.01
TOTAL	5,918,799	5,047,873	

TOP CARS

U. S. registrations for seven months, 1984 vs. 1983. Numbers for New York and Oklahoma, 1984, compiled from sales records. Oklahoma, 1983, not available. Louisiana, July, 1984, delayed.

1984 Position		Make	1983 Position	
1—	943,542	Chevrolet	741,897—	1
2—	739,205	Ford	576,394—	2
3—	653,257	Oldsmobile	546,349—	3
4—	533,563	Buick	461,888—	4
5—	408,046	Pontiac	283,845—	7
6—	296,776	Mercury	216,948—	9
7—	276,827	Toyota	316,900—	5
8—	276,761	Honda	222,054—	8
9—	268,307	Nissan	304,343—	6
10—	210,036	Dodge	181,024—	10
11—	178,079	Chrysler	143,446—	13
12—	176,656	Cadillac	160,991—	12
13—	167,980	Plymouth	161,806—	11
14—	108,708	AMC	111,335—	14
15—	97,643	VW	79,791—	17
16—	89,802	Mazda	99,153—	15
17—	81,947	Subaru	83,198—	16
18—	80,260	Lincoln	53,056—	19
19—	59,890	Volvo	54,542—	18
20—	44,965	Mercedes	40,888—	20
21—	41,151	Audi	25,011—	22
22—	40,836	BMW	31,453—	21
	144,402	Other Imports	151,118	
	160	Misc Dom.	443	
	5,918,799	TOTAL	5,047,873	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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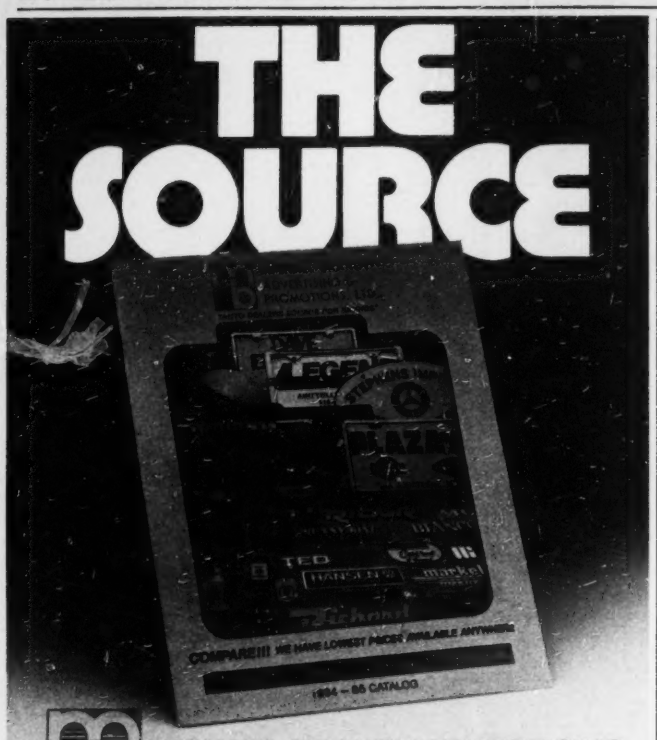
Huvaere takes over

RICHMOND, Mich.—Richard Huvaere, president of the Von-Wormer-Huvaere dealership here, has purchased all stock in the company held by Chris VonWormer. The name of the firm will be changed to Richmond Chrysler-Plymouth-Dodge-Mitsubishi.



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Consultant says more than 50 pct. may fold

Outlook bleak for many truck deals

Continued from Page 16

are controlled by foreign interests.

The big-truck market probably will remain flat through this decade and next, MacKay predicted. Trucks, he said, last longer and most units are purchased as replacement units.

"We're done moving dirt," he said. "We're rebuilding. That's not going to drive growth."

The limited truck market will drive some truck makers and suppliers out of business, he said.

"If a market is not growing rapidly, and this one isn't, then it must brace for a shakeout," MacKay said. "I don't think we can have more than six makers."

Foreign truck makers now eyeing the U. S. will find it a tough market to crack in the short term, MacKay said. However, he said the Japanese and European companies are known to be willing to wait for long-term success.

Tremendous change in the trucking industry also will affect truck dealers, MacKay said.

Deregulation will create a large gap between large and small trucking companies, he predicted, and piggyback transportation, which is growing at 20 percent a year, will have a big impact on truck and equipment sales.

• Independent service and parts outlets also will cut into truck dealers' business, he said, adding that these functions account for the largest margins in dealer profits. Centralized parts rebuilding by OEMs will also cut into dealer business.

"If our (truck-dealer) assumptions are more than a little correct, it will affect truck body companies, too," MacKay told TBEA.

Truck-equipment makers may have to find alternative means of distributing their products (other than dealers), MacKay said.

Body and Equipment manufacturers also will have to pinpoint opportunities if they are to be successful, he said.

August car sales in Japan trail '85 by 6.7 pct.

TOKYO. — Passenger-car sales in Japan fell in August from the year-ago mark.

After a bouyant first half, sales in both July and August were lower than in the year before. Some observers are suggesting that the economic growth has peaked, and that the sales for the rest of the year will be similar to last year's if not slightly lower.

In any event, passenger-car sales totaled 150,158 units in August, down 6.7 percent from August, 1983. Because of the summer holidays, August is never a good sales month in Japan, but the losses suffered by Mazda and Isuzu, compared with last year, were well beyond seasonal factors.

Biggest seller was the Toyota Corolla at 9,659 units, although sales were down 20 percent from last August. Mazda's Familia (GLC) fell back by over 30 percent and was second with 8,590, ahead of the larger Toyota Corona at 8,240 sales — an increase of 20 percent.

Honda, which increased sales by 3.9 percent, and Subaru, with sales up 214 percent were the only winners. Subaru is gaining because of the addition of the J-10 one-liter car to its range in January and because the new 1.6/1.8-liter sedan has just been introduced.

IHW Engineering grants license to Japanese firm

WARWICK, England. — IHW Engineering has granted a license to manufacture its seat-reclining mechanisms to Ikeda Bussan Co., Ltd., Yokohama, Japan.

The agreement allows Ikeda Bussan to manufacture the patented seat-reclining mechanisms for sale to its customers in Japan.

August truck registrations highest since record 1978

Continued from Page 16

78,380 units a year ago. The total was about 4,000 units fewer than the 126,617 heavies tallied in the like period in 1978.

Group 1 registrations through August totaled a record 1,418,617 units, 42.6 percent higher than last year's 995,105 and 53.8 percent of the industry total. In 1978, only 736,091 Group 1 trucks were registered.

The Group 2 count was up 35.6 percent to 1,036,029 units, compared with 763,884 last year. Six years ago—before fuel economy became a greater factor — the Group 2 total was 1,652,402 units.

In Group 3, there were 25,842 registrations through August, an increase of 30 percent over the year-ago 11,235 and slightly fewer than the 28,653 units tallied in the like period in 1978.

The Group 4 count was up sharply from a year ago, but far below the 1978 total. This year there were 455 tallies, compared with 214 last year and 8,899 through August in 1978.

• Eight-month Group 5 registrations were little changed from six years ago, but dramatically higher than a year ago. There were 2,068 tallies this year, compared with only 360 last year and 2,036 in 1978.

Through August, Group 6 tallies totaled 31,907 units, an increase of 10.9 percent over the year-ago 28,769. The count, however, was only about a third of the 94,418 units registered in 1978.

Group 7, which has benefited from the growing switch from gasoline power to heavier diesel engines in Group 6 trucks, was up significantly from both last year and 1978.

Through August, there were 42,553 Group 7 registrations, an increase of 34.7 percent over last year's 31,597 units. Six years ago, the Group 7 total was 24,853.

Group 8 registrations in the January-August period were up 71.1 percent to 80,026 units, compared with 46,783 units. In 1978, the total was 101,764 and in 1979—the best year ever for Group 8 tallies—it was 112,414.

Isuzu Truck's 1st offering in U.S. is Class 3 diesel

Continued from Page 16

for a light-duty diesel truck in America's metropolitan areas, and noted that Ford and Chevrolet will be Isuzu's major competitors. "Together, they account for about 90 percent of this market," he said.

Initially, the KS22 will be marketed only in the West and Southwest, and Allen said the trucks hopefully will be available also in the Midwest by next June.

• Isuzu Truck plans to have 100 dealers in its distribution network by the end of the year, and 250 in all 50 states by the end of 1985, Allen said.

"The KS22 is the type of vehicle that can be marketed well by car dealers and we already have franchised a number of them," he added.

Allen said the company expects to sell 1,100 to 1,200 KS22 units in the vehicle's first full year in the U. S. market, and 250 bus chassis. He estimated that the truck will retail for about $15,000 with a 14-foot body.

The new entries were introduced to dealers here prior to the start of the annual American Trucking Assns. convention and show, in which the Class 3 vehicles and a Class 8 tractor were exhibited.

"Eventually, Isuzu Truck will have products in Classes 4 through 8," Allen said. "There is no timetable for introduction of these vehicles; we want to be sure that the products are right for the U. S. market."

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NEW TRUCK SALES BY MAKE AND GVW CLASS

EIGHT MONTHS, 1984 VS. 1983★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,000-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Aug. '84**	.....	.....	.....	.....	.....	.....	.....	**113**	**113**
	Aug. '83	.....	.....	.....	.....	.....	.....	.....	56	56
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**813**	**813**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	572	572
CHEVROLET	**Aug. '84**	**46,111**	**36,822**	**2,866**	.....	**26**	**892**	**932**	**88**	**87,737**
	Aug. '83	41,292	30,353	2,663	.....	26	854	697	31	75,916
	Year to Date '84	**369,319**	**322,175**	**24,703**	.....	**155**	**4,029**	**5,725**	**403**	**726,509**
	Year to Date '83	310,881	242,777	10,895	.....	175	3,555	4,422	305	573,010
(Memo Units) #	**Aug. '84**	**32,019**	**15,791**	.....	.....	.....	.....	.....	.....	**47,810**
	Aug. '83	26,841	13,242	.....	.....	.....	.....	.....	.....	40,083
	Year to Date '84	**253,583**	**132,813**	.....	.....	.....	.....	.....	.....	**386,396**
	Year to Date '83	210,321	101,487	.....	.....	.....	.....	.....	.....	311,808
DODGE	**Aug. '84**	**20,981**	**10,723**	.....	.....	.....	.....	.....	.....	**31,704**
	Aug. '83	12,209	7,826	.....	.....	.....	.....	.....	.....	20,035
	Year to Date '84	**181,503**	**91,533**	.....	.....	.....	.....	.....	.....	**273,036**
	Year to Date '83	98,206	66,414	.....	.....	.....	.....	.....	.....	164,620
(Memo Units) #	**Aug. '84**	**15,321**	**6,834**	.....	.....	.....	.....	.....	.....	**22,155**
	Aug. '83	8,400	6,236	.....	.....	.....	.....	.....	.....	14,636
	Year to Date '84	**130,747**	**57,699**	.....	.....	.....	.....	.....	.....	**188,446**
	Year to Date '83	62,149	48,408	.....	.....	.....	.....	.....	.....	110,557
FORD	**Aug. '84**	**27,850**	**59,718**	.....	.....	.....	**1,150**	**2,352**	**991**	**92,061**
	Aug. '83	28,774	43,526	.....	.....	.....	1,089	1,487	612	75,488
	Year to Date '84	**214,068**	**514,041**	.....	.....	.....	**8,182**	**16,835**	**7,716**	**760,842**
	Year to Date '83	217,639	352,706	.....	.....	.....	6,762	11,994	4,908	594,009
(Memo Units) #	**Aug. '84**	**27,780**	**17,670**	.....	.....	.....	.....	.....	.....	**45,450**
	Aug. '83	22,110	16,149	.....	.....	.....	.....	.....	.....	38,259
	Year to Date '84	**210,316**	**166,537**	.....	.....	.....	.....	.....	.....	**376,853**
	Year to Date '83	166,943	135,904	.....	.....	.....	.....	.....	.....	302,847
FREIGHTLINER	**Aug. '84**	.....	.....	.....	.....	.....	.....	.....	**1,284**	**1,284**
	Aug. '83	.....	.....	.....	.....	.....	.....	.....	564	564
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**9,769**	**9,769**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	6,428	6,428
GMC	**Aug. '84**	**11,390**	**11,348**	**240**	.....	**774**	**716**	**1,088**	**1,045**	**26,601**
	Aug. '83	9,075	9,699	110	.....	20	716	754	753	21,127
	Year to Date '84	**86,878**	**89,644**	**979**	.....	**1,913**	**3,738**	**8,473**	**7,982**	**199,607**
	Year to Date '83	69,959	76,539	338	.....	179	3,732	5,868	4,264	160,879
(Memo Units) #	**Aug. '84**	**7,072**	**4,559**	.....	.....	.....	.....	.....	.....	**11,631**
	Aug. '83	5,373	4,218	.....	.....	.....	.....	.....	.....	9,591
	Year to Date '84	**53,703**	**33,209**	.....	.....	.....	.....	.....	.....	**86,912**
	Year to Date '83	42,700	31,798	.....	.....	.....	.....	.....	.....	74,498
INTERNATIONAL	**Aug. '84**	.....	.....	.....	.....	.....	**3,270**	**1,507**	**2,459**	**7,236**
	Aug. '83	.....	.....	.....	.....	.....	2,685	947	1,385	5,017
	Year to Date '84	.....	.....	.....	.....	.....	**12,834**	**9,660**	**18,409**	**40,903**
	Year to Date '83	.....	.....	.....	.....	.....	12,174	7,279	11,878	31,331
JEEP	**Aug. '84**	**9,212**	**1,448**	.....	.....	.....	.....	.....	.....	**10,660**
	Aug. '83	3,161	1,814	.....	.....	.....	.....	.....	.....	4,975
	Year to Date '84	**77,680**	**13,401**	.....	.....	.....	.....	.....	.....	**91,081**
	Year to Date '83	26,175	17,238	.....	.....	.....	.....	.....	.....	43,413
(Memo Units) #	**Aug. '84**	**9,212**	**1,244**	.....	.....	.....	.....	.....	.....	**10,456**
	Aug. '83	3,161	1,618	.....	.....	.....	.....	.....	.....	4,779
	Year to Date '84	**77,680**	**11,126**	.....	.....	.....	.....	.....	.....	**88,806**
	Year to Date '83	26,175	14,528	.....	.....	.....	.....	.....	.....	40,703
KENWORTH	**Aug. '84**	.....	.....	.....	.....	.....	.....	.....	**1,048**	**1,048**
	Aug. '83	.....	.....	.....	.....	.....	.....	.....	460	460
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**8,616**	**8,616**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	4,122	4,122
MACK	**Aug. '84**	.....	.....	.....	.....	.....	**282**	**66**	**1,562**	**1,910**
	Aug. '83	.....	.....	.....	.....	.....	221	85	876	1,182
	Year to Date '84	.....	.....	.....	.....	.....	**2,209**	**394**	**12,535**	**15,138**
	Year to Date '83	.....	.....	.....	.....	.....	1,393	657	7,514	9,564
MERCEDES-BENZ	**Aug. '84**	.....	.....	.....	.....	.....	**127**	**83**	.....	**210**
	Aug. '83	.....	.....	.....	.....	.....	155	99	.....	254
	Year to Date '84	.....	.....	.....	.....	.....	**862**	**525**	.....	**1,387**
	Year to Date '83	.....	.....	.....	.....	.....	1,153	616	.....	1,769
PETERBILT	**Aug. '84**	.....	.....	.....	.....	.....	.....	.....	**1,091**	**1,091**
	Aug. '83	.....	.....	.....	.....	.....	.....	.....	548	548
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**8,102**	**8,102**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	4,271	4,271
PLYMOUTH	**Aug. '84**	**4,618**	**5**	.....	.....	.....	.....	.....	.....	**4,623**
	Aug. '83	323	378	.....	.....	.....	.....	.....	.....	701
	Year to Date '84	**51,213**	**106**	.....	.....	.....	.....	.....	.....	**51,319**
	Year to Date '83	3,279	2,952	.....	.....	.....	.....	.....	.....	6,231
VOLVO	**Aug. '84**	.....	.....	.....	.....	.....	.....	**107**	**30**	**137**
	Aug. '83	.....	.....	.....	.....	.....	.....	115	33	148
	Year to Date '84	.....	.....	.....	.....	.....	.....	**839**	**388**	**388**
	Year to Date '83	.....	.....	.....	.....	.....	.....	596	377	973
WESTERN STAR	**Aug. '84**	.....	.....	.....	.....	.....	.....	.....	**37**	**37**
	Aug. '83	.....	.....	.....	.....	.....	.....	.....	27	27
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**345**	**345**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	197	197
WHITE	**Aug. '84**	.....	.....	.....	.....	.....	.....	.....	**381**	**381**
	Aug. '83	.....	.....	.....	.....	.....	.....	.....	148	148
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**4,246**	**4,246**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	1,382	1,382
MISCELLANEOUS*	**Aug. '84**	**62,102**	**723**	**41**	**51**	.....	**16**	**32**	**117**	**63,082**
	Aug. '83	46,313	856	2	33	1	.....	23	65	47,293
	Year to Date '84	**437,956**	**5,129**	**160**	**455**	.....	**53**	**102**	**722**	**444,577**
	Year to Date '83	268,966	5,258	2	214	6	.....	165	565	275,176
TOTALS	**Aug. '84**	**182,264**	**120,787**	**3,147**	**51**	**800**	**6,453**	**6,167**	**10,246**	**329,915**
	Aug. '83	141,147	94,452	2,775	33	47	5,720	4,207	5,558	253,939
	Year to Date '84	**1,418,617**	**1,036,029**	**25,842**	**455**	**2,068**	**31,907**	**42,553**	**80,026**	**2,637,497**
	Year to Date '83	995,105	763,889	11,235	214	360	28,769	31,597	46,783	1,877,947

★—New York and Oklahoma for 1984 compiled from manufacturers' sales records; no registrations for Oklahoma, 1983; District of Columbia and Louisiana, August, 1984.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

A good anniversary

Ford dealer Gerald P. Good Sr., left, is congratulated by Donald C. Minogue, Ford Division's Boston district manager, as he receives a commemorative plaque honoring the 60th anniversary of Good Brothers Ford, Inc., Randolph, Mass.

Reynolds & Reynolds offers new service forms, systems

DAYTON. — The Automotive Forms Division of Reynolds & Reynolds Co., has introduced a line of service merchandising and management forms and systems which will be marketed under the trademark Service Profits Systems.

The systems and forms are the creation of Dealer Service Corp. (DSC), of Winston-Salem, N. C., a service consulting firm.

Jim Grimm Sr., R & R director of marketing, said R & R began looking at the systems in February and reached formal agreements with DSC in June.

"This is a practical and much needed system," Grimm said. "What makes it succesful is it's visual appeal, ease of use by dealership personnel and easy-to-understand instructional guide.

There are, according to Grimm, maintenance menus for General Motors, Ford Motor, and Chrysler Corp. dealerships.

"These menus help the customer know what required and recommended maintenance services should be performed and when. They help the dealership sell this lucrative 'gravy' work," he said. "The menu contains its own sales pitch and dealership identification."

Grimm said the system also includes a free service check that helps dealership personnel find additional service or repairs for its retail customers who may be unaware of these needs.

• Also included in the new forms are three scheduling and dispatching systems designed for dealers who are not using a computerized system. They contain the basic elements of the automated systems but in manual form. Productivity improvements in the 10 to 20 percent range can result from their usage, Grimm said.

"In addition, there are technician productivity reports and re-check reports to monitor the technicians' performance," he said. "There also is a self-contained telephone satisfaction survey that will determine different areas of service satisfaction and also serves as a dealership public relations device."

Using these systems has greatly enhanced the performance of DSC's clients throughout the U. S. and Canada, according to Lloyd Schiller, DSC president.

Nissan's Taiwan licensee attempts to break away

TOKYO. — Yue, Loong, Nissan's licensee in Taiwan is attempting to get away from Nissan and design its own range of autos.

Currently, it builds the Sentra, Stanza and Bluebird in Taiwan, where it holds about 50 percent of the domestic market.

Over the past few years it has been building up local-content ratio, and about three years ago it started installing a new press facility and design studio.

Yue Loong now claims to have completed a three-year design program, at a cost of $50 million, for a sedan which will be powered by 1.6-, 1.8- and 2.0-liter engines.

Codenamed X-101, the new model is due to enter production at the end of next year and go on sale in 1986.

Evidently, Nissan asked Yue Loong to work with it two months ago to develop a car for Nissan to market in the U.S. and Europe. Presumably, Nissan made this request because it expected that Toyota would lose the Taiwan contract and hoped that it would be able to increase its influence there.

Company officials have said that Yue Loong is prepared to cooperate with "American, European and Japanese car makers" for production in Taiwan, an indication that the company no longer feels bound to Nissan.

The Taiwan equation gets more complicated every day, with news that Mazda and Ford might end up with the contract that Toyota thought it had, and now Yue Loong making noises that it wants to be independent.

25 years for Bennett

CHERAW, S. C.—Robert M. Bennett, of Bennett Motor Co., has received a 25-year dealer award from Buick. He is a second-generation Buick dealer.

factories list auction dates

American Motors

Oct. 30—D-A Auto Auction, New Stanton, Conn.

Nov. 1—Todd Auto Auction, Telford, Pa., and Evansville Auto Auction, Evansville, Ind.

Nov. 2—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Nov. 6—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

Nov. 7—Southern Auto Auction, East Windsor, Conn.

Nov. 8—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Nov. 9—Concord Auto Auction, Acton, Mass.

Nov. 13—D-A Auto Auction, New Stanton, Conn.

Nov. 14—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Nov. 15—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Nov. 20—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

Nov. 21—Southern Auto Auction, East Windsor, Conn., and Evansville Auto Auction, Evansville, Ind.

Nov. 22—Northstar Auto Auction, Shakopee, Minn.

Nov. 23—Concord Auto Auction, Acton, Mass.

Nov. 27—D-A Auto Auction, New Stanton, Conn.

Nov. 28—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Nov. 29—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind.; Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Nov. 30—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

Oct. 30—Hatfield Auto Auction, Hatfield, Pa., and Aptco Auto Auction, Taylor, Mich.

Oct. 31—Butler Auto Auction, Gibsonia, Pa., and Southern Auto Auction, Warehouse Point, Conn.

Nov. 1—Atlanta Auto Auction, Red Oak, Ga.; Clanton's Auto Auction, Darlington, S. C.; Evansville Auto Auction, Evansville, Ind., and Arena Auto Auction, Chicago.

Nov. 6—Hatfield Auto Auction, Hatfield, Pa.; Denver (Colorado Auto Auction), Commerce City, Colo., and Salt Lake Auto Auction, Salt Lake City, Utah.

Nov. 7—Sand Mountain Auto Auction, Boaz, Ala.; Columbus Fair Auto Auction, Obetz, O.; Minneapolis Auto Auction, Plymouth, Minn., and South Seattle Auto Auction, Kent, Wash.

Nov. 8—Northway Exchange, Clifton Park, N. Y.; Fredericksburg Auto Auction, Fredericksburg, Va., and Golden Gate Auto Auction, Fremont, Calif.

Nov. 9—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

Nov. 1—Arena Auto Auction, Chicago, and Skyline Auto Exchange, Fairfield, N. J.

Nov. 7—Golden Gate Auto Auction, Fremont, Calif.

Nov. 8—Dallas Auto Auction, Grand Prairie, Tex.

Nov. 15—Denver Auto Auction, Englewood, Colo.

Nov. 20—Aptco Auto Auction, Taylor, Mich.

Nov. 28—Northway Exchange, Clifton Park, N. Y.

General Motors

Oct. 31—Hatfield Auto Auction, Hatfield, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Nov. 1—Nashville Auto Auction, Nashville.

Nov. 2—Las Vegas Extravaganza, Imperial Palace Hotel, Las Vegas.

Nov. 6—Southern Auto Auction, Warehouse Point, Conn.

Nov. 7—Metro Auto Auction of Kansas City, Kansas City.

Nov. 8 — Indianapolis Auto Auction, Indianapolis.

Nov. 13—South Seattle Auto Auction, Kent, Wash.

Nov. 14—Golden Gate Auto Auction, Fremont, Calif., and Clanton's Auto Auction, Darlington, S. C.

Nov. 15—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

Nov. 27—Florida Auto Auction of Orlando, Ocoee, Fla., and Ohio Auto Auction, Inc., Grove City, O.

Nov. 28 — Brasher's Southern California Auto Auction, Fontana, Calif.

Nov. 29—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Arena Auto Auction adds 3rd sale day

CHICAGO. — Arena Auto Auction has added a third sale day. The Wednesday auction is titled Repo-Dealer Trade Sales and features cars that need mechanical and/or body repair.

Arena now has sales on Tuesday, Wednesday and Thursday. The firm is a member of the Anglo American Auto Auctions group. Buzz Cotton is president of Arena.

Used Car Sales

Auction Averages

October to date	$4,984
Month ago	$4,894
Year ago	$5,241

Model breakdown

Auction Averages

	OCT. TO DATE	SEPT. 1984	AUG. 1984
1984	$9,894	$9,747	$9,648
1983	7,471	7,364	7,926
1982	6,074	5,762	5,978
1981	4,474	5,020	5,230
1980	3,986	3,932	4,494
1979	3,204	3,237	3,632
1978	2,350	2,346	2,551
1977	1,647	2,213	1,997
Overall Average	$4,984	$4,894	$5,316

auction directory

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Bankruptcy trustee asks $200 million

DeLorean officials sued in Detroit

Continued from Page 1

begin within two years.

The most recent lawsuit was filed three days before the second anniversary of DMC's filing for Chapter 11 protection from creditors under federal bankruptcy laws. The bankruptcy status was changed to Chapter 7 liquidation almost a year ago.

Sources say the most recent lawsuit is not the last, and others associated with DMC will be sued later on similar charges.

The New York lawsuit against Arthur Andersen & Co., seeks $100 million in actual damages and $50 million in punitive damages. It alleges malpractice, negligence, common law fraud and securities fraud.

The suit claims Arthur Andersen and its subsidiaries in the United Kingdom and the Republic of Ireland failed to follow generally accepted auditing standards and failed to reveal the true purpose of transactions involving DMC and an affiliated partnership. The auditing firm relied too heavily on the word of DMC management, the suit said.

"The suit filed by the bankruptcy trustee is obviously for the sole purpose of preserving the rights of the trustee with respect to the technical statute of limitations consideration under the bankruptcy court," a spokesperson for Arthur Andersen said.

"The suit is not based on any intensive investigation undertaken by the trustee. There have been numerous investigations into the DeLorean-related entities with which we have cooperated and are continuing to cooperate," the spokesperson added.

Meanwhile, the results of a year-long federal grand jury investigation into DMC financial irregularities have yet to be seen in Detroit. Many involved in the DMC bankruptcy, including John Z. DeLorean's attorney, had expected the grand jury to wrap up its investigation by Oct. 1. Now, sources say it will be closer to the end of the year.

The probe focuses on alleged criminal tax fraud and bankruptcy fraud, sources said. Of particular interest is the disappearance of the nearly $18 million.

In California, the fight continues between DeLorean and the trustee of DMC over a transaction in which DeLorean turned over his Pauma Valley avocado ranch near San Diego to his attorney, Howard Wietzman, in lieu of legal fees.

At the same time, attorneys for the trustee will be watching the DeLoreans' divorce proceedings closely. Sheldon Toll, attorney for the trustee, said he will be "concerned" if "there is any attempt to prejudice the creditors" in dividing the property.

In Washington, the DeLorean name popped up again in a federal grand jury investigation of financier Jeanne Anne Farnan.

Legal proceedings involving Farnan and her companies, which have filed for bankruptcy, show several loans she allegedly offered to arrange never were completed.

Farnan was trying to arrange a $10 million deal for DeLorean. The deal fell through the day he was arrested on drug charges.

173,065 cars are scheduled, but GM target is unreal

By Louise Kertesz
Detroit Reporter

Last week's auto production total, a projection including estimates for some idled General Motors facilities, is sure to be cut when actual production figures are reported.

Makers targeted assembly of 173,065 cars last week, up 12.85 percent from the 153,352 completed the previous week and 5.56 percent from the year-ago week's 163,947.

So far this year, 6,542,829 cars have been built or scheduled, 18.20 percent more than the 5,535,164 assembled at this point last year.

Companies accounted for last week's projected output as follows: GM, 53.30 percent; Ford Motor Co., 24.16 percent; Chrysler Corp., 17.16 percent; American Motors, 2.77 percent; Honda, 1.73 percent, and Volkswagen of America, 0.88 percent.

At presstime, seven GM car assembly plants were down as a result of the Canadian strike.

GM scheduled two overtime shifts Saturday (Oct. 27) at its plant in Linden, N. J.

Also working overtime Saturday was Ford Motor's plant in Wayne, Mich.

Chrysler has scheduled overtime this week at five plants: Belvidere, Newark, St. Louis No. 1 and 2 and Jefferson.

Truck makers slate production of 63,138 units

Domestic truck production of 63,138 units last week was down 5.03 percent from the previous week's 66,480, because of the Canadian strike's effects, but was still 10.33 percent better than the year-ago week's 57,229.

Year-to-date, 2,591,646 trucks have been assembled, 32.27 percent more than the 1,959,290 built last year at this time.

Two General Motors truck assembly plants were down at presstime as a result of the strike in Canada.

Ford Motor Co. scheduled overtime Saturday (Oct. 27) at its plant in Louisville (Kentucky Truck) and Wayne, Mich. (Michigan Truck).

Chrysler has scheduled overtime this week at its Warren plant.

GM strike cuts Canadian output to year's low

The strike at General Motors caused a drop in Canadian car and truck production to notable lows last week.

The 11,875-unit car output was this year's low, plummeting 23.83 percent from the previous week's 15,590 (reflecting the midweek walkout) and 41.62 percent from the year-ago week's 20,340.

But at 862,858 cars assembled so far, this year's pace is 9.22 percent better than the 789,986 cars built at this time last year.

Last week's truck build of 12,003 units, the lowest since the week ending Aug. 4 (8,418 trucks assembled), was 16.15 percent less than the previous week's 14,315 and 12.82 percent below the year-ago week's 13,768.

Chrysler's Windsor (Ont.) plant expected to complete 2,352 Plymouth Voyagers, 2,346 Dodge Caravans and 942 Mini Ram Vans, bringing the total T-115s assembled this year to 191,418.

CANADIAN CAR PRODUCTION

	Week Ended Oct. 27, 1984	Week Ended Oct. 29, 1983	Week Ended Oct. 20, 1984	Oct. to Date	Jan. 1 to Oct. 29, 1983	Jan. 1 to Oct. 27, 1984
AMERICAN MOTORS	610	729	610	1,708	23,762	18,690
CHRYSLER CORP	.....	.....	.....	.....	104,365	.....
FORD MOTOR	11,040	6,834	11,056	40,694	216,810	360,525
GENERAL MOTORS	.....	12,552	3,699	24,962	436,322	475,047
VOLVO	225	225	225	810	8,727	8,596
Total Cars, Canada	11,875	20,340	15,590	68,174	789,986	862,858

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 27, 1984	Week Ended Oct. 29, 1983	Week Ended Oct. 20, 1984	Oct. to Date	Jan. 1 to Oct. 29, 1983	Jan. 1 to Oct. 27, 1984
CHEVROLET	16,810	18,680	19,900	73,564	684,505	818,821
DODGE	5,300	4,230	5,472	19,058	116,991	173,265
FORD	26,141	21,472	25,825	104,072	763,511	988,974
GMC	6,903	6,363	6,474	26,223	215,832	267,981
INTERNATIONAL	1,184	1,175	1,573	5,891	42,128	62,835
VOLKSWAGEN	.....	.....	.....	.....	2,019	.....
JEEP	3,750	3,062	3,749	14,284	82,399	154,594
NISSAN	2,000	1,197	2,437	8,799	8,165	80,016
AM GENERAL	50*	50*	50*	200*	2,080*	2,160
MISCELLANEOUS	1,000*	1,000*	1,000*	4,000*	41,600*	43,000
Total Trucks, U. S.	63,138	57,229	66,480	256,091	1,959,290	2,591,646

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 27, 1984	Week Ended Oct. 29, 1983	Week Ended Oct. 20, 1984	Oct. to Date	Jan. 1 to Oct. 29, 1983	Jan. 1 to Oct. 27, 1984
CHRYSLER CORP.	8,292	3,696	8,706	31,269	107,171	300,410
FORD MOTOR	3,496	3,419	3,446	13,741	114,999	127,810
GENERAL MOTORS	.....	6,521	1,947	12,332	213,972	228,748
INTERNATIONAL	215	132	216	819	4,635	6,984
Total Trucks, Canada	12,003	13,768	14,315	58,161	440,777	663,952
N. American Trucks	75,141	70,997	80,795	314,252	2,400,067	3,255,598

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Oct. 27, 1984	Week Ended Oct. 29, 1983	Week Ended Oct. 20, 1984	Oct. to Date	Jan. 1 to Oct. 29, 1983	Jan. 1 to Oct. 27, 1984
AMERICAN MOTORS	4,800	5,486	.....	9,537	158,802	159,102
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	5,486	.....	9,537	154,731	159,102
Alliance	3,200	3,578	.....	6,137	132,422	90,710
Encore	1,600	1,908	.....	3,400	22,309	68,392
CHRYSLER CORP.	29,700	24,536	30,969	117,696	738,357	1,036,747
Plymouth Total	9,500	7,998	10,068	38,925	259,335	315,298
Horizon	4,000	3,317	4,098	15,543	98,027	135,288
Reliant	3,900	4,459	4,189	16,904	156,523	146,515
Caravelle	1,100	184	1,220	4,441	4,498	15,537
Gran Fury	500	38	561	2,037	287	17,958
Chrysler Total	8,600	7,249	8,817	33,576	183,216	336,200
LeBaron	2,500	1,838	2,567	9,877	72,376	98,038
LeBaron GTS	500	.....	285	1,197	.....	1,197
Laser	1,800	1,863	1,696	6,621	12,525	59,958
New Yorker/E-Class	1,500	2,100	1,814	6,513	52,130	78,405
Fifth Avenue	2,300	1,448	2,455	9,368	6,185	98,602
Dodge Total	11,600	9,289	12,084	45,195	295,806	385,249
Omni	3,200	3,361	3,166	12,471	108,155	124,940
Aries	4,500	3,536	4,377	16,135	117,991	119,184
Daytona	1,000	1,114	1,386	4,719	9,437	44,518
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,300	1,202	1,573	6,025	41,211	62,871
Lancer	400	.....	217	949	.....	949
Diplomat	1,200	76	1,365	4,896	534	32,787
FORD MOTOR	41,818	40,709	41,691	165,880	1,265,213	1,477,227
Ford Division	27,034	27,871	26,064	107,187	819,491	956,864
Escort	7,636	8,504	7,323	29,938	227,825	289,997
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,246	3,445	3,130	13,119	97,213	115,264
LTD	5,392	4,997	5,155	21,413	145,418	188,709
Thunderbird	3,252	3,874	3,202	12,845	160,038	123,967
Crown Victoria	2,179	2,301	1,879	7,811	79,231	69,879
EXP	1,288	59	1,087	4,750	1,737	34,591
Tempo	4,041	4,691	4,288	17,311	84,301	134,457
L-M Division	14,784	12,838	15,627	58,693	445,722	520,363
Mercury Total	11,186	11,035	11,456	43,107	360,100	380,330
Lynx	1,462	1,242	1,408	5,846	62,395	58,384
Capri	757	680	853	2,844	20,609	15,074
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	3,180	1,864	3,058	11,475	61,870	98,556
Cougar	2,721	3,965	2,673	10,697	105,122	95,153
Grand Marquis	2,021	1,919	1,737	7,241	77,475	77,163
LN7	.....	.....	.....	.....	290	.....
Topaz	1,045	1,365	1,727	5,004	23,738	36,000
Lincoln Total	3,598	1,803	4,171	15,586	85,622	140,033
Continental	651	333	756	2,818	9,567	30,850
Lincoln	2,546	448	2,958	11,043	53,620	86,667
Mark VI/VII	401	1,022	457	1,725	22,435	22,516
GENERAL MOTORS	92,247	89,269	76,401	344,793	3,253,741	3,695,394
Buick Total	21,485	17,631	20,163	89,950	736,665	823,807
Skylark	2,366	.....	2,605	11,413	88,323	91,643
Skyhawk	1,458	2,346	1,017	6,808	59,509	113,197
Somerset Regal	2,280	.....	1,892	7,698	.....	13,286
Century	5,213	4,620	4,575	21,381	139,786	189,006
Regal	2,346	3,623	2,455	11,003	202,402	152,620
LeSabre/Electra (rwd)	4,698	5,788	4,535	18,881	203,848	173,437
Riviera	1,239	1,254	1,252	5,135	42,797	42,818
Electra (fwd)	1,885	.....	1,832	7,631	.....	47,800
Cadillac Total	8,244	7,456	7,396	30,556	254,856	276,472
Cimarron	182	452	1	183	16,753	13,557
Seville	1,035	769	875	3,693	29,023	31,991
Eldorado	1,647	1,462	1,395	6,356	61,570	63,059
Cadillac	1,920	4,773	1,616	6,629	147,510	99,001
DeVille (fwd)	3,460	.....	3,509	13,695	.....	68,864
Chevrolet Total	26,031	30,845	19,883	96,704	1,077,073	1,255,591
Chevette	2,610	4,130	2,607	11,260	171,382	150,971
Cavalier	7,531	7,810	1,837	23,503	249,672	341,093
Celebrity	5,099	5,741	5,925	24,705	134,506	242,056
Camaro	3,179	4,903	2,007	7,359	160,057	192,821
Citation	2,024	.....	1,700	7,249	72,668	92,673
Malibu/El Camino	612	630	491	1,795	97,291	20,297
Monte Carlo	1,326	4,156	1,834	7,124	94,501	86,836
Chevrolet	2,690	2,782	2,706	10,670	74,437	100,965
Corvette	960	693	776	3,039	22,557	27,879
Oldsmobile Total	25,031	22,017	20,941	84,612	839,517	892,009
Omega	.....	.....	.....	.....	45,484	29,289
Firenza	1,110	1,690	1,031	5,166	37,814	58,997
Cutlass Supreme	4,821	7,044	3,984	16,811	250,523	214,808
Cutlass Ciera	5,360	4,592	4,187	14,517	175,715	206,701
88/98 (rwd)	7,110	7,756	6,178	25,183	295,212	267,691
Olds 98 (fwd)	2,907	.....	2,675	11,230	.....	63,078
Calais	2,659	.....	1,981	7,767	.....	14,558
Toronado	1,064	935	905	3,938	34,769	36,887
Pontiac Total	11,456	11,320	8,018	42,971	345,630	447,515
Acadian†	.....	394	201	894	12,501	12,448
2000 Sunbird	2,368	2,753	166	8,011	91,249	118,764
1000	710	939	773	3,413	35,473	34,280
Firebird	1,692	2,822	1,065	3,964	81,729	90,211
Phoenix	.....	.....	.....	.....	21,291	14,116
Grand Prix/Bonneville	.....	1,723	.....	.....	80,282	29,733
Parisienne	1,845	714	1,831	8,781	8,746	36,471
Fiero	2,760	1,975	2,634	11,470	14,359	101,953
Grand Am	2,081	.....	1,348	6,438	.....	9,539
HONDA	3,000	1,400	3,136	12,152	40,301	112,759
VOLKSWAGEN	1,500	2,547	1,155	4,359	78,750	61,600
Total Cars, U. S.	173,065	163,947	153,352	654,417	5,535,164	6,542,829
Total Cars, Canada	11,875	20,340	15,590	68,174	789,986	862,858
N. American Cars	184,940	184,287	168,942	722,591	6,325,150	7,405,687
N. American Trucks	75,141	70,997	80,795	314,252	2,400,067	3,255,598
North American Cars and Trucks	260,081	255,284	249,737	1,036,843	8,725,217	10,661,285

†—All Acadians are built for sale in Canada. *—Estimated.